media planning
GUIDE

The #1 book in the plumbing and mechanical industry

www.PMmag.com

NEW FOR 2012!
» Plumbing + Hydronics Virtual Trade Show
» Up-to-date industry eNewsletters
» Content-rich website
In print, online and in their inbox, PM provides our subscribers the most up-to-date industry information — on their terms. See what our versatility can do for you.

Put your ad in front of key decision-makers in the industry with PM. Each month 49,005 subscribers — all personal direct request — turn to us for their industry news.

REACH MORE SUBSCRIBERS IN THE MARKETS MOST IMPORTANT TO YOU!

**PLUMBING**

39,856

**HYDRONIC HEATING**

30,012

**BATH & KITCHEN REMODELING**

22,008

**PM** is the ONLY publication with 100% personal direct request serving plumbing, piping and hydronic heating contractors.

*Plumbing & Mechanical* lets you know exactly how many of its subscribers perform each type of work.

**PM** is the most useful magazine in the plumbing industry.

**PM** is the top-of-mind magazine when thinking about the plumbing industry.

"PM provides insight into the latest technologies and keeps me up to date on products."

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1. BPA Statement, December 2011
2. Publishers Own Data
3. Source for all data and quotes: Reader Preference/Profile Study, April 2011
THE ONLY BPA-AUDITED WEBSITE IN THE INDUSTRY!

**www.PMmag.com monthly user information²**
User Sessions: .......................................................................................................................... 10,011
Unique Browsers: ......................................................................................................................8,638

**BNP Media Plumbing Group’s combined monthly website user information³**
User Sessions: .......................................................................................................................... 31,743
PM Unique Browsers: ...............................................................................................................8,638
PM Engineer Unique Browsers: ............................................................................................11,375
Supply House Times Unique Browsers: ..................................................................................8,071

**eNews subscribers⁴**
Radiant & Hydronics: .............................................................................................................19,362
Bath & Kitchen: ......................................................................................................................14,843

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PM mag.com is considered the most useful website in the plumbing industry* 

PM mag.com is a preferred website in the plumbing industry*

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1 BPA Statement, June 2011, Print: 45,876, Digital: 3,129
2 BPAWW Interactive, Average June - Dec 2011.
3 Plumbing & Mechanical, PM Engineer and Supply House Times, BPAWW Interactive, Averages June - Dec 2011.
4 Exact Target, June 2011.
*Source for all data and quotes: Reader Preference/Profile Study, April 2011
<table>
<thead>
<tr>
<th>Month</th>
<th>Issue Theme</th>
<th>Content</th>
<th>Product Focus</th>
<th>Advertiser Service/Extra Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Manufacturer Spotlight Issue</td>
<td>Best Contractor To Work For</td>
<td>Hydronic Controls</td>
<td>Free full-page, 4-C Spotlight advertorial for all full-page January advertisers</td>
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<tr>
<td></td>
<td></td>
<td>High-Efficiency Hydronics</td>
<td></td>
<td>International Builders’ Show, Jan. 12-15, Orlando</td>
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<td>AHR Expo, Jan. 23-25, Chicago</td>
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<td>FEBRUARY</td>
<td>Green Plumbing and Heating</td>
<td>Green Radiant Heating</td>
<td>Drain-Cleaning Equipment</td>
<td>Radiant Flooring Guide 2012</td>
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<td></td>
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<td>Green Plumbing Systems</td>
<td></td>
<td>Discounted 4-C Information Showcase ad for all February advertisers</td>
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<td></td>
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<td>Pumper &amp; Cleaner Expo, Feb. 27-March 1, Indianapolis</td>
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<td>RPA Conference &amp; Expo, March 5-8, Las Vegas</td>
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<tr>
<td>MARCH</td>
<td>MCAA Convention</td>
<td>BIM</td>
<td>High-Efficiency Toilets</td>
<td>MCAA Convention, March 18-22, Orlando</td>
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<td></td>
<td></td>
<td>PM Readers’ Top Products of 2011</td>
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<td>Quality Service Contractors Power Meeting, March 22-24, Charlotte, NC</td>
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<td>APRIL</td>
<td>Kitchen/Bath Industry Show</td>
<td>Plumber’s Showroom</td>
<td>Shower Systems</td>
<td>Spring Solar Thermal Report, including a discounted 4-C Information Showcase ad for all STR advertisers</td>
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<td></td>
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<td>Fleet Management</td>
<td></td>
<td>K/BIS, April 27-29, Chicago</td>
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<td>MAY</td>
<td>Franchises/Associations</td>
<td>Residential Fire Sprinklers</td>
<td>Pumps</td>
<td>Oil Heat Cares Section</td>
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<td>Social Media</td>
<td></td>
<td>NAOESP (NAOHSM), May 20-24, Providence, RI</td>
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<td>NFPA World Safety Conference &amp; Expo, June 11-14, Las Vegas</td>
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<tr>
<td>JUNE</td>
<td>Manufacturers Representatives</td>
<td>Manufacturers Rep of the Year</td>
<td>K/BIS Product Review</td>
<td>Manufacturers Rep Locator</td>
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<tr>
<td></td>
<td></td>
<td>Geothermal Cooling</td>
<td></td>
<td>Free Advertising Readership Study (for all half-page and larger advertisers)</td>
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<td>JULY</td>
<td>Case Histories</td>
<td>Contractor Software</td>
<td>Pipe-Joining Methods</td>
<td>Free full-page, 4-C Case History advertorial for all full-page July advertisers</td>
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<td>Air-to-Water Heat Pumps</td>
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<td>Radiant Heating Report 2012, including a discounted 4-C Information Showcase ad for all RHR advertisers</td>
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<td>AUGUST</td>
<td>Pipe Trades Giants</td>
<td>Nation’s Top PHP Contractors</td>
<td>Industrial PVF</td>
<td>Summer Solar Thermal Report</td>
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<tr>
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<td>Remodel/Retrofit Jobs</td>
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<td>Discounted 4-C Information Showcase ad for all August PM and STR advertisers</td>
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<td>SEPTEMBER</td>
<td>Hydronic Heating Showcase</td>
<td>Water Treatment</td>
<td>Faucets</td>
<td>130th Annual PHCC Convention, Oct. 3-5, Philadelphia</td>
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<td>Radiant Systems</td>
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<td>Network ASA 2012, Oct. 17-20, Orlando</td>
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<td>ASPE Engineered Plumbing Expo, Oct. 27-31, Charlotte, NC</td>
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<td>Greenbuild 2012, Nov. 14-16, San Francisco</td>
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<td>OCTOBER</td>
<td>Wholesaler of the Year</td>
<td>Leak Detection</td>
<td>Water Heaters</td>
<td>Fall Solar Thermal Report</td>
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<td>Snow-Melt Systems</td>
<td></td>
<td>Discounted 4-C Information Showcase ad for all November PM and STR advertisers</td>
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<td>NOVEMBER</td>
<td>Trucks and Inventory</td>
<td>Next-Generation Plumbers Tool Trends</td>
<td>Drinking Fountains</td>
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</table>
Manufacturer Spotlight Issue (January)
January full-page advertisers may request a free page of advertorial, including 500 words and one 4-color photo. Spotlight prints next to your ad in a spread format.

Radiant Flooring Guide (February)
Ads in the Radiant Flooring Guide reach PM’s radiant contractor subscribers as well as radiant subscribers of other leading publications, and an unlimited number of people as a digital edition on our website and at trade shows throughout the year. This totals a circulation of 61,000*.

Solar Thermal Report (April, August and November)
Reach the entire solar market with an ad in the Solar Thermal Report. Subscribers will receive this supplement three times in 2012.

Manufacturers Rep Locator & Rep of the Year (June)
In June we offer the Rep of the Year and the 2012 Rep Locator, a comprehensive directory of manufacturers reps available in print, online and in digital format. The directory is offered in a fully searchable format at www.locatearep.com. Contact your sales rep for specially priced congratulatory ads for Rep of the Year.

Radiant Heating Report (July)
Reach the whole radiant market with this specially priced opportunity. Installers, specifiers and distributors will all see your ad.

Wholesaler of the Year (October)
PM profiles the 2012 Wholesaler of the Year and highlights how the company is helping contractors compete in the changing marketplace. Contact your rep for specially priced congratulatory ads.

* Publisher’s own data, 2011.
TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. funds only, net 30 days. 1 1/2% per month service charge thereafter (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. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date. Agency Commission: 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

Short Rates and Rebates: Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

Cancellation Policy: No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

SEND ALL MATERIALS TO:
Lisa Rahimpour, PM Magazine
8495 Elkrun Dr., Clarkston, MI 48348.
Ads can also be sent via FTP (File Transfer Protocol) at http://upload.bnpmedia.com.
If you have questions, contact Lisa at 248.620.4180 or rahimpourl@bnpmedia.com.

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ONLINE DIRECTORY LISTINGS

Get your company information into the hands of potential buyers in your industry looking for plumbing and mechanical products with a listing in the PM B.I.G. Book. We make it easy for buyers to find you and even easier for you to make your company stand out. Give buyers easy access to info with live links, logos, RFP’s, spec sheets, photos and videos. Get listed today! For more information, visit the online directory at www.PMMag.com.

CUSTOM ENEWSLETTER

Become a news leader for the industry by developing your own eNewsletter. Stay in touch with your past, present and future customers, educate contractors with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems. Contact your integrated media specialist today for a quote!

WEBINARS

You can’t meet face-to-face with every industry decision-maker, but you can interact with each of them during a Webinar. Build brand awareness, become a leader and generate sales leads – just ask the experts at BNP Media to help you! Since 2006, BNP Media has produced over 450 Webinars, averaging 500 lead opportunities. You choose the content and speakers, and we’ll market and execute your event. Schedule your customized Webinar program today!

LIST NAMES

Use the most powerful and responsive list of plumbing professionals to complement your advertising program, introduce products or test markets. For information, contact Kevin Collorary, Ph: 800.223.2194, x684, kevin.collopy@infogroup.com; or Michael Costantino, Ph: 800.293.2194, x748, michael.costantino@infogroup.com. You can see all our list rental datacards by visiting http://www.bnpmedia.com/listrental.
Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI, please contact:
Beth Surowiec | 248.786.1619
surowiecb@clearseasresearch.com.
http://www.clearseasresearch.com

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you. We’ll take on the tough stuff while you focus solely on your brand’s most important assets: your customers.

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Chris Wilson | 248.244.8264
wilsonc@bnpmedia.com
http://custommedia.bnpmedia.com