

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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Scan for Publisher's contact information

PLUMBING & MECHANICAL is a B2B brand with an editorial scope covering labor, merchandising, training, job-site management, plus product and installation/technical material.

PUBLICATION FORMAT – DIGITAL

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 MAGAZINE



6 issues in the period
 35,300 average circulation

PLUMBING & MECHANICAL E-NEWSLETTERS



24 total issued in the period
 18,821 average per occurrence
 14,261 average per occurrence

PLUMBING & MECHANICAL WEBSITE



43,831 average users

PLUMBING & MECHANICAL SOCIAL MEDIA



10,458 Twitter followers
 2,733 Facebook likes
 1,950 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PLUMBING & MECHANICAL MAGAZINE (6 issues in the period)	35,300	-	35,300
PLUMBING & MECHANICAL E-NEWSLETTERS			
a. Radiant & Hydronics eNews (12 issued in the period)	18,821	-	18,821
b. Bath & Kitchen Pro eNews (12 issued in the period)	14,261	-	14,261
PLUMBING & MECHANICAL WEBSITE (Monthly Users with 71,316 average Pageviews)	43,831	-	43,831
PLUMBING & MECHANICAL SOCIAL MEDIA			
a. Twitter followers	*10,458	-	*10,458
b. Facebook likes	*2,733	-	*2,733
c. LinkedIn group members	*1,950	-	*1,950

*Social Media claims are cumulative figures, not averages.

LinkedIn – serving PLUMBING & MECHANICAL, pme – PM ENGINEER and SUPPLY HOUSE TIMES.

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	3
Advertiser and Agency	1,323
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,326

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,300	100.0	35,300	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,300	100.0	35,300	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Total Qualified
July	33,787
August	33,932
September	34,559
October	35,575
November	36,426
December	37,522

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
This issue is 3.9% or 1,351 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)	33,671	92.4	18,761	6,722	1,911	2,075	1,724	557	1,921	-
Others Allied to the Field	2,755	7.6	1,374	250	81	580	362	39	69	-
TOTAL QUALIFIED CIRCULATION	36,426	100.0	20,135	6,972	1,992	2,655	2,086	596	1,990	-
PERCENT	100.0		55.3	19.1	5.5	7.3	5.7	1.6	5.5	-

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 2020

This is an analysis of 32,716 or 89.8% 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	30,930	84.9
Plumbing	26,468	72.7
Hydronic Heating	18,123	49.7
Process Piping/Valves	14,197	39.0
Bath & Kitchen Remodeling	11,888	32.6
Radiant Heating	15,702	43.1
Private Water Systems	11,376	31.2
Drain & Sewer	14,475	39.7
Fire Protection/Sprinklers	7,168	19.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	27,617	8,809	-	36,426	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	27,617	8,809	-	36,426	100.0
PERCENT	75.8	24.2	-	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	215		Kentucky	381	
New Hampshire	269		Tennessee	613	
Vermont	142		Alabama	389	
Massachusetts	1,127		Mississippi	208	
Rhode Island	172		EAST SO. CENTRAL	1,591	4.4
Connecticut	649		Arkansas	247	
NEW ENGLAND	2,574	7.1	Louisiana	254	
New York	2,619		Oklahoma	406	
New Jersey	1,393		Texas	2,328	
Pennsylvania	1,889		WEST SO. CENTRAL	3,235	8.9
MIDDLE ATLANTIC	5,901	16.2	Montana	206	
Ohio	1,798		Idaho	253	
Indiana	844		Wyoming	97	
Illinois	1,626		Colorado	761	
Michigan	1,154		New Mexico	237	
Wisconsin	986		Arizona	556	
EAST NO. CENTRAL	6,408	17.6	Utah	318	
Minnesota	868		Nevada	257	
Iowa	501		MOUNTAIN	2,685	7.4
Missouri	759		Alaska	92	
North Dakota	133		Washington	710	
South Dakota	155		Oregon	358	
Nebraska	285		California	3,102	
Kansas	376		Hawaii	116	
WEST NO. CENTRAL	3,077	8.4	PACIFIC	4,378	12.0
Delaware	126		UNITED STATES	35,745	98.2
Maryland	702		U.S. Territories	45	
Washington, DC	52		Canada	150	
Virginia	899		Mexico	45	
West Virginia	115		Other International	440	
North Carolina	1,032		APO/FPO	1	
South Carolina	405				
Georgia	809		TOTAL QUALIFIED CIRCULATION	36,426	100.0
Florida	1,756				
SOUTH ATLANTIC	5,896	16.2			

*See Additional Data

E-NEWSLETTER CHANNEL

2020	Radiant & Hydronics eNews	Bath & Kitchen Pro eNews
JULY		
July 10	-	15,125
July 14	20,247	-
July 27	-	15,021
July 28	20,207	-
AUGUST		
August 14	-	14,867
August 17	19,912	-
August 27	-	14,694
August 31	19,672	-
SEPTEMBER		
September 14	-	14,491
September 15	19,417	-
September 28	-	14,211
September 29	18,997	-
OCTOBER		
October 12	-	14,078
October 13	18,783	-
October 27	-	13,867
October 28	18,598	-
NOVEMBER		
November 12	-	13,703
November 16	18,373	-
November 30	18,421	13,694
DECEMBER		
December 14	-	13,664
December 16	18,409	-
December 28	14,815	13,715
AVERAGE:	18,821	14,261

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

WEBSITE CHANNEL

WWW.PMMAG.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	66,337	42,494	35,821	2:27
August	63,852	45,054	39,734	1:06
September	68,357	47,975	42,107	1:04
October	79,279	56,574	49,745	1:00
November	70,106	50,399	44,530	0:56
December	79,964	57,934	51,051	0:55
AVERAGE:	71,316	50,072	43,831	1:15

July – December 2020 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 group members*

<http://www.linkedin.com/groups/7422289/profile>

2020

	Twitter followers	Facebook likes	LinkedIn group members*
Beginning Balance:	10,264	2,713	1,864
July	10,304	2,716	1,878
August	10,342	2,716	1,889
September	10,372	2,718	1,896
October	10,389	2,722	1,918
November	10,412	2,729	1,935
December	10,458	2,733	1,950

*LinkedIn - serving PLUMBING & MECHANICAL, pme - PM ENGINEER and SUPPLY HOUSE TIMES.

ADDITIONAL DATA

MAGAZINE:

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

www.pmmag.com/subscribe

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 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 15, 2021

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Michigan

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.

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