

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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PLUMBING & MECHANICAL is a B2B brand with a comprehensive platform of online and digital communications for information to manage and grow contracting businesses in the plumbing, piping, hydronic/radiant heating, geothermal, solar thermal and water treatment industries.

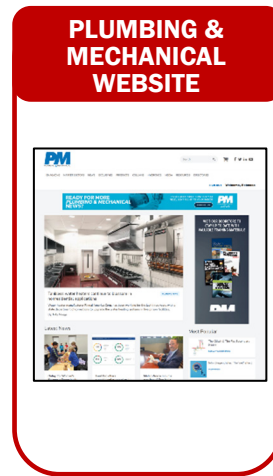
MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

PLUMBING & MECHANICAL is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
PLUMBING & MECHANICAL DIGITAL MAGAZINE (6 issues in the period)	41,368	-	41,368
(See Paragraph 3b for Source)			
PLUMBING & MECHANICAL E-NEWSLETTERS			
a. Radiant & Hydronics eNews (12 issued in the period)	18,486	-	18,486
b. Bath & Kitchen Pro eNews (12 issued in the period)	13,741	-	13,741
PLUMBING & MECHANICAL WEBSITE (Monthly Users with 75,052 average Pageviews)	48,818	-	48,818
PLUMBING & MECHANICAL SOCIAL MEDIA			
a. Twitter followers	*10,715	-	*10,715
b. Facebook likes	*2,829	-	*2,829
c. LinkedIn fans	*618	-	*618

*Social Media claims are cumulative figures, not averages.

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FIELD SERVED

PLUMBING & MECHANICAL serves contracting firms (plumbing contracting firms, mechanical contracting firms, hydronic/radiant heating contracting firms, solar/thermal contracting firms, HVACR contracting firms, drain & sewer contracting firms, facility/maintenance contracting firms, sheet metal contracting firms, drilling/well services contracting firms, pump installation contracting firms and other contracting firms) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are in corporate/executive management (including owners, partners, presidents, vice presidents and C-level officers), general management (including general managers, branch managers, supervisors, foremen and other managers), operations, engineering, sales & marketing, estimating, technician/mechanic/installer/journeyman and other functions.

PURPOSE

Included herein is a supplementary analysis of respondents by type of work.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	1,148
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,149

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,368	100.0	41,368	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,368	100.0	41,368	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021	Total Qualified
July	40,997
August	40,690
September	40,418
October	41,910
November	42,491
December	41,702

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021
This issue is 3.3% or 1,348 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	CLASSIFICATION BY JOB FUNCTION							
			Corporate/ Executive Management (Note 1)	General Management (Note 2)	Operations	Engineering	Sales & Marketing	Estimating	Technician/ Mechanic/ Installer/ Journeyman	Other Functions
Contracting Firm (Note 3)	38,546	90.7	20,593	7,999	2,459	2,485	2,340	757	1,847	66
Others Allied to the Field	3,945	9.3	1,244	607	129	934	827	50	66	88
TOTAL QUALIFIED CIRCULATION	42,491	100.0	21,837	8,606	2,588	3,419	3,167	807	1,913	154
PERCENT	100.0		51.4	20.3	6.1	8.0	7.4	1.9	4.5	0.4

Note 1: Corporate/Executive Management includes owners, partners, presidents, vice presidents and C-level officers.

Note 2: General Management includes general managers, branch managers, supervisors, foremen and other managers.

Note 3: Contracting Firm includes plumbing contracting firms, mechanical contracting firms, hydronic/radiant heating contracting firms, solar/thermal contracting firms, HVACR contracting firms, drain & sewer contracting firms, facility/maintenance contracting firms, sheet metal contracting firms, drilling/well services contracting firms, pump installation contracting firms and other contracting firms.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2021

This is an analysis of 36,154 or 85.1% respondents by the type of work (See the link to the questionnaire used to elicit this data on back page of this report). Since any one respondent may have checked more than one response, the totals for each of these types of work should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

Types of Work	Total Number of Respondents	Percent of Total
Plumbing and/or Hydronic Heating and/or Process Piping/Valves	35,329	83.1
Plumbing	30,268	71.2
Hydronic Heating	19,984	47.0
Process Piping/Valves	14,127	33.2
Bath & Kitchen Remodeling	12,694	29.9
Radiant Heating	16,000	37.7
Private Water Systems	10,842	25.5
Drain & Sewer	14,119	33.2
Fire Protection/Sprinklers	7,745	18.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	42,491	100.0
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	42,491	100.0
PERCENT	100.0	

Note: Although age is not reported, qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	246		Kentucky	482	
New Hampshire	299		Tennessee	722	
Vermont	149		Alabama	448	
Massachusetts	1,276		Mississippi	234	
Rhode Island	184		EAST SO. CENTRAL	1,886	4.4
Connecticut	715		Arkansas	290	
NEW ENGLAND	2,869	6.8	Louisiana	313	
New York	2,963		Oklahoma	295	
New Jersey	1,541		Texas	2,860	
Pennsylvania	2,252		WEST SO. CENTRAL	3,758	8.8
MIDDLE ATLANTIC	6,756	15.9	Montana	231	
Ohio	1,922		Idaho	272	
Indiana	1,006		Wyoming	108	
Illinois	1,964		Colorado	856	
Michigan	1,314		New Mexico	278	
Wisconsin	1,152		Arizona	619	
EAST NO. CENTRAL	7,358	17.3	Utah	400	
Minnesota	967		Nevada	317	
Iowa	614		MOUNTAIN	3,081	7.3
Missouri	925		Alaska	148	
North Dakota	159		Washington	852	
South Dakota	190		Oregon	427	
Nebraska	366		California	3,624	
Kansas	431		Hawaii	135	
WEST NO. CENTRAL	3,652	8.6	PACIFIC	5,186	12.2
Delaware	142		UNITED STATES	41,685	98.1
Maryland	894		U.S. Territories	45	
Washington, DC	59		Canada	158	
Virginia	1,060		Mexico	45	
West Virginia	135		Other International	556	
North Carolina	1,216		APO/FPO	2	
South Carolina	472				
Georgia	1,003		TOTAL QUALIFIED CIRCULATION	42,491	100.0
Florida	2,158				
SOUTH ATLANTIC	7,139	16.8			

*See Additional Data

E-NEWSLETTER CHANNEL

2021	Radiant & Hydronics eNews	Bath & Kitchen Pro eNews
JULY		
July 12	-	13,758
July 13	18,617	-
July 27	-	13,722
July 28	18,513	-
AUGUST		
August 13	18,727	-
August 16	-	13,869
August 27	-	13,838
SEPTEMBER		
September 1	18,513	-
September 13	18,599	13,870
September 27	-	13,771
September 28	18,466	-
OCTOBER		
October 13	18,531	13,819
October 28	18,434	13,718
NOVEMBER		
November 12	-	13,714
November 16	18,441	-
November 29	18,329	13,607
DECEMBER		
December 13	-	13,630
December 14	18,375	-
December 28	18,286	13,572
AVERAGE:	18,486	13,741

Radiant & Hydronics eNews (12 issued in the period)
Bath & Kitchen Pro eNews (12 issued in the period)

WEBSITE CHANNEL

WWW.PMMAG.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	65,715	49,235	43,039	0:55
August	68,703	52,035	45,642	0:54
September	76,969	57,317	50,254	0:56
October	79,647	58,799	51,200	0:56
November	83,658	62,056	54,030	0:59
December	75,620	56,456	48,742	0:56
AVERAGE:	75,052	55,983	48,818	0:56

July – December 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Plumbing & Mechanical Social Media



Twitter followers

<http://twitter.com/PnMmag>



Facebook likes

<http://www.facebook.com/PMmagazine>



LinkedIn fans*

<http://www.linkedin.com/company/pm-magazine>

2021

	Twitter followers	Facebook likes	LinkedIn fans*
Beginning Balance:	10,587	2,784	465
July	10,609	2,798	503
August	10,636	2,808	553
September	10,652	2,818	576
October	10,669	2,826	588
November	10,698	2,826	599
December	10,715	2,829	618

*Effective July 1, 2021, LinkedIn Company Page Data is reported.

ADDITIONAL DATA

MAGAZINE:

FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION, PLEASE VISIT THE FOLLOWING LINK:

<https://bnp.dragonforms.com/PMemagazineSubscription>.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Nikki Smith, Online Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 7, 2022

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County

Oakland

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.

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