

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
www.pmenginer.com

Official Publication of: None
Established: 1995
Issues Per Year: 9
(See Paragraph 9)

FIELD SERVED

pme - PM Engineer serves the plumbing industry through consulting engineering firms, architectural/design firms, mechanical contracting firms, building owners/engineers, manufacturer's reps, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

PM Engineer serves engineering management, engineers, manufacturer's reps, and other titled and non-titled personnel.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|---------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | 7 |
| Advertiser and Agency _____ | 798 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | - |
| *Digital _____ | 10,610 |
| All Other _____ | 681 |
| TOTAL | 12,096 |

*See Paragraph 9

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 25,000 | 100.0 | 24,993 | 100.0 | 7 | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,000 | 100.0 | 24,993 | 100.0 | 7 | - |

| 2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD | | | | | | | |
|--|----------------|--------------|------------------------|--------------------------|--------------------|----------------|-----------------|
| 2009 Issue | Number Removed | Number Added | Print Version Only (A) | Digital Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified |
| August _____ | 81 | 81 | 14,534 | 10,466 | | | 25,000 |
| October _____ | 40 | 40 | 14,774 | 10,226 | | | 25,000 |
| December _____ | 94 | 94 | 15,120 | 9,880 | | | 25,000 |
| TOTAL | 215 | 215 | | | | | |

| 2b. WEBSITE ACTIVITY BY MONTH | | | | | | |
|-------------------------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| Month | Page Impressions | User Sessions | Unique Browsers | Unique Browser Frequency | Page Duration | User Session Duration |
| *July _____ | 23,971 | 14,161 | 12,743 | 1.11 | 01:09 | 02:06 |
| August _____ | 20,302 | 13,111 | 12,067 | 1.09 | 01:12 | 01:58 |
| *September _____ | 26,075 | 15,078 | 13,768 | 1.10 | 01:05 | 01:55 |
| October _____ | 25,293 | 16,492 | 15,083 | 1.09 | 01:21 | 02:11 |
| *November _____ | 22,660 | 14,809 | 13,444 | 1.10 | 01:25 | 02:20 |
| December _____ | 21,536 | 13,659 | 12,445 | 1.10 | 01:09 | 01:56 |
| AVERAGE: | 23,306 | 14,552 | 13,258 | 1.10 | 01:14 | 02:04 |

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009

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

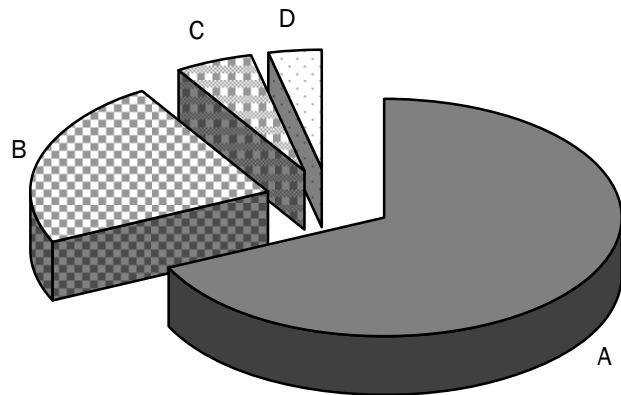
| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Print Version Only (A) | Digital Version Only (B) | Engineering Management (Note 1) | Engineers (Note 2) | Manufacturer's Rep/Other Titled and Non-Titled Personnel |
|---|-----------------|------------------|------------------------|--------------------------|---------------------------------|--------------------|--|
| Consulting Engineering, Architectural/Design Firm _____ | 17,024 | 68.1 | 10,191 | 6,833 | 11,748 | 4,928 | 348 |
| Mechanical Contracting Firm _____ | 5,744 | 23.0 | 3,788 | 1,956 | 4,732 | 781 | 231 |
| Building Owner/Engineer Firm _____ | 1,364 | 5.4 | 668 | 696 | 977 | 345 | 42 |
| Manufacturer's Rep _____ | 868 | 3.5 | 473 | 395 | 480 | 132 | 256 |
| Others Allied to the Field _____ | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,000 | 100.0 | 15,120 | 9,880 | 17,937 | 6,186 | 877 |
| PERCENT | 100.0 | | 60.5 | 39.5 | 71.8 | 24.7 | 3.5 |

Note 1: Engineering Management includes: President, Chairman, Owner, Partner, Associate, Corporate Officer, Chief Engineer, Department Head, Project Manager, Branch Manager, Corporate Facilities Engineer, Director and Other Engineering Management Titles not listed above.

Note 2: Engineers includes: Plumbing Engineer, Hydronic Heating Engineer, Professional Engineer, Design Engineer, Project Engineer, Sanitary Engineer, Fire Protection Engineer, Medical Gas Engineer, Consulting Engineer, and Other Engineer Titles not listed above.

3a. Breakout of Qualified Circulation of Business and Industry

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL |
|---|-----------------|------------------|
| A Consulting Engineering, Architectural/Design Firm _ | 17,024 | 68.1 |
| B Mechanical Contracting Firm | 5,744 | 23.0 |
| C Building Owner/ Engineer Firm _____ | 1,364 | 5.4 |
| D Manufacturer's Rep _____ | 868 | 3.5 |
| E Others Allied to the Field ____ | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,000 | 100.0 |



| 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009 | | | | | | | | | |
|--|------------------|--------------|-------------|------------------------|--------------------------|--------------------|----------------|-----------------|--------------|
| QUALIFICATION SOURCE | Qualified Within | | | Print Version Only (A) | Digital Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
| | 1 year | 2 year | 3 year | | | | | | |
| I. TOTAL – Direct Request: | 18,500 | 5,000 | - | 13,620 | 9,880 | | | 23,500 | 94.0 |
| a. Written | 2,511 | 603 | - | 2,401 | 713 | | | 3,114 | 12.4 |
| b. Telecommunication | 11,575 | 3,341 | - | 9,438 | 5,478 | | | 14,916 | 59.7 |
| c. Electronic | 4,414 | 1,056 | - | 1,781 | 3,689 | | | 5,470 | 21.9 |
| II. TOTAL – Request from recipient's company: | - | - | - | - | - | | | - | - |
| a. Written | - | - | - | - | - | | | - | - |
| b. Telecommunication | - | - | - | - | - | | | - | - |
| c. Electronic | - | - | - | - | - | | | - | - |
| III. TOTAL – Membership Benefit: | - | - | - | - | - | | | - | - |
| a. Individual | - | - | - | - | - | | | - | - |
| b. Organizational | - | - | - | - | - | | | - | - |
| IV. TOTAL – Communication from recipient or recipient's company (other than request): | - | - | - | - | - | | | - | - |
| a. Written | - | - | - | - | - | | | - | - |
| b. Telecommunication | - | - | - | - | - | | | - | - |
| c. Electronic | - | - | - | - | - | | | - | - |
| V. TOTAL – Sources other than above (listed alphabetically): | 1,500 | - | - | 1,500 | - | | | 1,500 | 6.0 |
| Association rosters and directories | - | - | - | - | - | | | - | - |
| *Business directories | 1,500 | - | - | 1,500 | - | | | 1,500 | 6.0 |
| Manufacturer's, distributor's and wholesaler's lists | - | - | - | - | - | | | - | - |
| Other sources | - | - | - | - | - | | | - | - |
| VI. TOTAL – Single Copy Sales: | - | - | - | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 20,000 | 5,000 | - | 15,120 | 9,880 | | | 25,000 | 100.0 |
| *See Paragraph 9 | PERCENT | 80.0 | 20.0 | - | 60.5 | 39.5 | | 100.0 | |

| 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009 | | | | | | |
|--|------------------------|--------------------------|--------------------|----------------|-----------------|--------------|
| MAILING ADDRESS | Print Version Only (A) | Digital Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
| Individuals by name and title and/or function | 15,120 | 9,880 | | | 25,000 | 100.0 |
| Individuals by name only | - | - | | | - | - |
| Titles or functions only | - | - | | | - | - |
| Company names only | - | - | | | - | - |
| Multi-Copy Same Addressee copies | - | - | | | - | - |
| Single Copy Sales | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 15,120 | 9,880 | | | 25,000 | 100.0 |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009 | | | | | | | | | |
|--|------------------------|--------------------------|-----------------|-------------|------------------------------------|------------------------|--------------------------|-----------------|--------------|
| State & Zip Code | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent | State & Zip Code | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| 039-049 Maine | 89 | 51 | 140 | | 400-427 Kentucky | 176 | 123 | 299 | |
| 030-038 New Hampshire | 93 | 65 | 158 | | 370-385 Tennessee | 237 | 170 | 407 | |
| 050-059 Vermont | 52 | 31 | 83 | | 350-369 Alabama | 157 | 130 | 287 | |
| 010-027 Massachusetts | 463 | 311 | 774 | | 386-397 Mississippi | 78 | 46 | 124 | |
| 028-029 Rhode Island | 44 | 40 | 84 | | EAST SO. CENTRAL | 648 | 469 | 1,117 | 4.5 |
| 060-069 Connecticut | 237 | 148 | 385 | | 716-729 Arkansas | 91 | 69 | 160 | |
| NEW ENGLAND | 978 | 646 | 1,624 | 6.5 | 700-714 Louisiana | 151 | 88 | 239 | |
| 100-149 New York | 1,077 | 682 | 1,759 | | 730-749 Oklahoma | 123 | 97 | 220 | |
| 070-089 New Jersey | 526 | 331 | 857 | | 750-799 Texas | 815 | 541 | 1,356 | |
| 150-196 Pennsylvania | 828 | 532 | 1,360 | | WEST SO. CENTRAL | 1,180 | 795 | 1,975 | 7.9 |
| MIDDLE ATLANTIC | 2,431 | 1,545 | 3,976 | 15.9 | 590-599 Montana | 106 | 58 | 164 | |
| 430-459 Ohio | 632 | 443 | 1,075 | | 832-838 Idaho | 89 | 56 | 145 | |
| 460-479 Indiana | 372 | 213 | 585 | | 820-831 Wyoming | 50 | 21 | 71 | |
| 600-629 Illinois | 831 | 502 | 1,333 | | 800-816 Colorado | 387 | 221 | 608 | |
| 480-499 Michigan | 509 | 305 | 814 | | 870-884 New Mexico | 138 | 51 | 189 | |
| 530-549 Wisconsin | 357 | 256 | 613 | | 850-865 Arizona | 210 | 150 | 360 | |
| EAST NO. CENTRAL | 2,701 | 1,719 | 4,420 | 17.7 | 840-847 Utah | 121 | 86 | 207 | |
| 550-567 Minnesota | 326 | 235 | 561 | | 889-898 Nevada | 111 | 76 | 187 | |
| 500-528 Iowa | 180 | 106 | 286 | | MOUNTAIN | 1,212 | 719 | 1,931 | 7.7 |
| 630-658 Missouri | 319 | 207 | 526 | | 995-999 Alaska | 39 | 23 | 62 | |
| 580-588 North Dakota | 49 | 44 | 93 | | 980-994 Washington | 340 | 228 | 568 | |
| 570-577 South Dakota | 63 | 30 | 93 | | 970-979 Oregon | 174 | 127 | 301 | |
| 680-693 Nebraska | 140 | 85 | 225 | | 900-961 California | 1,478 | 960 | 2,438 | |
| 660-679 Kansas | 187 | 115 | 302 | | 967-968 Hawaii | 26 | 31 | 57 | |
| WEST NO. CENTRAL | 1,264 | 822 | 2,086 | 8.3 | PACIFIC | 2,057 | 1,369 | 3,426 | 13.7 |
| 197-199 Delaware | 60 | 31 | 91 | | UNITED STATES | 15,086 | 9,830 | 24,916 | 99.6 |
| 206-219 Maryland | 339 | 215 | 554 | | 969 & 004-009 U.S. Territories | 20 | 26 | 46 | |
| 200-205 Washington, DC | 34 | 40 | 74 | | Canada | 9 | 5 | 14 | |
| 220-246 Virginia | 404 | 276 | 680 | | Mexico | - | - | - | |
| 247-268 West Virginia | 65 | 31 | 96 | | Other International | 4 | 15 | 19 | |
| 270-289 North Carolina | 366 | 264 | 630 | | APO/FPO | 1 | 4 | 5 | |
| 290-299 South Carolina | 169 | 111 | 280 | | TOTAL QUALIFIED CIRCULATION | 15,120 | 9,880 | 25,000 | 100.0 |
| 300-319 Georgia | 344 | 262 | 606 | | | | | | |
| 320-349 Florida | 834 | 516 | 1,350 | | | | | | |
| SOUTH ATLANTIC | 2,615 | 1,746 | 4,361 | 17.4 | | | | | |

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|---|--------------|--------------|-------------------|--------------------|-------------------|---------------------|
| | 2006 | 2007 | January-June 2008 | July-December 2008 | January-June 2009 | July-December 2009* |
| 6 Month Period Ended: | | | | | | |
| Total Audit Average Qualified | 26,500 | 26,500 | 26,500 | 25,500 | 25,250 | 25,000 |
| Qualified Non-Paid | 26,495 | 26,495 | 26,496 | 25,496 | 25,246 | 24,993 |
| Print Version Only | 26,495 | 26,495 | 26,496 | 25,496 | 25,246 | 14,804 |
| Digital Version Only | - | - | - | - | - | 10,189 |
| Qualified Paid | 5 | 5 | 4 | 4 | 4 | 7 |
| Print Version Only | 5 | 5 | 4 | 4 | 4 | 5 |
| Digital Version Only | - | - | - | - | - | 2 |
| Post Expire Copies included in Paid Circulation | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price | **NC | **NC | **NC | **NC | **NC | **NC |

*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.
**NC=None Claimed.

9. ADDITIONAL DATA**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 who request the digital version are notified via email when the version is available.

CHANGE IN FREQUENCY:

Effective with the July issue, pme - PM Engineer changed its frequency from 12 issues per year to 9 issues per year.

AVERAGE NON-QUALIFIED CIRCULATION & PARAGRAPH 2b:

In addition to the 3 x frequency reported in Paragraph 2a, an additional six digital only issues are produced each year. These issues are distributed to qualified individuals that meet the field served and definition of recipient qualification and have requested the magazine. The digital issues distributed in this six month period are as follows:

July: 10,810 copies

September: 10,211 copies

November: 10,810 copies

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,500 copies or 6.0%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY**

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 14,809 | 100.0 | 14,804 | 100.0 | 5 | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 14,809 | 100.0 | 14,804 | 100.0 | 5 | - |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL VERSION ONLY

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 10,191 | 100.0 | 10,189 | 100.0 | 2 | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 10,191 | 100.0 | 10,189 | 100.0 | 2 | - |

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 11, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 11, 2010

Type PJ

ID Number P269P0D9

8. PAID CIRCULATION DATA

| | |
|------|--|
| **NC | Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any) |
| 9 | Issues Per Year |
| **NC | All Single Copy Sales Prices for the Period |
| **NC | Renewal Rate of Paid Subscribers (Optional) |

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site