

PMENGINEER vs. *Plumbing Engineer*

A comparison of June 2006 BPA audited circulations.

	PM ENGINEER	PLUMBING ENGINEER
Total Qualified Circulation	26,500	26,007
Total Engineering Management By Title	18,912	NOT REPORTED SEPARATELY
Total Engineers Circulation By Title	6,970	NOT REPORTED SEPARATELY
Consulting Engineer/ Architectural/ Design Firms Circulation	17,102	NOT REPORTED SEPARATELY
Mechanical Contracting Firm Circulation	6,186	NOT REPORTED SEPARATELY
Building Owner/Engineer Firm	2,311	NOT REPORTED SEPARATELY
Number of Personal Direct Request Subscribers	23,876 90.1%	24,161 92.9%
Others allied to the field, including number of Manufacturers and their reps. included in qualified circulation	0	2,082 8%

PM ENGINEER HAS THE NUMBERS ADVANTAGE!

***PM Engineer* feels we have the edge in the most important circulation categories!**

- ***PME* reaches more qualified subscribers than *PE*.**
- ***PME* reaches more than 18,900 engineers in the “engineering management” title. Since our competitor doesn’t itemize this number in detail, how can you be sure they’re delivering this key demographic?**

These details underscore the quality of *PM Engineer's* circulation and ensure you know exactly who your ads are reaching!

***PM ENGINEER*: The magazine you know reaches plumbing-piping-hydraulics-fire protection engineers!**