

# PM

Plumbing & Mechanical

The #1 publication exclusively serving plumbing-piping-hydronic heating contractors



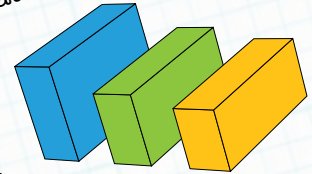
## Circulation

### Print

Every month 50,050 BPA-qualified subscribers turn to us for plumbing-piping-hydronic heating news.\*  
 All of our subscribers have qualified within the past two years, with 85% qualifying within one year.\*  
 100% Personal Direct Request circulation!\*

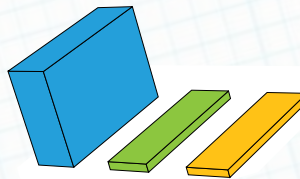
### PM subscribers by type of work:\*\*

- Plumbing 42,087
- Hydronic Heating 30,809
- Bath & Kitchen Remodeling 25,682



### PM subscribers by title:\*

- Owners, Presidents, CEOs, etc. 43,203
- Supervisors, Engineers, Sales Staff 4,018
- Estimators, Foremen, Others 2,829



### Online\*\*

www.PMmag.com monthly user information:	
User Sessions:	34,477
Unique Visitors:	17,739
Unique Visitors per Day (average):	859

### BNP Media Plumbing Group's combined monthly Web site user information:

User Sessions:	116,630
Unique Visitors:	66,098
Unique Visitors per Day (average):	3,023

### eNews\*\*\*

Bath & Kitchen:	12,704
Radiant & Hydronics:	18,888

## 2009 Media Planning Guide



Plumbing & Mechanical gets you integrated exposure to more than **247,800** online and in print!\*\*\*\*

\*Source: BPA Circulation Statement, December 2008 \*\*Source: NetTracker Data, June 2008  
 \*\*\*Source: Exact Target, August 2008 \*\*\*\*150,150 June 2007 AdScore print, including pass-along readership: 31,592, August 2008 Exact Target eNews: 66,098 July 2008, NetTracker





# 2009 Editorial Calendar

- Issue Theme and Content
- Online Product Focus
- Advertiser Services / Extra Distribution

## January

Ad Close  
Dec. 5

**Manufacturer Spotlight Issue**  
Tubs/Whirlpools  
Water Reclamation Systems

- **GPS**
- Free full-page Spotlight article including 4-color image to all full-page January advertisers
- AHR Expo, Jan. 26-28, Chicago
- International Builders' Show, Jan. 20-23, Las Vegas

## February

Ad Close  
Jan. 5

**Green Plumbing & Heating**  
Fire Protection  
Drain Cleaning

- **Sump Pumps**
- Radiant Flooring Guide 2009
- Pumper & Cleaner Expo, Feb. 25-28, Louisville, Ky.
- MCAA Convention, March 1-5, Scottsdale, Ariz.
- Discounted 4-color Information Showcase ad to all Feb. advertisers

## March

Ad Close  
Feb. 5

**25<sup>th</sup> Anniversary Issue**  
Tankless Water Heaters  
Pipe-Joining Methods

- **Line/Leak Locators**
- Solar Heating Report

## April

Ad Close  
March 5

**Kitchen/Bath Industry Show Issue**  
PEX Plumbing  
Electronic Plumbing

- **Towel Warmers**
- Bath & Kitchen Pro supplement
- Wholesaler of the Year: F.W. Webb
- K/BIS, May 1-3, Atlanta

## May

Ad Close  
April 6

**Franchises/Associations**  
High-Efficiency Toilets  
Kitchen Sinks & Faucets

- **Mod/Con Boilers**
- Oil Heat Cares
- NAOHSM, May 17-21, Hershey, Pa.

## June

Ad Close  
May 5

**Manufacturers Rep Directory**  
Contractor Software  
Electric Radiant

- **K/BIS Product Review**
- Radiant Heating Report 2009 including a discounted 4-color Information Showcase ad to all RHR 2009 advertisers
- Free Advertising Readership Study (limited to advertisers of half-page and larger ads)

## July

Ad Close  
June 5

**Case History Issue**  
Commercial Bathrooms  
Boilers & Controls

- **Water Treatment/Filtration**
- Free full-page Case History article including 4-color image to all full-page July advertisers
- Solar Heating Report

## August

Ad Close  
July 6

**2009 Pipe Trades Giants**  
Steam and Sauna Systems  
Snowmelt Systems

- **Industrial PVF**
- Discounted 4-color Information Showcase ad for all August advertisers
- Free 2009 Pipe Trades Giants mailing list by request

## September

Ad Close  
Aug. 5

**Hydronic Heating Showcase**  
Burners  
Tank Water Heaters

- **Fire Sprinklers**
- Bath & Kitchen Pro supplement

## October

Ad Close  
Sept. 4

**Tools**  
Vanity Rooms  
Drinking Fountains

- **Grease Interceptors**
- Hospital & Health Care Plumbing/Piping supplement in PM and PM Engineer
- 127<sup>th</sup> Annual PHCC-NA Convention, Oct. 21-23, New Orleans

## November

Ad Close  
Oct. 6

**Trucks & Inventory**  
Bathroom Sinks & Faucets  
Panel Radiators

- **Oil-Heating Equipment**
- Solar Heating Report
- Discounted 4-color Information Showcase ad for all November advertisers

## December

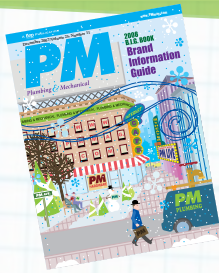
Ad Close  
Nov. 3

**2010 B.I.G Book:** Our Brand Information Guide: An Annual Contractor's Buying Guide

- **Commercial Fixtures**
- Bonus Distribution at 2010 Industry Shows



# Special 2009 Advertising Bonuses



## Manufacturer Spotlight Issue (January)

January full-page advertisers receive, by request, a free page of advertorial, including 500 words and one 4-color photo. Spotlights print next to your ad in a spread format, and we handle all production work.

## Radiant Flooring Guide (February)

Ads in the Radiant Flooring Guide reach PM's radiant contractor subscribers as well as 5,000 radiant subscribers of other leading industry publications and an unlimited number of people as a digital edition on our Web site. We also distribute at tradeshow throughout the year.

## Solar Heating Report (March, July and November)

Reach the whole solar market with an ad in the Solar Heating Report. Readers of PM and PM Engineer will receive this supplement three times in 2009.

## Wholesaler Of The Year (April)

PM profiles 2009 Wholesaler of the Year F.W. Webb and highlights how the company is helping contractors compete in the changing marketplace. Call your rep for specially priced congratulatory ads for this annual issue.

## Radiant Heating Report (June)

Reach the whole market in this specially priced opportunity. Radiant installers, specifiers and distributors – subscribers to PM, PME and Supply House Times – will all see your ad.

## Case History Issue (July)

July full-page advertisers receive, by request, a Case History article adjacent to their ad. You get a 4-color photo and 500 words to detail your product applications to PM's contractor subscribers. Just send us your materials and we do the production work.

## Information Showcase (February, August, November)

These 4-color, 1/6-page ads can be used to showcase your products, services and websites. It's easy – just send us 75 words and your 4-color photo. Only \$500 net, or \$250 if you advertise in the same issue.

## 2010 B.I.G. Book (December)

PM's 2010 Brand Information Guide is a keeper issue for our subscribers who will refer back to it throughout 2010. Listings also appear online at [www.PMmag.com/thebigbook](http://www.PMmag.com/thebigbook). Our subscribers reference this resource, both in print and online, year-round.

# 2009 PM Ad Rates

B/W Rates	1x	3x	6x	12x	18x	24x
Full-page	\$7030	6815	6640	5645	5500	4985
2/3-page	5365	5135	5050	4310	4190	3900
1/2-island	4525	4335	4255	3620	3390	3305
1/2-page	4015	3855	3810	3235	3150	3065
1/3-page	2960	2840	2800	2380	2320	2175
1/4-page	2400	2315	2250	1940	1885	1755
1/6-page	1775	1725	1675	1450	1405	1320

Color:	Page or less	Spread
Standard Color	\$930	1665
Match PMS	1370	2225
Metallic	1520	2455
4/c	2150	3170

### Positioning:

Inside Pages	\$505
Center Spread	800
Consecutive Rights	490
Back Cover	1215
IFC/IBC	905

Ask your sales rep how to get free ads with our Core Four, 5/7 and 9/12 frequent advertiser bonus programs.

### Classifieds Rates:

	1x	3x	6x	12x
Regular	\$170.00	155.00	145.00	135.00
Display	205.00	190.00	185.00	175.00

Online Only: \$40 per 50 words. These run for 30 days.

Blind Boxes: \$25 List PM Classified Department as recipient of responses. All responses will be forwarded to client.

# 2009 PM Ad Sizes

Full-page Bleed 8 1/4" x 11"	Full-page Non-Bleed 7" x 10"	2/3 Page Vertical 4 5/8" x 10"	1/2 Page Vertical 3 3/8" x 10"	1/2 Page Island 4 5/8" x 7"
1/2 Page Horizontal 7" x 4 7/8"	1/3 Page Square 4 5/8" x 4 7/8"	1/3 Page Vertical 2 1/8" x 10"	1/4 Page Vertical 3 3/8" x 4 7/8"	1/6 Page Vertical 2 1/8" x 4 7/8"



# Integrated Media Elements

## Web site and eNews Ads

Generate brand awareness, promote products and events, drive traffic to your site, and more.  
Must be: 72dpi, 256 colors or less  
File formats: jpg, gif, swf  
Note: no Flash files in eNewsletters

## Banner Ads

468x60 pixels

## Tile Box

125x125 pixels

## Skyscraper Ad

160x600 pixels

## Article Sponsorship Ad

300x250 pixels

## Microsite

Achieve almost any marketing objective with these special pages. Use our editorial content, provide your own or use a combination of both.

## Blog & Bulletin Board Sponsorship

Get key placement and daily exposure with these specially placed ads. 126x125 pixels  
Must be: 72dpi, 256 colors or less  
File formats: jpg, gif, swf

## Enhanced Online Directory Listings

A listing with a logo in the print PM, PM Engineer and Supply House Times B.I.G. Books, 3 online pdf spec sheets, up to 3 product photos, premium ranking and designation, and email subject line for recognizable leads.

## Sole-Sponsored e-Newsletter

Launch a new product or promote brand awareness. Editorial can be about your company.

## Webinars

If you have not yet employed Webinars in your advertising efforts, you are missing out on an opportunity to target qualified audiences. Not sure where to start? Let the experts at PM help you. Staff experts will take care of all the promotion, registration and Webinar management. You will build brand awareness, become an educational leader and receive the lead database of all registrants. Contact your sales rep today to get started.

## Video Clips

Must be: 320x240 pixels or 640x480 pixels  
File formats: WMV, Quicktime, SWF, FLV

## Product of the Month

Once per issue we feature the Product of the Month in print and online. You get two 4-color photos and up to 250 words.

## Center of Attention

Only one company per month can be at the Center of Attention. This 4-color advertorial spread is listed in the table of contents.



# 2009 PM Integrated Media Offerings

## Rotating Banner

(12 months)..... \$4,200 net  
(6 months)..... \$2,200 net  
(3 months)..... \$1,200 net  
(1 month)..... \$425 net

## Tile Box

(12 months)..... \$5,200 net  
(6 months)..... \$2,700 net  
(3 months)..... \$1,400 net  
(1 month)..... \$475 net

## e-Newsletter Tile Box or Banner

(12 months/24 issues) ..... \$6,000 net  
(6 months/12 issues)..... \$3,500 net  
(3 months/6 issues)..... \$1,800 net  
(1 month/2 issues)..... \$625 net

## Microsite

\$1,000 net

## Blog & Bulletin Board Sponsorships

\$2,000 net

## Enhanced Directory Listings

\$1925 net

## Sole-Sponsored e-Newsletter

\$2,900 net

## Sole-Sponsored Webinar

\$15,000 net

## Updatable 3-Minute Video Clip

(12 months)..... \$15,000 net  
(6 months)..... \$9,000 net  
(3 months)..... \$5,000 net  
(1 month)..... \$2,000 net

## Product of the Month

\$4,575 net

## Center of Attention

\$7,500 net

## 8-page Custom Publishing

\$22,000 net

## Discounts Off Listed Rates for Print Advertisers:

- Run a PRINT ad in TWELVE issues of PM and get a 40% discount off the listed Integrated Media rates.
- Run a PRINT ad in SEVEN issues of PM and get a 20% discount off the listed Integrated Media rates.
- Run a PRINT ad in FOUR issues of PM and get a 5% discount off the listed Integrated Media rates.



# Additional Offerings

## Custom Publishing

BNP Custom Media, combining the power of PM readership with its expert editorial and design, can create and deliver custom solutions using rich content and innovative media to engage your target market and produce results. Each project is turnkey, measurable, and mapped to your marketing goals and budget. Whether it's a magazine or a Web site, an advertorial or e-newsletter, let us partner with you to produce a powerful media package that showcases your message in the marketplace.

For more information contact:

Steve Beyer

630.699.7625

beyers@bnpmedia.com.

or

George Zebrowski

413.684.1447

zebrowskig@bnpmedia.com

## Clear Seas

What information do you need to meet your daily business challenges in support of your strategic business development and marketing goals? How will you get this information?

Clear Seas Research supports growth and development in more than 40 industries through B2B industry focused reports and custom market research services.

# Clear Seas RESEARCH

We are dedicated to providing results-oriented market research and insightful analyses to our clients with a focus on understanding their business and offering exceptional customer service. Our research services include awareness and concept testing, customer satisfaction/value assessment, competitive product evaluation, and product/price positioning studies.

For more information visit [www.clearseasresearch.com](http://www.clearseasresearch.com) or call 248.786.1619.

## List Rental

Use the most powerful and responsive list of site prep professionals to complement your advertising program, introduce products, or test markets.



For postal information please contact  
Rob Liska at 800.223.2194 x726 or e-mail him at  
[robert.liska@edithroman.com](mailto:robert.liska@edithroman.com).

For e-mail information please contact  
Shawn Kingston at 800.409.4443 x828 or e-mail her at  
[shawn.kingston@epostdirect.com](mailto:shawn.kingston@epostdirect.com).

You can see all our list rental datacards by visiting:  
<http://www.bnpmedia.com/listrental>.

## Publicity Tools

- Custom reprints and e-prints of your editorial feature or advertisement
- Cover or editorial blow-ups
- Ad laminates for trade shows or offices





# Advertising Specifications

BNP Media has completely converted all publications to a computer-to-plate workflow, and film is no longer accepted. Advertisers must supply digital files instead of film. Please call your production manager if you need assistance creating digital files.

## Printing Specifications

**Publication Trim Size:** 8" x 10 $\frac{3}{4}$ "

**Binding:** Saddle Stitched (most issues)

**Printing:** Heat-set, web-fed offset.

**Paper:** Cover is 80# coated enamel text; body is 45# enamel.

**Proofs:** Laser proofs of all publication-set advertisements will be furnished for approval provided deadlines are met. Proofs of other material will not be sent unless requested.

## Digital Ad Requirements

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions).

**Preferred File formats:** Quark, Photoshop and Illustrator files and PDF files are accepted.

**Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW.

**Colors:** All colors used should be CMYK, unless a spot color has been purchased.

**Electronic Submission:** CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clip art, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad size:** Crop marks for full page ads should be at trim size 8" x 10 $\frac{3}{4}$ ". Bleed ads should extend beyond trim crop marks by  $\frac{1}{8}$ " on each side. Vital matter must be kept at least  $\frac{3}{8}$ " away from trim edges. Fractional ads should match sizes published in media kit.

## Agency Commission

A discount of 15% on gross billing is allowed to recognized agencies on space, color and position charges. Invoices are issued on the date the publication mails.

Commission is not allowed on mechanical or handling charges, insert trimming or special binding, reprints or classified advertising.

## Payment Terms

Invoices are payable in U.S. Funds only, net 30 days. 1 $\frac{1}{2}$ % per month service charge thereafter (1 $\frac{1}{2}$ % in Texas).

Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

## Short Rate and Rebates

Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.

Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

## Contract and Copy Regulations

Whenever an error is made that materially affects the value of the advertisement, a corrected advertisement will be inserted in the next issue on request without additional charge. No reinsertion will be made or allowance given due to slight changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or rerun given except for the first wrong insertion. The Publisher is not responsible for errors in key numbers or advertiser index. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisement printed and also assume responsibility for any claims arising from the ad made against the Publisher. The Publisher reserves the right to reject an advertisement that does not conform to the publication's standards.

Cancellations must be received, in writing, prior to closing.

## Ship All Materials To:

PM  
Attn: Lisa Rahimpour  
8495 Elkrun Dr.  
Clarkston, MI 48348

To upload to FTP go to <http://upload.bnpmmedia.com/>  
In the notes section please put the ad name, issue date, contact information, and if there is a problem with the file. No log-in or password is required.



# Advertising Staff

## Northeast

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Please ship materials to the address above,  
or upload to our ftp site: <http://upload.bnpmedia.com>

## Sales/Editorial Headquarters

1050 IL Route 83,  
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## Corporate Headquarters

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Suite 700  
Troy, MI 48064



BNP Media Helps People  
Succeed in Business  
with Superior Information