

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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BNP Media
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Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.pmenginer.com

Official Publication of: None
Established: 1995
Issues Per Year: 12
(See Additional Data)

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

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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	752
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	720
TOTAL	1,476

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	24,991	100.0	9	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	24,991	100.0	9	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	62	62	16,291	8,709	25,000
February _____	26	26	16,372	8,628	25,000
March _____	129	129	16,572	8,428	25,000
April _____	2,947	2,947	16,934	8,066	25,000
May _____	3,526	3,526	16,947	8,053	25,000
June _____	11	11	17,074	7,926	25,000
TOTAL	6,701	6,701			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	26,245	17,115	15,589	1.10	01:16	02:06
February _____	23,821	15,922	14,449	1.10	01:33	02:20
March _____	27,264	18,125	16,544	1.10	01:16	01:57
April _____	16,732	11,195	10,225	1.09	01:24	02:08
May _____	14,505	9,141	8,319	1.10	01:14	02:04
June _____	13,392	8,734	7,947	1.10	01:18	02:04
AVERAGE:	20,327	13,372	12,179	1.10	01:20	02:06

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

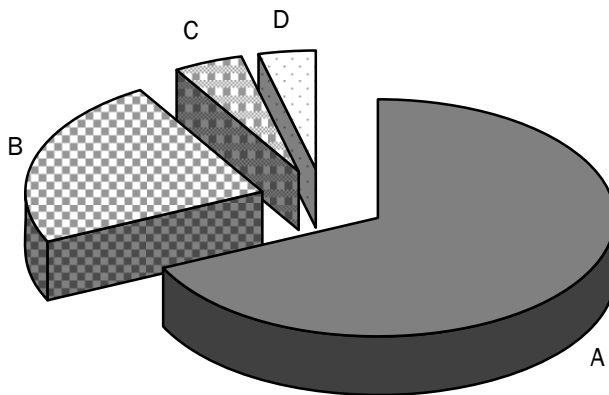
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Engineering Company Managers (Note 1)	Engineers (Note 2)	Manufacturer's Rep/Other Titled and Non-Titled Personnel
Consulting Engineering, Architectural/Design Firm _____	17,000	68.0	11,579	5,421	11,278	5,513	209
Mechanical Contracting Firm _____	5,832	23.3	4,083	1,749	4,775	912	145
Building Owner/Engineer Firm _____	1,193	4.8	653	540	817	336	40
Manufacturer's Rep _____	975	3.9	632	343	606	138	231
Others Allied to the Field _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	16,947	8,053	17,476	6,899	625
PERCENT	100.0		67.8	32.2	69.9	27.6	2.5

Note 1: Engineering Company Managers includes: President, Chairman, Owner, Partner, Associate, Corporate Officer, Chief Engineer, Department Head, Project Manager, Branch Manager, Corporate Facilities Engineer, Director and Other Engineering Managers 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 Engineers 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 _	17,000	68.0
B Mechanical Contracting Firm _____	5,832	23.3
C Building Owner/ Engineer Firm _____	1,193	4.8
D Manufacturer's Rep _____	975	3.9
E Others Allied to the Field _____	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	16,542	5,933	-	14,422	8,053	22,475	89.9
a. Written	1,948	40	-	1,935	53	1,988	8.0
b. Telecommunication	9,957	5,100	-	9,788	5,269	15,057	60.2
c. Electronic	4,637	793	-	2,699	2,731	5,430	21.7
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):	1,025	-	-	1,025	-	1,025	4.1
a. Written	126	-	-	126	-	126	0.5
b. Telecommunication	647	-	-	647	-	647	2.6
c. Electronic	252	-	-	252	-	252	1.0
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	19,067	5,933	-	16,947	8,053	25,000	100.0
*See Additional Data	PERCENT	76.3	23.7	67.8	32.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	16,947	8,053	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	16,947	8,053	25,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	113	48	161		Kentucky	203	96	299	
New Hampshire	138	52	190		Tennessee	252	151	403	
Vermont	57	24	81		Alabama	201	93	294	
Massachusetts	580	240	820		Mississippi	95	34	129	
Rhode Island	61	30	91		EAST SO. CENTRAL	751	374	1,125	4.5
Connecticut	343	113	456		Arkansas	101	56	157	
NEW ENGLAND	1,292	507	1,799	7.2	Louisiana	171	54	225	
New York	1,241	534	1,775		Oklahoma	126	72	198	
New Jersey	657	277	934		Texas	834	422	1,256	
Pennsylvania	989	450	1,439		WEST SO. CENTRAL	1,232	604	1,836	7.4
MIDDLE ATLANTIC	2,887	1,261	4,148	16.6	Montana	117	53	170	
Ohio	651	349	1,000		Idaho	107	45	152	
Indiana	371	153	524		Wyoming	47	17	64	
Illinois	818	406	1,224		Colorado	460	210	670	
Michigan	518	227	745		New Mexico	118	47	165	
Wisconsin	412	203	615		Arizona	234	116	350	
EAST NO. CENTRAL	2,770	1,338	4,108	16.4	Utah	130	77	207	
Minnesota	388	188	576		Nevada	101	53	154	
Iowa	220	87	307		MOUNTAIN	1,314	618	1,932	7.7
Missouri	335	160	495		Alaska	72	25	97	
North Dakota	52	41	93		Washington	333	186	519	
South Dakota	78	30	108		Oregon	194	112	306	
Nebraska	135	70	205		California	1,653	774	2,427	
Kansas	177	113	290		Hawaii	52	26	78	
WEST NO. CENTRAL	1,385	689	2,074	8.3	PACIFIC	2,304	1,123	3,427	13.7
Delaware	59	27	86		UNITED STATES	16,894	7,912	24,806	99.2
Maryland	361	171	532		U.S. Territories	21	21	42	
Washington, DC	37	30	67		Canada	10	44	54	
Virginia	458	229	687		Mexico	-	4	4	
West Virginia	77	26	103		Other International	9	69	78	
North Carolina	433	207	640		APO/FPO	13	3	16	
South Carolina	194	91	285		TOTAL QUALIFIED CIRCULATION	16,947	8,053	25,000	100.0
Georgia	394	223	617						
Florida	946	394	1,340						
SOUTH ATLANTIC	2,959	1,398	4,357	17.4					

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient's 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.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

CHANGE IN FREQUENCY:

Effective with the July 2010 issue, pme - PM Engineer changed its frequency from 6 issues per year to 12 issues per year.

PARAGRAPH 3b

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

AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*	January-June 2011*
Total Audit Average Qualified _____	25,500	25,250	25,000	25,000	25,002	25,000
Qualified Non-Paid ____	25,496	25,246	24,993	24,989	24,989	24,991
Print Version Only ____	25,496	25,246	14,804	15,164	15,806	16,691
Digital Version Only ____	-	-	10,189	9,825	9,183	8,300
Qualified Paid _____	4	4	7	11	13	9
Print Version Only ____	4	4	5	9	12	8
Digital Version Only ____	-	-	2	2	1	1
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 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.
**NC=None Claimed.

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cooked 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

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 _____	16,699	100.0	16,691	100.0	8	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,699	100.0	16,691	100.0	8	-

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 _____	8,301	100.0	8,300	100.0	1	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,301	100.0	8,300	100.0	1	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 11, 2011
Catherine M. Ronan, Corporate Audience Audit Manager	State	Michigan
Rita M. Fomia, Corporate Strategy Director	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 11, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	P269Y011