

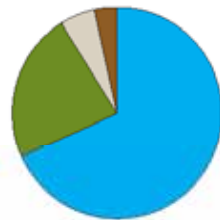
**PM Engineer | The must-read resource for engineering excellence**



PRINT/DIGITAL

Only **pme** uses both print and digital editions to reach 25,000<sup>1</sup> BPA-audited subscribers every month. More than 97%<sup>1</sup> of **pme's** audience are engineers or engineering management by title. Only **pme** itemizes its business and industry circulation. So you know you're reaching a very targeted audience.

# MEDIA PLANNING GUIDE 2012



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

■ Consulting Engineering, Architectural/Design Firms: 17,000.....	68%
■ Mechanical Contracting Firms: 5,832 .....	23.3%
■ Building Owners/Engineering Firms: 1,193 .....	4.8%
■ Manufacturers Reps and Others Allied to Field: 975 .....	3.9%

ONLINE

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

User Sessions: 13,372  
Unique Browsers: 12,179

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

User Sessions: 35,368  
**pme** Unique Browsers: 12,179  
Plumbing & Mechanical Unique Browsers: 9,621  
Supply House Times Unique Browsers: 8,984

### eNewsletters:<sup>4</sup>

**pme:** ..... 11,014  
Radiant & Hydronics: ..... 19,362

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

■ UP-TO-DATE INDUSTRY NEWSLETTERS

■ PLUMBING + HYDRONICS VIRTUAL TRADE SHOW

■ CONTENT-RICH WEBSITE

NEW FOR 2012

Just as you'd be hard-pressed to buy a print ad from a nonaudited 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 website auditing program.

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

<sup>1</sup> BPA Circulation Statement, June 2011

<sup>2</sup> BPAWW Interactive, Average Jan.-June 2011

<sup>3</sup> **pme**, Plumbing & Mechanical and Supply House Times BPAWW Interactive, Averages Jan.-June 2011.

<sup>4</sup> Exact Target, June 2011

<sup>5</sup> Publisher's Own Data, 2011

# 2012 EDITORIAL CALENDAR

## Every Issue Features:

Print and Digital Delivery | Green Case Studies | Expanded Green Products  
The industry's best lineup of expert columnists: including Julius Ballanco on Codes, Dan Holohan on Hydronics, John Siegenthaler on Solar Thermal and Christine Swanson on Fire Protection.



## MONTH      ISSUE THEME      GREEN CASE STUDIES      PRODUCT FOCUS      ADVERTISER SERVICE/EXTRA DISTRIBUTION

<b>JANUARY</b> Close: Dec. 7 Material: Dec. 12	Manufacturer Spotlight Issue	Solar Thermal Energy-Efficient Hydronics	AHR Expo Product Preview	Free full-page, 4-C Spotlight article for all full-page January advertisers AHR Expo, Jan. 23-25, Chicago
<b>FEBRUARY</b> Close: Jan. 16 Material: Jan. 20	Engineering Health & Safety	Water Purification Radiant Heating and Cooling	Commercial Sinks and Faucets	Radiant Flooring Guide 2012 RPA Conference & Expo, March 5-8, Las Vegas WQA Aquatech, March 6-9, Las Vegas
<b>MARCH</b> Close: Feb. 13 Material: Feb. 17	2011 <b>pme</b> Products of the Year	Building Information Modeling (BIM) Scald Protection	BIM Software	Free full-page cut-sheet/spec-sheet to all full-page March advertisers MCAA Convention, March 18-22, Orlando, FL
<b>APRIL</b> Close: March 14 Material: March 20	Institutional Design	Hospital and Health Care Sustainable Schools Correctional Facility Plumbing	Shower Systems	Solar Thermal Report Discounted 4-C Information Showcase ad for all April <b>pme</b> and STR advertisers
<b>MAY</b> Close: April 12 Material: April 18	Fire Protection & Design	Fire Sprinkler Retrofit Sports Stadiums	NFPA Product Preview	Fire Protection & Design Discounted 4-C Information Showcase ad for all FP&D advertisers NFPA World Safety Conference & Expo, June 11-14, Las Vegas
<b>JUNE</b> Close: May 15 Material: May 21	Manufacturers Rep of the Year	Fat-Oil-Grease (FOG) Systems 2012 Manufacturers Rep of the Year	Pumps	2012 Manufacturers Rep Locator 
<b>JULY</b> Close: June 13 Material: June 19	Green Building Engineering	Green Hydronics Green Plumbing	New Engineer Books and Literature	Radiant Heating Report 2012, including a discounted 4-C Information Showcase ad to all RHR 2012 advertisers
<b>AUGUST</b> Close: July 11 Material: July 17	Case Histories	Emergency Shower/Eyewash Equipment Multifamily Fire Sprinkler Systems	Industrial PVF	Solar Thermal Report, including a discounted 4-C Information Showcase ad for all August STR advertisers Free full-page, 4-C Case History advertorial for all full-page August advertisers
<b>SEPTEMBER</b> Close: Aug. 14 Material: Aug. 20	Hydronic Heating Showcase	Hydronic Controls High-Rise Plumbing Design	Pipe-Joining Methods	130th Annual PHCC Convention, Oct. 3-5, Philadelphia Network ASA 2012, Oct. 17-20, Orlando, FL
<b>OCTOBER</b> Close: Sept. 12 Material: Sept. 18	Engineered Plumbing & Piping	Graywater Piping LEED-Certified Buildings	Water Heaters	NSF International Supplement ASPE Show Enhancers for ASPE EPE Exhibitors ASPE Engineered Plumbing Expo, Oct. 27-31, Charlotte, NC Greenbuild 2012, Nov. 14-16, San Francisco
<b>NOVEMBER</b> Close: Oct. 15 Material: Oct. 19	Ad Readership Study	Alternative Heating Fuels Energy-Efficient Pumps	Drinking Fountains	Solar Thermal Report Discounted 4-C Information Showcase ad for all November <b>pme</b> and STR advertisers Free advertising readership study for all November half-page and larger advertisers
<b>DECEMBER</b> Close: Nov. 13 Material: Nov. 19	2013 B.I.G. Book	<b>Brand &amp; Product Information Guide:</b> An annual specifying guide for engineers	High-Efficiency Toilets	B.I.G. Book bonus distribution at 2013 trade shows 





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

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or [surowiecb@clearseas-research.com](mailto:surowiecb@clearseas-research.com). <http://www.clearseasresearch.com>



BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at [custommedia.bnppmedia.com](http://custommedia.bnppmedia.com) or contact us directly: Chris Wilson, (248) 244-8264, [wilsonc@bnppmedia.com](mailto:wilsonc@bnppmedia.com)

#### Directory Listings

Get your company information into the hands of potential buyers in your industry looking for commercial plumbing products with a listing in pme's annual B.I.G. Book. We make it easy for buyers to find you and even easier for you to make your company stand-out. Give buyers easy access to info with Live Links, Logos, RFPs, Spec Sheets, Photos and Videos. Get listed today! For more information, visit the online directory at [www.pmengineer.com/thebigbook](http://www.pmengineer.com/thebigbook).

#### List Rentals

Use the most powerful and responsive list of plumbing professionals to complement your advertising program, introduce products or test markets. For postal information please contact: Kevin Collopy, Ph: 800-223-2194, x684, [kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com); or Michael Costantino, Ph: 800-223-2194, x748, [michael.costantino@infogroup.com](mailto:michael.costantino@infogroup.com). You can see all our list rental datacards by visiting <http://www.bnppmedia.com/listrental>.

# AD RATES pme

## Gross Rates

B/W Rates:	1x	3x	6x	12x	18x	24x
Full-page	\$3960	3835	3740	3170	3100	2885
2/3-page	3025	2890	2850	2430	2360	2200
1/2-page Isl	2555	2440	2400	2040	1910	1865
1/2-page	2265	2175	2150	1830	1775	1725
1/3-page	1670	1605	1575	1345	1315	1230
1/4-page	1355	1310	1265	1095	1060	990
1/6-page	1005	975	950	820	800	750

Color:	Page or less	Spread
Standard color	\$795	1295
Match PMS	1140	1705
Metallic	1290	2000
4-C	1780	2700

Positioning:	
Inside Pages	\$535
Center Spread	850
Consecutive Rights	520
Back Cover	1295
IFC/IBC	685

Classified Rates:	1x	3x	6x	12x
Regular	\$185	165	155	145
Display	195	185	165	155

**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 the 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.bnppmedia.com>.

If you have questions, contact Lisa at (248) 620-4180 or [rahimpourl@bnppmedia.com](mailto:rahimpourl@bnppmedia.com).

# AD SIZES pme

<p>Full-page Bleed</p> <p>9" x 11"</p>	<p>Full-page Non-Bleed</p> <p>7 3/4" x 10"</p>	<p>2/3 Page Vertical</p> <p>5" x 10"</p>	<p>1/2 Page Vertical</p> <p>3 3/4" x 10"</p>	<p>1/2 Page Island</p> <p>5" x 7 1/2"</p>
<p>1/2 Page Horizontal</p> <p>7 3/4" x 4 7/8"</p>	<p>1/3 Page Square</p> <p>5" x 4 7/8"</p>	<p>1/3 Page Vertical</p> <p>2 1/2" x 10"</p>	<p>1/4 Page Vertical</p> <p>3 3/4" x 4 7/8"</p>	<p>1/6 Page Vertical</p> <p>2 1/2" x 4 7/8"</p>

## TERMS & CONDITIONS

**PAYMENT & TERMS:** Invoices are payable in U.S. funds only, net 30 days. 1 1/2% per month service charge thereafter (1/2% 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.

WWW.PMENGINEER.COM WWW.PMENGINEER.COM

# WEBSITE AND NEWS ADS



**1** BANNER AD  
468x60 pixels

**2** TILE AD  
125x125 pixels

**3** SKYSCRAPER AD  
160x600 pixels

**4** UPDATABLE 3-MINUTE VIDEO CLIP  
Must be: 320x240 pixels or 640x480 pixels File formats: WMV, Quicktime, SWF, FLV

ARTICLE SPONSORSHIP AD  
300x250 pixels

VIEW EXAMPLES AND ADDITIONAL PRODUCTS AT [HTTP://PORTFOLIO.BNPMEDIA.COM](http://portfolio.bnpmmedia.com)

## pme STAFF

**Sales/Editorial Headquarters**  
155 N. Pfingsten Rd.,  
Suite 205, Deerfield, IL 60015

**Corporate Headquarters**  
2401 W. Big Beaver Rd.,  
Suite 700, Troy, MI 48084

**Bob Miodonski**

Plumbing Group Brand Leader  
ph: 847.405.4007 • fax: 248.502.1023  
miodonskib@bnpmmedia.com

**Jean Eslick**

Integrated Media Specialist  
Bath & Kitchen/Software  
ph: 773.710.9971 • fax: 248.786.1386  
eslickj@bnpmmedia.com

**Scott Franz**

Integrated Media Specialist  
Water Heaters/Fire Protection/Tools/Trucks  
275 N. Main St., Suite G  
Springboro, OH 45066  
ph: 937.748.9975 • fax: 248.502.2083  
franzs@bnpmmedia.com

**Michael O'Connor**

Classified Ad Manager  
ph: 610.354.9552 • fax: 248.502.2106  
oconnorm@bnpmmedia.com

**Paul DeGrandis**

Integrated Media Specialist  
Engineered Plumbing/Pipe, Valves & Fittings  
1213 Wilmette Ave., Suite 210  
Wilmette, IL 60091  
ph: 847.920.9510 • fax: 847.920.9206  
pauld@accelmediasolutions.com

**Roy Wagner, Jr.**

Integrated Media Specialist  
Radiant & Hydronics/ Waterworks  
42 Port Circle, Warwick, RI 02889  
ph: 401.737.7871 • fax: 401.738.0086  
jrr119@aol.com

**Mike Miazga**

Integrated Content Manager  
ph: 847.405.4056 • fax: 248.502.9001  
miazgam@bnpmmedia.com

**Suzette Rubio**

Web Content and Engagement Manager  
ph: 630-962-0086 • fax: 248-502-1000  
rubios@bnpmmedia.com

**Jill L. DeVries**

Reprints  
ph: 248.244.1726 • fax: 248.244.3934  
devriesj@bnpmmedia.com

**Brittanie Wilson**

Administrative Assistant  
ph: 248.244.1290 • fax: 248.283.6615  
wilsonb@bnpmmedia.com

**Lisa Rahimpour**

Production  
8495 Elkrun Dr., Clarkston, MI 48348  
ph: 248.620.4180 • fax: 248.244.3910  
rahimpouri@bnpmmedia.com  
Please ship materials to the address above,  
or upload to our FTP site:  
<http://upload.bnpmmedia.com>



**BNP Media Helps People Succeed in Business with Superior Information**

