

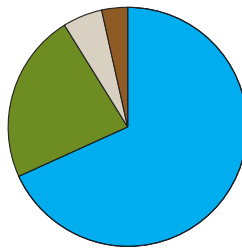
# pme

PM Engineer - The must-read resource for engineering excellence

## CIRCULATION

### Print/Digital

25,002 BPA-audited subscribers, 97.9% of whom are engineers or engineering management by title, know to count on **pme** for the best industry information.<sup>1</sup> All of our subscribers have qualified within the past two years, with 75% qualifying within one year.<sup>1</sup>



### Business/Industry:<sup>1</sup>

- Consulting Engineering, Architectural/Design Firms: 17,184 ..... 68.4%
- Mechanical Contracting Firms: 5,615 ..... 22.5%
- Building Owners/Engineering Firms: 1,308 ..... 5.5%
- Manufacturers Reps and Others Allied to Field: 893 ..... 3.6%

### Online

[www.PMEngineer.com](http://www.PMEngineer.com) monthly user information:<sup>2</sup>

User Sessions: 16,648  
Unique Browsers: 15,061

BNP Media Plumbing Group's combined monthly Web site user information:<sup>3</sup>

User Sessions: 39,950  
**pme** Unique Browsers: 15,061  
Plumbing & Mechanical Unique Browsers: 9,730  
Supply House Times Unique Browsers: 9,972

eNewsletters:<sup>4</sup>

**pme:** ..... 11,223  
Radiant & Hydronics: ..... 16,212

<sup>1</sup> BPA Circulation Statement, December 2010  
<sup>2</sup> BPA Interactive SiteCensus Data, Average July - Dec. 2010  
<sup>3</sup> **pme**, Plumbing & Mechanical and Supply House Times BPA Interactive SiteCensus Data, Averages July-Dec. 2010.  
<sup>4</sup> Exact Target, June 2010  
<sup>5</sup> Publisher's Own Data, 2010

### **pme** and [www.PMEngineer.com](http://www.PMEngineer.com):

Through its magazine, Web site and eNewsletters, **pme** reaches more specifiers/designers of plumbing, piping, hydronic and fire protection products than any media brand.<sup>5</sup>



**MEDIA AND  
PLUMBING  
PUBS**  
**2011**

Just as you'd be hard-pressed to buy a print ad from a non-audited magazine, you should now apply the same high standards to your online media buys. We at BNP Media strongly believe that a standard had to be developed for measuring Web traffic. That is why we became industry leaders and joined BPA's Web site auditing program.

Look to **pme**'s BPA statement for information on browsers, impressions, lengths of stay and more!

# 2011 EDITORIAL CALENDAR

## Every Issue Features:

Print and Digital Delivery • Expanded New Products  
Green Case Studies • Julius Ballanco on Codes

Month	Issue Theme	Case Studies	Product Focus	Advertiser Service/ Extra Distribution
<b>January</b> Close: Dec. 8 Material: Dec. 14	Manufacturer Spotlight Issue	Fire Sprinklers Radiant Technology	AHR Expo Product Preview	Free full-page, 4-C Spotlight article for all full-page January advertisers AHR Expo, Jan. 31-Feb. 2, Las Vegas
<b>February</b> Close: Jan. 13 Material: Jan. 19	Engineering Health & Safety	Water Purification Scald Protection	Commercial Sinks and Faucets	<i>Radiant Flooring Guide 2011</i> MCAA Convention, March 6-10, Maui WQA Aquatech, March 8-11, San Antonio
<b>March</b> Close: Feb. 9 Material: Feb. 15	Manufacturer Cut-Sheets	Stimulus Money Projects Building Information Modeling (BIM)	High-Efficiency Boilers	Free full-page cut-sheet/spec-sheet for all full-page March advertisers
<b>April</b> Close: Mar. 11 Material: Mar. 17	Institutional Design	Hospital and Health Care College Plumbing Design	Shower Systems	<i>Solar Thermal Report</i> Discounted 4-C Information Showcase ad for all April <b>pme</b> and <i>STR</i> advertisers
<b>May</b> Close: Apr. 12 Material: Apr. 18	Fire Protection & Design	Fire Sprinkler Retrofit Green Hydronics	NFPA Product Preview	<i>Fire Protection &amp; Design</i> Discounted 4-C Information Showcase ad for all <i>FP&amp;D</i> advertisers NEFI, June 7-8, Boston NFPA World Safety Conference/Expo, June 12-15, Boston
<b>June</b> Close: May 11 Material: May 17	Manufacturers Representatives	Fats-Oils-Grease Manufacturers Rep of the Year	Pumps	Manufacturers Rep Locator
<b>July</b> Close: June 11 Material: June 16	Green Building Engineering	Geothermal Systems Green Plumbing	Drainage Technology	<i>Radiant Heating Report 2011</i> Discounted 4-C Information Showcase ad for all <i>RHR</i> advertisers
<b>August</b> Close: July 13 Material: July 19	Case Histories	Emergency Shower/ Eyewash Equipment Multifamily Fire Sprinkler Systems	Industrial PVF	Free full-page, 4-C Case History advertorial for all full-page August advertisers <i>Solar Thermal Report</i> Discounted 4-C Information Showcase ad for all August <i>STR</i> advertisers NetworkASA 2011, Sept. 13-16, Las Vegas
<b>September</b> Close: Aug. 11 Material: Aug. 17	Hydronic Heating Showcase	Hydronic Controls High-Rise Plumbing Design	Greenbuild Product Preview	129th Annual PHCC Convention, Sept. 21-24, Minneapolis Greenbuild 2011, Oct. 5-7, Toronto
<b>October</b> Close: Sept. 13 Material: Sept. 19	Engineered Plumbing & Piping	Alternative Heating Fuels Variable-Speed Pumps	Water Heaters	Discounted 4-C Information Showcase ad for all October advertisers ASPE Technical Symposium, Oct. 28-30, Orlando <i>NSF International</i> supplement
<b>November</b> Close: Oct. 12 Material: Oct. 18	Ad Readership Study	Drinking Fountains LEED Buildings	Pipe-Joining Methods	<i>Solar Thermal Report</i> Discounted 4-C Information Showcase ad for all <i>STR</i> advertisers Free advertising readership study for all November half-page and larger advertisers
<b>December</b> Close: Nov. 12 Material: Nov. 17	2012 B.I.G. Book	<b>Our Brand Information Guide:</b> An annual specifying guide for engineers	High-Efficiency Toilets	B.I.G. Book bonus distribution at 2012 trade shows



# Clear Seas

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Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

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Is your organization thinking about starting its own magazine, Web site or white paper? How about creating an advertorial, blog, podcast or coffee break video program to engage your audience? Let us do all the work for you, from start to finish. The Custom Media Group combines our media staff experts with **pme**'s readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

Kathleen Colwell  
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Web: <http://custommedia.bnpmmedia.com>

## TERMS & CONDITIONS

**PAYMENT & TERMS:** Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date. Agency Commission: 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

**Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

**Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

# pme AD RATES

## Gross Rates

B/W Rates:	1x	3x	6x	12x	18x	24x
Full-page	\$3845	3725	3630	3080	3010	2800
2/3-page	2935	2805	2765	2360	2290	2135
1/2-island	2480	2370	2330	1980	1855	1810
1/2-page	2200	2110	2085	1775	1725	1675
1/3-page	1620	1560	1530	1305	1275	1195
1/4-page	1315	1270	1230	1065	1030	960
1/6-page	975	945	920	795	775	730

Color:	Page or less	Spread
Standard color	\$770	1255
Match PMS	1105	1655
Metallic	1250	1940
4-C	1730	2620

Positioning:	
Inside Pages	\$520
Center Spread	825
Consecutive Rights	505
Back Cover	1255
IFC/IBC	665

Classified Rates:	1x	3x	6x	12x
Regular	\$180	160	150	140
Display	190	180	160	150

**Online Only:** \$40 per 50 words. These run for 30 days.

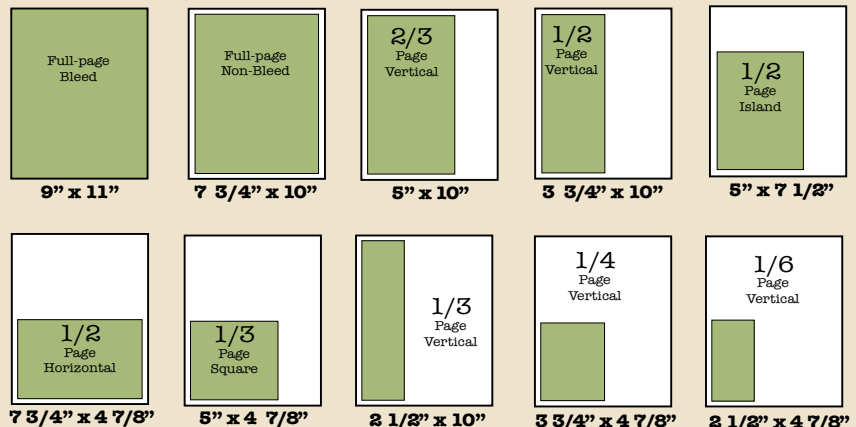
**Blind Boxes:** \$25. List **pme** Classified Department as recipient of responses. All responses will be forwarded to client.

**SEND ALL MATERIALS TO:** Lisa Rahimpour, **pme** Magazine  
8495 Elkrun Dr., Clarkston, MI 48348.

Ads can also be sent via FTP at <http://upload.bnpmmedia.com>.

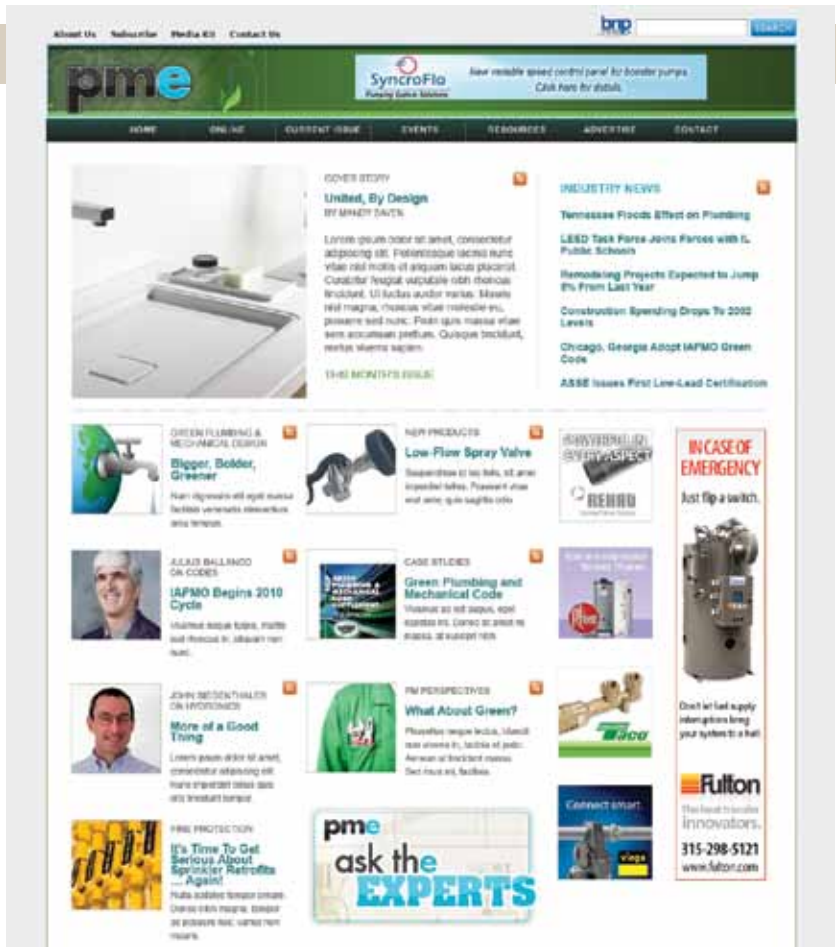
If you have questions, contact Lisa at 248.620.4180 or rahimpourl@bnpmmedia.com.

# pme AD SIZES



**pme**  
**ELECTRONIC**  
**MEDIA**

- Webinar
- Tile Ad
- Rotating Banner
- Skyscraper Ad
- Article Sponsorship Ad
- Microsite
- Updatable 3-Minute Video Clip
- Custom eNewsletter
- eNewsletter Tile Box or Banner



View examples and additional products at <http://portfolio.bnpmmedia.com>

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