

PM

PLUMBING & MECHANICAL

PM is the
#1
magazine brand
for plumbing and
mechanical
contractors in
both Circulation
and Readership.*



Media Planning Guide

2015



MUST-SEE!
Product Print
& e-Blasts

**Social Media
Startup Package**

**Mobile-friendly
e-newsletters**



www.PMmag.com

*Publisher's own data

TARGETED CIRCULATION

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 - 100% direct request* - turn to us for their industry news.**

ONLINE

www.PMmag.com average monthly user information*


USER SESSIONS 10,024

UNIQUE BROWSERS 8,818

NEW! MUST-SEE E-BLAST

PM's Must-See e-Blast provides a glimpse at the latest innovations in the market. Includes a 1/6 page ad in that month's print/digital issue PLUS an eblast to subscribers of the eNewsletter of your choice. You'll also receive contact information for those that click on your ad after the e-blast is distributed. March, June and October issues.

COMPARISON OF AUDITED CIRCULATIONS

		Contractor*	PHC News***
TOTAL QUALIFIED SUBSCRIBERS	49,005	47,826	47,000
SUBSCRIBERS BY TYPE OF WORK	Plumbing 40,016 81.7%	Not reported separately	34,980 74.4%
	Hydronic Heating 30,521 62.3%	Not reported separately	24,709 52.6%
	Bath & Kitchen Remodeling 25,450 51.9%	18,136 37.8%	20,589 43.8%
	Process Piping 19,385 39.6%	Not reported separately	19,647 41.8%
	Private Water Systems 18,088 36.9%	11,862 24.7	15,361 32.7%

eNEWS

NEW! RESPONSIVE DESIGN

Plumbing & Mechanical's eNewsletters have a new responsive design that allows for optimal viewing on any device. Currently, over 50% of emails are opened on mobile devices**. Our eNewsletters automatically adapt to the size of the screen on which it is displayed. As a result, your advertising message will retain its impact and will look great on any platform.



eNEWSLETTER SIZES

- Top Leaderboard:** 728x90 pixels
- Feature Leaderboard:** 728x90 pixels
- Rectangle:** 300x250 pixels
- Rectangle Ad:** 180x150 pixels
- Text Ads:** 50 words or less

eNewsletter average delivered*

21,531

RADIANT & HYDRONICS ENEWS

16,742

BATH & KITCHEN PRO ENEWS

8,259

PVF ENEWS

*June 2014 BPA Brand Report

**Publisher's own data

***June 2013 BPA Circulation Statement

DIGITAL LEADERSHIP

MOBILE APP

Our new mobile app in 2015 gives our audience access to our content – anytime, anywhere! Specifically designed for smartphones and tablets, the *Plumbing & Mechanical* mobile app features the latest breaking news, exciting new products, feature articles, videos and more! Limited available ad positions will mean high share of voice for marketers looking to reach an engaged, highly targeted audience.



WEBINARS

Let the *Plumbing & Mechanical* webinar program help you stand out from the rest. We'll increase brand awareness and interest in your products while managing every detail surrounding the event. Multiple promotions are created and deployed to position you as a leader in your industry. Plus, receive an average of **500 qualified registration leads*** and add on our NEW continuing education accreditation to generate even higher viewership. Frequency and advertiser discounts available.

(*Source: 2014 Plumbing & Mechanical Average Webinar Registration Leads)



VIDEOS

There's a reason video has exploded across the web... its ability to educate, demonstrate, communicate and motivate is unlike any other marketing tool. Educate prospects on your product's capabilities, offer solutions, demonstrate market knowledge, build a relationship of trust, communicate what makes your products different and motivate prospects to buy! Don't have capabilities? *Plumbing & Mechanical* can produce a video for you!

PODCASTS

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure by sponsoring an editorial podcast. For more information, contact your sales rep or visit: <http://portfolio.bnpmmedia.com/podcasts>



EBOOKS

eBooks are a turnkey program, and an excellent tool to align your marketing message within an editorially relevant environment and obtain qualified leads. *Plumbing & Mechanical* will handle all production details from gathering leads to marketing and creation management.

SOCIAL MEDIA

Collaborate together with *Plumbing & Mechanical* to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! *Plumbing & Mechanical* offers a number of opportunities for audience engagement through Facebook, Twitter, Youtube and QR Codes. Partner with *Plumbing & Mechanical* to build a social presence for your brand! Not yet involved in social media? Let us build, design, and organize the accounts for you with Social Media Startup Packages!



2015 Editorial Calendar

Issue	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close	December 3	January 8	February 6	March 10	April 8	May 7
Materials Due	December 9	January 14	February 12	March 14	April 14	May 13
Issue Theme	Manufacturer Spotlights	MCAA Convention	Bath & Kitchen Remodeling	Manufacturer Q&A	Franchises/Associations	Manufacturers Reps
Plumbing	Contractor of the Year	Commercial Plumbing	Top Products of 2014	Water Treatment	Next-Generation Plumbers	Plumbing Rep of the Year
Mechanical	AHR Product Preview	Pipe Relining	Industrial PVF	Mini-Split Systems	BIM projects	Residential Fire Sprinklers
Hydronics	Manifolds	<i>2015 Radiant Comfort Guide</i>	Controls	Panel Radiators	<i>Oil Heat Cares</i>	Smart Thermostats
Bath & Kitchen	KBIS/IBS Product Preview	High-Efficiency Toilets	Kitchen Sinks	Touch-Free Faucets	Bath Accessories	Bathtubs
Green Buildings	Geothermal Systems	Recycled Water	Hydronic Cooling	High-Efficiency Water Heaters	Green Chemicals	Low Energy-Use Houses
Advertiser Service/Bonus Distribution	<p><i>Free full-page, 4-C Spotlight advertorial for full-page Jan. advertisers</i></p> <p>KBIS & Builders' Show, Jan. 20-22, Las Vegas</p> <p>AHR Expo, Jan. 26-28, Chicago</p> <p>RPA Meeting, Jan. 26-28, Chicago</p> <p>PM LIVE PM LIVE Jan. 27, Chicago</p>	<p>Pumper & Cleaner Expo, Feb. 23-26, Indianapolis</p> <p>QSC Power Meeting, Feb. 26-28, Scottsdale, AZ</p> <p>MCAA Convention, March 8-12, Maui, HI</p>	<p>ACCA Radiant & Hydronics Council, March 16-19, Grapevine, TX</p> <p>Must-See Product Print & e-Blast</p>	<p><i>Free, full-page 4-C Q&A advertorial interview to all full-page April advertisers</i></p> <p>WQA Aquatech, April 20-24, Las Vegas</p>	<p>NAOESP Convention & Trade show, May 17-21, Hershey, PA</p>	<p>Manufacturers Rep Locator</p> <p>Free Ad Readership Study for full-page advertisers</p> <p>NFPA World Safety Conference & Expo, June 22-25, Chicago</p> <p>Must-See Product Print & e-Blast</p>



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Plumbing Primer

SUPERIOR CONTENT:

81%

of readers rate Plumbing & Mechanical as the publication having the most up-to-date industry articles/features.*

*Reader Preference Profile Study, May 2014

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
June 4	July 7	August 6	September 8	October 6	November 5
June 10	July 11	August 12	September 12	October 10	November 11
Women in Plumbing	Case Histories	Hydronic Heating Showcase	Supply House of the Year	Best-Looking Truck Contest	2016 B.I.G. Book
Flexible Connectors	Mobile Technology	Drain Cleaning	Tools	Military Veterans in Plumbing	Plumbing Product Guide
Sewage Pumps	Mechanical Contractor of the Year	Pipe-Joining Methods	Plastic Pipe	Water-To-Water Heat Pumps	Industrial PVF Product Guide
2015 Radiant & Hydronics Report	Snow-Melt Systems	Radiant Systems	Boilers	Radiant Insulation	Hydronic Product Guide
Shower Systems	Hospitality Industry Trends	Contractor Showrooms	Faucets and Fittings	Food Disposers	Bathroom Lavatories
Water-Conserving Plumbing	Energy Audits	Solar Drainback Systems	Green Plumbers	Green Plumbing & Heating Report	Bottle-Filling Stations
Free 4-C Information Showcase ad for 2015 RHR advertisers	Free full-page, 4-C Case History advertorial for full-page August advertisers	PHCC National Convention, Sept. 28-Oct. 2, Hollywood, FL	NetworkASA 2015, Oct. 27-29, Chicago Must-See Product Print & e-Blast	Free 4-C Information Showcase ad for all GPH advertisers Greenbuild, Nov. 18-22, Washington	Free Basic Listing in B.I.G. Book for all 2015 advertisers. Bonus distribution at 2016 trade shows

IN EVERY ISSUE:
 Green Products
 PM Profile
 Tool Tips
 Truck of the Month



DAN HOLOHAN
Heating Help



AL LEVI
Managing Your Business



MORRIS BESCHLOSS
Industry Outlook



ADAMS HUDSON
Marketing Strategies



KENNY CHAPMAN
The Blue Collar Coach



RAY WOHLFARTH
The Boiler Room

YOUR **ONLINE** RESOURCE WWW.PMMAG.COM

WEBSITE AND ENEWS ADS

Generate brand awareness, promote products and events, and drive traffic to your site.



GRAPHICAL DISPLAY ADVERTISING

- 1 Leaderboard – 728 x 90
- 2 Medium Rectangle – 300 x 250
- 3 Rectangle (2 adjacent spots) – 180 x 150
- 4 Rich Media (not shown)

ADDITIONAL ADVERTISING-BASED OPPORTUNITIES

- 5 Featured Products
- 6 Supplied Videos
- 7 Photo Gallery (R.O.S.)
- 8 Multimedia (use for ecards, showrooms promotion, etc.)
- 9 Classifieds

To see examples of these ads and more, visit: <http://portfolio.bnpmmedia.com>

B.I.G. Books Directory

Whether your potential customers use print, digital or online to source plumbing, industrial PVF, hydronics and HVAC products, the B.I.G. Book is there. By listing your company information with *Plumbing & Mechanical's* B.I.G. Book you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and QR Codes. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information visit the online directory at www.PMmag.com/thebigbook or contact a sales rep.

Custom newsletter

Let *Plumbing & Mechanical* help you create a co-branded eNewsletter customized to your needs. Our Orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams. A custom eNewsletter can take your company to the next level with these benefits:

- Including editorial or educational content in an eNewsletter can help position your company as an industry leader
- Editorial content creates greater reader engagement
- Subscribers trust *Plumbing & Mechanical*. They're more likely to open emails from our publication and consider our endorsements

76% of readers are highly satisfied with the up-to-date industry news on pmmag.com*



72% of readers rate pmmag.com as the most useful website to their plumbing-piping-hydronic/radiant industry work*

ACCESS OF INDUSTRY WEBSITES*



*Reader Preference Profile Study, May 2014

AD RATES

Gross Rates

B/W Rates:	1x	3x	6x	12x	18x	24x
Full-page	\$8155	7905	7705	6545	6380	5785
2/3-page	6235	5960	5860	5005	4870	4530
1/2-page Isl	5255	5040	4940	4205	3940	3840
1/2-page	4665	4480	4425	3845	3660	3560
1/3-page	3435	3310	3250	2770	2695	2530
1/4-page	2795	2695	2620	2255	2200	2045
1/6-page	2065	2015	1950	1690	1640	1535

Positioning:

Inside Pages.....	\$595
Center Spread.....	940
Consecutive Rights.....	580
Back Cover	1425
IFC/IBC	1055

Color:

Page or less

Spread

Standard Color	\$1085	1365
Match PMS	1590	1990
Metallic	1765	2205
4/Color	2495	3125

Classified Rates:

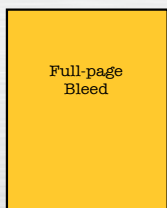
	1x	3x	6x	12x
Regular	\$210	180	170	160
Display	250	235	230	220

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

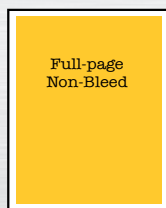
Blind Boxes: \$30. List PM Classified Department as recipient of responses.

All responses will be forwarded to the client.

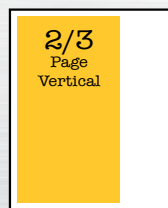
AD SIZES



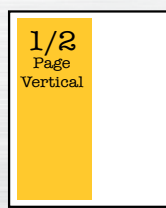
9" x 11"



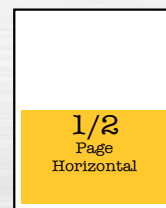
7 3/4" x 10"



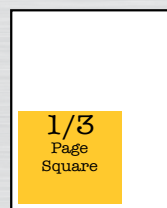
5" x 10"



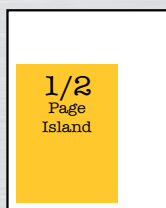
3 3/4" x 10"



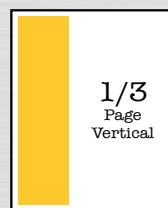
7 3/4" x 4 7/8"



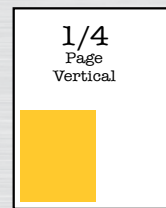
5" x 4 7/8"



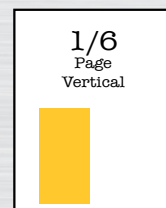
5" x 7 1/2"



2 1/2" x 10"



3 3/4" x 4 7/8"



2 1/2" x 4 7/8"

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.bnpmmedia.com>.
 If you have questions,
 contact Lisa at 248.620.4180
 or rahimpourl@bnpmmedia.com.



orangetap

• **Content Marketing Services**

Orangetap equips your brand with the editorial and publishing resources of Plumbing & Mechanical to help market and capture the attention of your customers.

Connect with Customers & Earn Leads

PM will co-brand your content with us to improve deliverability and open rates and promote it to our audience. We'll supply you with leads through these three high-impact strategies:

- 1) Content Blast
- 2) High-Value Media Download
- NEW!** 3) Interactive Product Spotlights

Need Content? We can help. Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.

To learn more about our services or to quote out a project, please contact your sales representative.

• **Clear Seas Research**

Making the Complex Clear

Your industry-focused market research partner – providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.

Contact Beth Surowiec at surowiecb@clearseasresearch.com or 248.786.1619. www.clearseasresearch.com

• **List Rentals**

The most powerful, responsive list of plumbing professionals is just a call away. Complement your advertising program and introduce new products by renting Plumbing & Mechanical's exclusive subscriber list. Contact Kevin Collopy of InfoGroup at 402.836.6265 or kevin.collopy@infogroup.com.

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<http://upload.bnpmedia.com>

