

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

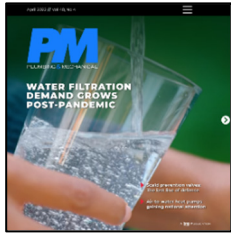
PLUMBING & MECHANICAL is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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

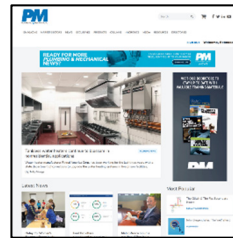
PLUMBING & MECHANICAL DIGITAL MAGAZINE



PLUMBING & MECHANICAL E-NEWSLETTERS



PLUMBING & MECHANICAL WEBSITE



PLUMBING & MECHANICAL SOCIAL MEDIA



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)	40,291	-	40,291
(See Paragraph 3b for Source)			
PLUMBING & MECHANICAL E-NEWSLETTERS			
a. Radiant & Hydronics eNews (12 issued in the period)	17,995	-	17,995
b. Bath & Kitchen Pro eNews (12 issued in the period)	13,367	-	13,367
PLUMBING & MECHANICAL WEBSITE (Monthly Users with 81,522 average Pageviews)	53,477	-	53,477
PLUMBING & MECHANICAL SOCIAL MEDIA			
a. Twitter followers	*10,861	-	*10,861
b. Facebook likes	*2,873	-	*2,873
c. LinkedIn fans	*820	-	*820

*Social Media claims are cumulative figures, not averages.

*LinkedIn – Serving Plumbing & Mechanical, pme PM Engineer, and Supply House Times

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

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	-
Advertiser and Agency	1,063
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,063

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,291	100.0	40,291	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,291	100.0	40,291	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022	Total Qualified
January	40,984
February	41,151
March	40,959
April	40,217
May	39,413
June	39,021

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
This issue is 2.6% or 1,053 copies below 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)	35,776	90.8	18,113	7,653	2,390	2,498	2,531	805	1,730	56
Others Allied to the Field	3,637	9.2	1,194	448	70	969	778	34	63	81
TOTAL QUALIFIED CIRCULATION	39,413	100.0	19,307	8,101	2,460	3,467	3,309	839	1,793	137
PERCENT	100.0		49.0	20.6	6.2	8.8	8.4	2.1	4.6	0.3

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, 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 MAY 2022

This is an analysis of 34,627 or 87.9% 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	32,681	82.9
Plumbing	28,202	71.6
Hydronic Heating	18,432	46.8
Process Piping/Valves	12,767	32.4
Bath & Kitchen Remodeling	11,878	30.1
Radiant Heating	14,219	36.1
Private Water Systems	9,127	23.2
Drain & Sewer	11,939	30.3
Fire Protection/Sprinklers	7,235	18.4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	27,017	9,794	2,602	39,413	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	27,017	9,794	2,602	39,413	100.0
PERCENT	68.6	24.8	6.6	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	211		Kentucky	457	
New Hampshire	278		Tennessee	684	
Vermont	132		Alabama	410	
Massachusetts	1,188		Mississippi	225	
Rhode Island	176		EAST SO. CENTRAL	1,776	4.5
Connecticut	643		Arkansas	266	
NEW ENGLAND	2,628	6.7	Louisiana	318	
New York	2,770		Oklahoma	183	
New Jersey	1,413		Texas	2,669	
Pennsylvania	2,134		WEST SO. CENTRAL	3,436	8.7
MIDDLE ATLANTIC	6,317	16.0	Montana	214	
Ohio	1,748		Idaho	234	
Indiana	924		Wyoming	97	
Illinois	1,829		Colorado	794	
Michigan	1,182		New Mexico	248	
Wisconsin	1,085		Arizona	583	
EAST NO. CENTRAL	6,768	17.2	Utah	377	
Minnesota	847		Nevada	284	
Iowa	572		MOUNTAIN	2,831	7.2
Missouri	851		Alaska	146	
North Dakota	150		Washington	814	
South Dakota	175		Oregon	387	
Nebraska	326		California	3,360	
Kansas	385		Hawaii	147	
WEST NO. CENTRAL	3,306	8.4	PACIFIC	4,854	12.3
Delaware	130		UNITED STATES	38,504	97.7
Maryland	849		U.S. Territories	45	
Washington, DC	50		Canada	241	
Virginia	962		Mexico	49	
West Virginia	122		Other International	571	
North Carolina	1,114		APO/FPO	3	
South Carolina	428				
Georgia	946		TOTAL QUALIFIED CIRCULATION	39,413	100.0
Florida	1,987				
SOUTH ATLANTIC	6,588	16.7			

*See Additional Data

E-NEWSLETTER CHANNEL

2022	Radiant & Hydronics eNews	Bath & Kitchen Pro eNews
*JANUARY		
January 12	-	13,581
January 13	18,267	-
January 28	17,995	-
FEBRUARY		
February 1	-	13,363
February 11	17,956	-
February 14	-	13,368
February 25	-	13,329
February 28	17,878	-
MARCH		
March 14	-	13,292
March 18	17,851	-
March 30	-	13,221
March 31	17,802	-
APRIL		
April 12	-	13,206
April 13	17,860	-
April 27	-	13,215
April 28	17,825	-
MAY		
May 11	-	13,397
May 13	18,084	-
May 24	-	13,416
May 27	18,123	-
JUNE		
June 13	18,162	-
June 14	-	13,505
June 29	18,140	-
June 30	-	13,506
AVERAGE:	17,995	13,367

Radiant & Hydronics eNews (12 issued in the period)

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

*Due to a clerical error, the January 28, 2022 eNewsletter was sent in February 2022.

WEBSITE CHANNEL

WWW.PMMAG.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	97,944	74,423	65,280	0:51
February	84,862	62,522	54,738	0:58
March	84,248	63,578	55,531	0:53
April	77,424	58,308	51,294	0:52
May	73,138	55,056	48,367	0:51
June	71,514	52,317	45,654	0:52
AVERAGE:	81,522	61,034	53,477	0:53

January – June 2022 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 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 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>

2022

	Twitter followers	Facebook likes	LinkedIn fans*
Beginning Balance:	10,715	2,829	618
January	10,737	2,835	629
February	10,771	2,840	698
March	10,784	2,844	719
April	10,800	2,864	747
May	10,841	2,873	771
June	10,861	2,873	820

*LinkedIn – Serving Plumbing & Mechanical, pme PM Engineer, and Supply House Times

*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

July 15, 2022

State

Michigan

County

Oakland

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July 15, 2022

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.