

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 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

23 total issued in the period
26,659 average per occurrence
19,566 average per occurrence

PLUMBING & MECHANICAL WEBSITE

33,623 average users

PLUMBING & MECHANICAL SOCIAL MEDIA

9,761 Twitter followers
2,413 Facebook likes
1,226 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)	49,001	4	49,005
a. Print	42,898	4	42,902
b. Digital	6,103	-	6,103
1. Requested	6,103	-	6,103
2. Non-Requested	-	-	-
PLUMBING & MECHANICAL E-NEWSLETTERS			
a. Radiant & Hydronics eNews (11 issued in the period)*	26,659	-	26,659
b. Bath & Kitchen Pro eNews (12 issued in the period)*	19,566	-	19,566
PLUMBING & MECHANICAL WEBSITE (Monthly Users with 58,951 average Pageviews)	33,623	-	33,623
PLUMBING & MECHANICAL SOCIAL MEDIA			
a. Twitter followers	**9,761	-	**9,761
b. Facebook likes	**2,413	-	**2,413
c. LinkedIn group members***	**1,226	-	**1,226

*Radiant & Hydronics eNews – serving PLUMBING & MECHANICAL, and pme - PM ENGINEER. 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.

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	14
Advertiser and Agency	1,299
Allocated for Trade Shows and Conventions	-
All Other	1,441
TOTAL	2,754

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	49,001	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,005	100.0	49,001	100.0	4	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	43,370	5,635	49,005
February	43,364	5,641	49,005
March	43,271	5,734	49,005
April	42,912	6,093	49,005
May	42,249	6,756	49,005
June	42,245	6,760	49,005

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

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
Contracting Firm (Note 3)	47,740	97.4	41,367	6,373	28,876	9,173	2,529	1,499	2,412	701	2,348	202
Others Allied to the Field	1,265	2.6	882	383	763	-	18	484	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,005	100.0	42,249	6,756	29,639	9,173	2,547	1,983	2,412	701	2,348	202
PERCENT	100.0		86.2	13.8	60.5	18.7	5.2	4.0	5.0	1.4	4.8	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 MAY 2019

This is an analysis of 45,715 or 93.3% 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	43,074	87.9
Plumbing	37,214	75.9
Hydronic Heating	25,401	51.8
Process Piping/Valves	20,006	40.8
Bath & Kitchen Remodeling	21,058	43.0
Radiant Heating	23,120	47.2
Private Water Systems	17,596	35.9
Drain & Sewer	16,518	33.7
Fire Protection/Sprinklers	9,749	19.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	39,204	9,801	-	42,249	6,756	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	-	42,249	6,756	49,005	100.0
PERCENT	80.0	20.0	-	86.2	13.8	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	261	40	301		Kentucky	463	63	526	
New Hampshire	289	36	325		Tennessee	740	124	864	
Vermont	166	21	187		Alabama	440	80	520	
Massachusetts	1,372	169	1,541		Mississippi	244	28	272	
Rhode Island	190	33	223		EAST SO. CENTRAL	1,887	295	2,182	4.5
Connecticut	786	104	890		Arkansas	318	46	364	
NEW ENGLAND	3,064	403	3,467	7.1	Louisiana	309	34	343	
New York	2,980	417	3,397		Oklahoma	651	91	742	
New Jersey	1,609	222	1,831		Texas	2,887	466	3,353	
Pennsylvania	2,291	272	2,563		WEST SO. CENTRAL	4,165	637	4,802	9.8
MIDDLE ATLANTIC	6,880	911	7,791	15.9	Montana	248	42	290	
Ohio	2,325	279	2,604		Idaho	385	42	427	
Indiana	944	148	1,092		Wyoming	147	11	158	
Illinois	1,757	297	2,054		Colorado	813	136	949	
Michigan	1,381	218	1,599		New Mexico	306	49	355	
Wisconsin	1,144	158	1,302		Arizona	624	120	744	
EAST NO. CENTRAL	7,551	1,100	8,651	17.7	Utah	330	63	393	
Minnesota	1,134	157	1,291		Nevada	272	62	334	
Iowa	619	85	704		MOUNTAIN	3,125	525	3,650	7.4
Missouri	794	136	930		Alaska	125	17	142	
North Dakota	143	17	160		Washington	766	146	912	
South Dakota	196	20	216		Oregon	382	79	461	
Nebraska	369	57	426		California	3,711	668	4,379	
Kansas	441	59	500		Hawaii	107	24	131	
WEST NO. CENTRAL	3,696	531	4,227	8.6	PACIFIC	5,091	934	6,025	12.3
Delaware	135	22	157		UNITED STATES	42,213	6,463	48,676	99.4
Maryland	793	118	911		U.S. Territories	22	16	38	
Washington, DC	26	21	47		Canada	4	105	109	
Virginia	1,039	162	1,201		Mexico	-	13	13	
West Virginia	155	10	165		Other International	8	159	167	
North Carolina	1,200	206	1,406		APO/FPO	2	-	2	
South Carolina	468	74	542						
Georgia	910	150	1,060						
Florida	2,028	364	2,392						
SOUTH ATLANTIC	6,754	1,127	7,881	16.1					
					TOTAL QUALIFIED CIRCULATION	42,249	6,756	49,005	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	Radiant & Hydronics eNews*	Bath & Kitchen Pro eNews*
JANUARY		
January 21	-	19,374
January 24	26,507	-
January 31	26,488	19,388
FEBRUARY		
February 14	26,505	-
February 22	-	19,456
February 28	26,731	19,474
MARCH		
March 15	26,762	-
March 20	-	19,543
March 28	-	19,503
March 29	26,686	-
APRIL		
April 15	26,795	-
April 19	-	19,823
April 30	26,698	19,629
MAY		
May 15	26,632	-
May 16	-	19,594
May 31	26,515	19,462
JUNE		
June 18	-	19,676
June 28	26,935	-
June 30	-	19,868
AVERAGE:	26,659	19,566

**Radiant & Hydronics eNews (11 issued in the period)

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

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

**Due to a technical issue, there was only one deployment of Radiant & Hydronic eNews in June.

WEBSITE CHANNEL

WWW.PMMAG.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	68,873	43,415	36,936	1:09
February	58,862	37,599	32,435	1:14
March	59,835	40,157	34,584	1:11
April	53,541	36,173	31,159	1:09
May	64,304	43,770	37,767	1:22
June	48,292	33,158	28,854	1:01
AVERAGE:	58,951	39,045	33,623	1:11

January - June 2019 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>

2019

	Twitter followers	Facebook likes	LinkedIn group members*
Beginning Balance:	9,372	2,283	1,184
January	9,439	2,298	1,186
February	9,506	2,329	1,196
March	9,570	2,339	1,205
April	9,635	2,369	1,210
May	9,701	2,389	1,214
June	9,761	2,413	1,226

*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.

GEOGRAPHIC DISTRIBUTION:

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

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

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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, HR & IT 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 3, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

July 3, 2019

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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.