

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2006**

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 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media  
2401 W. Big Beaver Rd., Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
FAX No.: (248) 362-0317  
[www.pmengineer.com](http://www.pmengineer.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/engineer firms, manufacturer reps, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

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

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	9
Advertiser and Agency _____	1,642
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	133
All Other _____	869
<b>TOTAL</b>	<b>2,653</b>

\*See Paragraph 11

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,500	100.0	26,495	100.0	5	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,500</b>	<b>100.0</b>	<b>26,495</b>	<b>100.0</b>	<b>5</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	191	191			26,500	April _____	195	195			26,500
February _____	455	455			26,500	May _____	6,058	6,058			26,500
March _____	152	152			26,500	June _____	48	48			26,500
						<b>TOTAL</b>	<b>7,099</b>	<b>7,099</b>			

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006**  
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

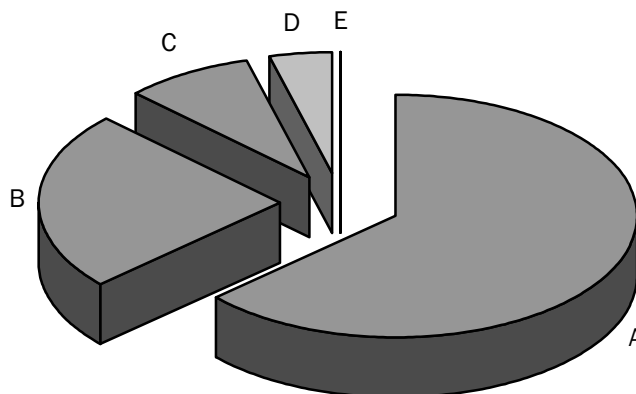
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE		
			Engineering Management (See Note 1)	Engineers (See Note 2)	Manufacturer Rep/Other Titled and Non-Titled Personnel
Consulting Engineering, Architectural/Design Firms ____	17,102	64.5	11,606	5,267	229
Mechanical Contracting Firm _____	6,186	23.4	5,067	955	164
Building Owner/Engineer Firm _____	2,311	8.7	1,649	645	17
Manufacturer Rep _____	901	3.4	590	103	208
Others Allied to the Field _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,500</b>	<b>100.0</b>	<b>18,912</b>	<b>6,970</b>	<b>618</b>

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 include: 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 Firms ____	17,102	64.5
B Mechanical Contracting Firm __	6,186	23.4
C Building Owner/Engineer Firm _	2,311	8.7
D Manufacturer Rep _____	901	3.4
E Others Allied to the Field _____	-	-



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>19,901</b>	<b>3,975</b>	-			<b>23,876</b>	<b>90.1</b>
a. Written _____	5,875	827	-			6,702	25.3
b. Telecommunication _____	8,406	2,144	-			10,550	39.8
c. Electronic _____	5,620	1,004	-			6,624	25.0
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>2,624</b>	-	-			<b>2,624</b>	<b>9.9</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,624	-	-			2,624	9.9
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,525</b>	<b>3,975</b>	-			<b>26,500</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>85.0</b>	<b>15.0</b>	-		<b>100.0</b>	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006				
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 _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>26,500</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			177		400-427 Kentucky _____			272	
030-038 New Hampshire _____			197		370-385 Tennessee _____			364	
050-059 Vermont _____			121		350-369 Alabama _____			223	
010-027 Massachusetts _____			1,027		386-397 Mississippi _____			72	
028-029 Rhode Island _____			124		<b>EAST SO. CENTRAL</b>			<b>931</b>	<b>3.5</b>
060-069 Connecticut _____			558		716-729 Arkansas _____			112	
<b>NEW ENGLAND</b>			<b>2,204</b>	<b>8.3</b>	700-714 Louisiana _____			144	
100-149 New York _____			2,295		730-749 Oklahoma _____			206	
070-089 New Jersey _____			1,161		750-799 Texas _____			1,287	
150-196 Pennsylvania _____			1,795		<b>WEST SO. CENTRAL</b>			<b>1,749</b>	<b>6.6</b>
<b>MIDDLE ATLANTIC</b>			<b>5,251</b>	<b>19.8</b>	590-599 Montana _____			110	
430-459 Ohio _____			1,174		832-838 Idaho _____			114	
460-479 Indiana _____			535		820-831 Wyoming _____			57	
600-629 Illinois _____			1,416		800-816 Colorado _____			469	
480-499 Michigan _____			949		870-884 New Mexico _____			162	
530-549 Wisconsin _____			656		850-865 Arizona _____			302	
<b>EAST NO. CENTRAL</b>			<b>4,730</b>	<b>17.9</b>	840-847 Utah _____			161	
550-567 Minnesota _____			534		889-898 Nevada _____			167	
500-528 Iowa _____			220		<b>MOUNTAIN</b>			<b>1,542</b>	<b>5.8</b>
630-658 Missouri _____			544		995-999 Alaska _____			83	
580-588 North Dakota _____			56		980-994 Washington _____			527	
570-577 South Dakota _____			65		970-979 Oregon _____			264	
680-693 Nebraska _____			206		900-961 California _____			2,162	
660-679 Kansas _____			295		967-968 Hawaii _____			91	
<b>WEST NO. CENTRAL</b>			<b>1,920</b>	<b>7.2</b>	<b>PACIFIC</b>			<b>3,127</b>	<b>11.8</b>
197-199 Delaware _____			87		<b>UNITED STATES</b>			<b>26,448</b>	<b>99.8</b>
206-219 Maryland _____			764		969 & 004-009				
200-205 Washington, DC _____			123		U.S. Territories _____			38	
220-246 Virginia _____			1,002		Canada _____			4	
247-268 West Virginia _____			126		Mexico _____			-	
270-289 North Carolina _____			809		Other International _____			-	
290-299 South Carolina _____			335		APO/FPO _____			10	
300-319 Georgia _____			612		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>26,500</b>	<b>100.0</b>
320-349 Florida _____			1,136						
<b>SOUTH ATLANTIC</b>			<b>4,994</b>	<b>18.9</b>					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2002	2003	2004	*2005	**2006
Total Audit Average Qualified:	24,005	24,835	26,500	26,487	26,500
Qualified Non-Paid: _____	23,996	24,834	26,496	26,482	26,495
Qualified Paid: _____	9	1	4	5	5
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: ___	***NC	***NC	***NC	***NC	***NC

**\*NOTE: The audited average qualified circulation for January-June 2005 = 26,500. The unaudited average qualified circulation for July-December 2005 = 26,473. Yielding an average qualified circulation of 26,487. With each successive year, new data will be added until five years of data is displayed.**

**\*\*2006 data is unaudited.**

\*\*\*NC = None Claimed

10. PAID CIRCULATION DATA	
***NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**AVERAGE NON-QUALIFIED CIRCULATION:**

Allocated for Trade Shows and Conventions Includes:

AHR EXPO, January 23-25, 2006, Chicago, IL, 600 copies.

National Plant Engineering & Maintenance Conference, March 21-23, 2006, Chicago, IL, 200 copies.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 2,624 copies or 9.9%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER.**

START YOUR FREE SUBSCRIPTION TODAY!

PM ENGINEER

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

(Question 4 cont.)  
 13  **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

15  **Manufacturer Rep/Other** \_\_\_\_\_  
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

**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 \_\_\_\_\_

PUBLISHER'S AFFIDAVIT	
We hereby make oath and say that all data set forth in this statement are true.  Teresa Owens, Group Circulation Manager Catherine M, Ronan, Audit Manager  (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)  <b>IMPORTANT NOTE:</b> 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 July 12, 2006  State Michigan  County Oakland  Received by BPA Worldwide July 12, 2006  Type PJ  ID Number P269P0J6