

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.

BNP Media Inc.
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.pmmag.com



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.

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
49,005 average circulation

PLUMBING & MECHANICAL E-NEWSLETTERS



24 total issued in the period
25,019 average per occurrence
18,292 average per occurrence

PLUMBING & MECHANICAL WEBSITE



25,228 average users

PLUMBING & MECHANICAL SOCIAL MEDIA



9,122 Twitter followers
2,206 Facebook likes
1,146 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)	48,999	6	49,005
a. Print	43,111	6	43,117
b. Digital	5,888	-	5,888
1. Requested	5,888	-	5,888
2. Non-Requested	-	-	-
PLUMBING & MECHANICAL E-NEWSLETTERS			
a. Radiant & Hydronics eNews (12 issued in the period)*	25,019	-	25,019
b. Bath & Kitchen Pro eNews (12 issued in the period)*	18,292	-	18,292
PLUMBING & MECHANICAL WEBSITE (Monthly Users with 45,928 average Pageviews)	25,228	-	25,228
PLUMBING & MECHANICAL SOCIAL MEDIA			
a. Twitter followers	**9,122	-	**9,122
b. Facebook likes	**2,206	-	**2,206
c. LinkedIn group members***	**1,146	-	**1,146

*Radiant & Hydronics eNews – serving PLUMBING & MECHANICAL, pme - PM ENGINEER and SUPPLY HOUSE TIMES.
Bath & Kitchen Pro eNews – serving PLUMBING & MECHANICAL and SUPPLY HOUSE TIMES.

**Social Media claims are cumulative figures, not averages.

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

(Including Supplementary Data)

FIELD SERVED

PLUMBING & MECHANICAL serves contracting firms (including plumbing contracting firms, mechanical contracting firms, hydronic/radiant heating contracting firms, solar/thermal contracting firms, HVACR contracting firms and other contracting firms) and others allied to the field.

PURPOSE

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

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 and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency	1,133
Allocated for Trade Shows and Conventions	-
All Other	1,953
TOTAL	3,102

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	49,005	100.0	48,999	100.0	6	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,005	100.0	48,999	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	43,000	6,005	49,005
February	43,056	5,949	49,005
March	42,886	6,119	49,005
April	43,126	5,879	49,005
May	43,306	5,699	49,005
June	43,327	5,678	49,005

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Job Function									
			Print	Digital	Corporate/Executive Management (Note 1)	General Management (Note 2)	Operations	Engineering	Sales & Marketing	Estimating	Technician/Mechanic/Installer/Journeyman	Other Functions and Functions Not Available
Contracting Firm (Note 3)	48,029	98.0	42,522	5,507	29,921	8,181	2,796	1,665	2,028	801	2,544	93
Others Allied to the Field	976	2.0	784	192	324	224	49	174	171	19	10	5
TOTAL QUALIFIED CIRCULATION	49,005	100.0	43,306	5,699	30,245	8,405	2,845	1,839	2,199	820	2,554	98
PERCENT	100.0		88.4	11.6	61.7	17.2	5.8	3.7	4.5	1.7	5.2	0.2

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 and other contracting firms.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2018

This is an analysis of 48,671 or 99.3% 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	46,468	94.8
Plumbing	40,428	82.5
Hydronic Heating	27,534	56.2
Process Piping/Valves	19,822	40.4
Bath & Kitchen Remodeling	24,084	49.1
Radiant Heating	24,946	50.9
Private Water Systems	17,190	35.1
Fire Protection/Sprinklers	10,121	20.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	39,204	9,801	-	43,306	5,699	49,005	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,204	9,801	-	43,306	5,699	49,005	100.0
PERCENT	80.0	20.0	-	88.4	11.6	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	296	25	321		Kentucky	411	50	461	
New Hampshire	310	29	339		Tennessee	726	96	822	
Vermont	179	12	191		Alabama	432	64	496	
Massachusetts	1,420	147	1,567		Mississippi	224	21	245	
Rhode Island	178	29	207		EAST SO. CENTRAL	1,793	231	2,024	4.1
Connecticut	778	90	868		Arkansas	304	38	342	
NEW ENGLAND	3,161	332	3,493	7.1	Louisiana	430	44	474	
New York	3,065	382	3,447		Oklahoma	772	86	858	
New Jersey	1,616	198	1,814		Texas	2,700	406	3,106	
Pennsylvania	2,377	234	2,611		WEST SO. CENTRAL	4,206	574	4,780	9.8
MIDDLE ATLANTIC	7,058	814	7,872	16.1	Montana	232	28	260	
Ohio	2,390	232	2,622		Idaho	435	24	459	
Indiana	905	116	1,021		Wyoming	146	11	157	
Illinois	1,941	278	2,219		Colorado	785	127	912	
Michigan	1,399	180	1,579		New Mexico	302	41	343	
Wisconsin	1,230	136	1,366		Arizona	627	92	719	
EAST NO. CENTRAL	7,865	942	8,807	18.0	Utah	373	65	438	
Minnesota	1,386	126	1,512		Nevada	305	46	351	
Iowa	687	64	751		MOUNTAIN	3,205	434	3,639	7.4
Missouri	794	119	913		Alaska	170	23	193	
North Dakota	164	12	176		Washington	835	115	950	
South Dakota	219	27	246		Oregon	417	62	479	
Nebraska	387	34	421		California	4,061	632	4,693	
Kansas	472	58	530		Hawaii	123	24	147	
WEST NO. CENTRAL	4,109	440	4,549	9.3	PACIFIC	5,606	856	6,462	13.2
Delaware	145	20	165		UNITED STATES	43,279	5,507	48,786	99.6
Maryland	792	103	895		U.S. Territories	19	9	28	
Washington, DC	35	14	49		Canada	1	140	141	
Virginia	959	129	1,088		Mexico	-	5	5	
West Virginia	152	9	161		Other International	4	38	42	
North Carolina	1,113	152	1,265		APO/FPO	3	-	3	
South Carolina	428	52	480						
Georgia	866	122	988						
Florida	1,786	283	2,069						
SOUTH ATLANTIC	6,276	884	7,160	14.6					
					TOTAL QUALIFIED CIRCULATION	43,306	5,699	49,005	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Radiant & Hydronics eNews*	Bath & Kitchen Pro eNews*
JANUARY		
January 15	-	16,927
January 16	23,243	-
January 30	-	16,870
January 31	23,537	-
FEBRUARY		
February 12	-	17,143
February 16	22,016	-
February 28	23,841	17,414
MARCH		
March 14	-	17,404
March 16	23,908	-
March 28	-	18,767
March 29	25,888	-
APRIL		
April 16	26,301	19,085
April 30	26,382	19,214
MAY		
May 18	26,402	19,207
May 31	26,335	19,180
JUNE		
June 18	26,202	-
June 19	-	19,183
June 29	26,178	19,109
AVERAGE:	25,019	18,292

Radiant & Hydronics eNews (12 issued in the period)

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

*Radiant & Hydronics eNews- serving PLUMBING & MECHANICAL, pme - PM ENGINEER and SUPPLY HOUSE TIMES.

Bath & Kitchen Pro eNews - serving PLUMBING & MECHANICAL and SUPPLY HOUSE TIMES.

WEBSITE CHANNEL

WWW.PMMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	49,649	29,576	25,476	1:23
February	46,257	28,899	25,290	1:17
March	53,884	33,481	28,793	1:17
April	47,359	30,611	26,525	1:09
May	40,845	27,138	23,508	1:07
June	37,574	25,063	21,778	1:07
AVERAGE:	45,928	29,128	25,228	1:13

January - June 2018 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>

2018

	Twitter followers	Facebook likes*	LinkedIn group members**
Beginning Balance:	8,560	2,024	1,119
January	8,669	2,118	1,112
February	8,781	2,167	1,127
March	8,900	2,186	1,134
April	8,968	2,195	1,140
May	9,058	2,195	1,145
June	9,122	2,206	1,146

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

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 M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy 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 5, 2018

State

Michigan

County

Oakland

Received by BPA Worldwide

July 5, 2018

Type

BSJ

ID Number

P093B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.