

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 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.



(See Paragraph 11)

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: 12

FIELD SERVED

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 _____	898
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	787
TOTAL	1,692

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,500	100.0	25,496	100.0	4	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	25,496	100.0	4	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	1,578	78			25,000	October _____	83	83			25,000
August _____	35	35			25,000	November _____	227	1,727			26,500
September _____	52	52			25,000	December _____	332	332			26,500
						TOTAL	2,307	2,307			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008
 This issue is 4.7% or 1,200 copies above the average of the other 5 issues reported in Paragraph two.

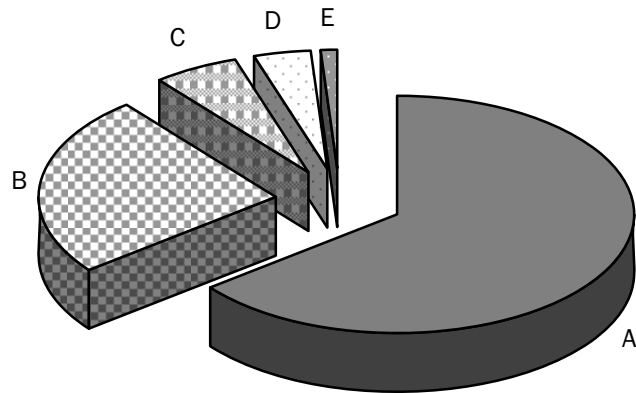
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Engineering Management (Note 1)	Engineers (Note 2)	Manufacturer's Rep/Other Titled and Non-Titled Personnel
Consulting Engineering, Architectural/Design Firm _____	17,094	64.5	11,695	5,198	201
Mechanical Contracting Firm _____	6,502	24.5	5,324	1,099	79
Building Owner/Engineer Firm _____	1,592	6.0	1,073	492	27
Manufacturer's Rep _____	1,009	3.8	504	189	316
Others Allied to the Field _____	303	1.2	302	1	-
TOTAL QUALIFIED CIRCULATION	26,500	100.0	18,898	6,979	623
PERCENT	100.0	-	71.3	26.3	2.4

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 _____	17,094	64.5
B Mechanical Contracting Firm _____	6,502	24.5
C Building Owner/ Engineer Firm _____	1,592	6.0
D Manufacturer's Rep _____	1,009	3.8
E Others Allied to the Field _____	303	1.2
TOTAL QUALIFIED CIRCULATION	26,500	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	21,686	3,314	-			25,000	94.3
a. Written _____	3,248	508	-			3,756	14.2
b. Telecommunication _____	12,975	2,190	-			15,165	57.2
c. Electronic _____	5,463	616	-			6,079	22.9
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	5.7
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,500	-	-			1,500	5.7
Independent field reports _____	-	-	-			-	-
Licenseses – National, State or Local Government _____	-	-	-			-	-
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	23,186	3,314	-			26,500	100.0
*See Paragraph 11	PERCENT	87.5	12.5	-		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			26,500	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			26,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent		
039-049 Maine _____	137		400-427 Kentucky _____	296			
030-038 New Hampshire _____	178		370-385 Tennessee _____	428			
050-059 Vermont _____	92		350-369 Alabama _____	273			
010-027 Massachusetts _____	819		386-397 Mississippi _____	110			
028-029 Rhode Island _____	94		EAST SO. CENTRAL	1,107	4.2		
060-069 Connecticut _____	422		716-729 Arkansas _____	159			
NEW ENGLAND	1,742	6.6	700-714 Louisiana _____	223			
100-149 New York _____	1,828		730-749 Oklahoma _____	248			
070-089 New Jersey _____	879		750-799 Texas _____	1,458			
150-196 Pennsylvania _____	1,442		WEST SO. CENTRAL	2,088	7.9		
MIDDLE ATLANTIC	4,149	15.6	590-599 Montana _____	176			
430-459 Ohio _____	1,187		832-838 Idaho _____	150			
460-479 Indiana _____	618		820-831 Wyoming _____	69			
600-629 Illinois _____	1,458		800-816 Colorado _____	626			
480-499 Michigan _____	908		870-884 New Mexico _____	194			
530-549 Wisconsin _____	699		850-865 Arizona _____	393			
EAST NO. CENTRAL	4,870	18.4	840-847 Utah _____	222			
550-567 Minnesota _____	618		889-898 Nevada _____	189			
500-528 Iowa _____	316		MOUNTAIN	2,019	7.6		
630-658 Missouri _____	535		995-999 Alaska _____	56			
580-588 North Dakota _____	86		980-994 Washington _____	592			
570-577 South Dakota _____	99		970-979 Oregon _____	331			
680-693 Nebraska _____	230		900-961 California _____	2,575			
660-679 Kansas _____	323		967-968 Hawaii _____	52			
WEST NO. CENTRAL	2,207	8.3	PACIFIC	3,606	13.6		
197-199 Delaware _____	97		UNITED STATES	26,378	99.5		
206-219 Maryland _____	630		969 & 004-009 U.S. Territories _____	30			
200-205 Washington, DC _____	78		Canada _____	33			
220-246 Virginia _____	731		Mexico _____	2			
247-268 West Virginia _____	97		Other International _____	53			
270-289 North Carolina _____	659		APO/FPO _____	4			
290-299 South Carolina _____	285		TOTAL QUALIFIED CIRCULATION	26,500	100.0		
300-319 Georgia _____	622						
320-349 Florida _____	1,391						
SOUTH ATLANTIC	4,590	17.3					

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified: _____	26,487	26,500	26,500	26,500	25,500
Qualified Non-Paid: _____	26,482	26,495	26,495	26,496	25,496
Qualified Paid: _____	5	5	5	4	4
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

11. ADDITIONAL DATA

CHANGE IN PUBLICATION NAME:

Effective with the January 2009 issue, PM Engineer changed its name to pme – PM Engineer. There has been no change in ownership.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,500 copies or 5.7%.

PARAGRAPHS 5 THROUGH 8 NOT REQUIRED.

QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER.

START YOUR FREE SUBSCRIPTION TODAY!



Please complete all questions to qualify for a FREE subscription:

1 **YES!** No I wish to receive (continue receiving) PM Engineer — FREE!
Signature _____ Date _____

YES! No Would you like to receive the PM Engineer E-Newsletter — FREE?
Signature _____ Date _____

2 I work for the following type of firm: (check one only)
 01 Consulting Engineering Firm
 02 Architectural/Design Firm
 03 Mechanical Contracting Firm
 04 Building Owner/Engineer
 05 Manufacturer Rep
 06 Other _____
 please specify

3 We do the following types of work: (check all that apply)
 06 Plumbing
 07 Hydronic Heating
 08 Pipe/Valves/Fittings
 09 Fire Protection/Sprinklers
 11 Other _____
 please specify

4 Please check the one that best describes your title:
 11 Engineering Management: President, Owner, Chairman, Partner, Associate, Corporate Officer, Chief Engineer, Department Head, Director, Project Mgr., Branch Mgr., Corporate Facilities Engineer
 12 Other Engineering Management titles not listed above:

 please specify

5 I personally specify, design, recommend or purchase plumbing, piping, hydronic heating, and/or fire protection products:
 1 Yes 0 No

6 I belong to the following professional organizations:
 17 ASPE
 18 ASHRAE
 19 ASSE
 20 ACEC
 21 NFPA

7 Engineers: Plumbing Engineer, Hydronic Heating Engineer, Professional Engineer, Design Engineer, Project Engineer, Sanitary Engineer, Fire Protection Engineer, Medical Gas Engineer, Consulting Engineer
 14 Other Engineer titles not listed above: please specify

8 I receive the following trade magazines: (check all that apply)
 21 Plumbing Engineer
 22 ASPE Plumbing Systems & Design
 23 ASHRAE Journal
 24 Consulting Specifying Engineer
 25 HPAC Engineering
 26 Engineered Systems
 27 NFPA Journal
 28 Sprinkler Age

9 My work phone # is: _____
 (____) _____

10 My work fax # is: _____
 (____) _____

11 My e-mail address is: _____

You will receive subscription and renewal notices from BNP Media via e-mail. If you do not wish to receive third-party email offers regarding information relevant to your industry, please check here. By providing your fax number, you're giving us permission to fax future renewal reminders to you.

Print Name/Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

(Question 4 cont.)

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 14, 2009
 State Michigan
 County Oakland
 Received by BPA Worldwide January 14, 2009
 Type PJ
 ID Number P269POD8