

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
 24,189 average per occurrence
 17,621 average per occurrence

PLUMBING & MECHANICAL WEBSITE



54,018 average users

PLUMBING & MECHANICAL SOCIAL MEDIA



10,264 Twitter followers
 2,713 Facebook likes
 1,864 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)	49,004	1	49,005
(See Paragraph 3b for Format Type and Source)			
PLUMBING & MECHANICAL E-NEWSLETTERS			
a. Radiant & Hydronics eNews (12 issued in the period)	24,189	-	24,189
b. Bath & Kitchen Pro eNews (12 issued in the period)	17,621	-	17,621
PLUMBING & MECHANICAL WEBSITE (Monthly Users with 86,530 average Pageviews)	54,018	-	54,018
PLUMBING & MECHANICAL SOCIAL MEDIA			
a. Twitter followers	*10,264	-	*10,264
b. Facebook likes	*2,713	-	*2,713
c. LinkedIn group members	*1,864	-	*1,864

*Social Media claims are cumulative figures, not averages.

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	16
Advertiser and Agency	1,277
Allocated for Trade Shows and Conventions	-
All Other	1,127
TOTAL	2,420

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	49,004	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,005	100.0	49,004	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
January	38,290	10,715	49,005
February	38,339	10,666	49,005
March	37,839	11,166	49,005
April	37,725	11,280	49,005
May	13,532	35,473	49,005
June	14,592	34,413	49,005

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

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)	48,025	98.0	13,415	34,610	26,937	10,153	2,801	2,399	2,407	833	2,495	-
Others Allied to the Field	980	2.0	117	863	879	-	50	-	-	-	51	-
TOTAL QUALIFIED CIRCULATION	49,005	100.0	13,532	35,473	27,816	10,153	2,851	2,399	2,407	833	2,546	-
PERCENT	100.0		27.6	72.4	56.8	20.7	5.8	4.9	4.9	1.7	5.2	-

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, 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 2020

This is an analysis of 44,062 or 89.9% 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	41,702	85.1
Plumbing	36,078	73.6
Hydronic Heating	23,525	48.0
Process Piping/Valves	19,261	39.3
Bath & Kitchen Remodeling	16,355	33.4
Radiant Heating	20,871	42.6
Private Water Systems	15,739	32.1
Drain & Sewer	18,651	38.1
Fire Protection/Sprinklers	8,966	18.3

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

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	37,154	11,851	-	13,532	35,473	49,005	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (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	37,154	11,851	-	13,532	35,473	49,005	100.0
PERCENT	75.8	24.2	-	27.6	72.4	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	95	213	308		Kentucky	154	383	537	
New Hampshire	90	249	339		Tennessee	278	588	866	
Vermont	48	139	187		Alabama	152	377	529	
Massachusetts	446	1,099	1,545		Mississippi	91	200	291	
Rhode Island	47	166	213		EAST SO. CENTRAL	675	1,548	2,223	4.5
Connecticut	215	647	862		Arkansas	103	239	342	
NEW ENGLAND	941	2,513	3,454	7.0	Louisiana	120	256	376	
New York	830	2,565	3,395		Oklahoma	181	402	583	
New Jersey	429	1,349	1,778		Texas	1,025	2,306	3,331	
Pennsylvania	720	1,831	2,551		WEST SO. CENTRAL	1,429	3,203	4,632	9.5
MIDDLE ATLANTIC	1,979	5,745	7,724	15.8	Montana	66	210	276	
Ohio	700	1,746	2,446		Idaho	136	258	394	
Indiana	328	811	1,139		Wyoming	45	97	142	
Illinois	552	1,556	2,108		Colorado	245	747	992	
Michigan	397	1,142	1,539		New Mexico	100	228	328	
Wisconsin	375	936	1,311		Arizona	204	542	746	
EAST NO. CENTRAL	2,352	6,191	8,543	17.4	Utah	119	311	430	
Minnesota	371	844	1,215		Nevada	88	262	350	
Iowa	202	498	700		MOUNTAIN	1,003	2,655	3,658	7.5
Missouri	317	719	1,036		Alaska	31	96	127	
North Dakota	43	130	173		Washington	242	702	944	
South Dakota	58	152	210		Oregon	149	357	506	
Nebraska	144	293	437		California	1,156	3,059	4,215	
Kansas	163	372	535		Hawaii	20	109	129	
WEST NO. CENTRAL	1,298	3,008	4,306	8.8	PACIFIC	1,598	4,323	5,921	12.1
Delaware	29	118	147		UNITED STATES	13,528	34,919	48,447	98.9
Maryland	253	681	934		U.S. Territories	4	42	46	
Washington, DC	11	40	51		Canada	-	162	162	
Virginia	330	871	1,201		Mexico	-	31	31	
West Virginia	60	119	179		Other International	-	319	319	
North Carolina	402	999	1,401		APO/FPO	-	-	-	
South Carolina	179	406	585						
Georgia	310	794	1,104						
Florida	679	1,705	2,384						
SOUTH ATLANTIC	2,253	5,733	7,986	16.3					
					TOTAL QUALIFIED CIRCULATION	13,532	35,473	49,005	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	Radiant & Hydronics eNews	Bath & Kitchen Pro eNews
JANUARY		
January 15	28,120	-
January 16	-	20,658
January 30	28,137	-
January 31	-	20,374
FEBRUARY		
February 14	27,722	-
February 19	-	20,567
February 28	28,098	-
February 29	-	20,638
MARCH		
March 16	27,951	-
March 18	-	20,542
March 31	28,037	20,555
APRIL		
April 15	28,086	-
April 19	-	20,690
April 30	19,056	13,965
MAY		
May 14	16,011	-
May 18	-	11,454
May 28	18,382	-
May 29	-	13,340
JUNE		
June 12	-	13,539
June 23	20,377	-
June 26	-	15,124
June 29	20,289	-
AVERAGE:	24,189	17,621

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
January	79,201	55,129	48,400	1:01
February	83,520	57,366	48,396	1:31
March	140,712	106,383	95,499	0:57
April	78,008	56,197	50,139	1:15
May	73,246	52,139	45,604	1:32
June	64,492	42,449	36,069	2:11
AVERAGE:	86,530	61,611	54,018	1:25

January – June 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:	10,010	2,585	1,666
January	10,061	2,626	1,815
February	10,133	2,673	1,815
March	10,153	2,702	1,823
April	10,222	2,709	1,822
May	10,263	2,706	1,851
June	10,264	2,713	1,864

*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. January, February, April, and June are Replicas.

Replica Plus – If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily) replicated in its entirety from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available. March and May are Replica Plus.

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:

www.pmmag.com/subscribe

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 7, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

July 7, 2020

Type

BSJ

ID Number

P093B0J0

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.