www.pmengineer.com

pme

#1

Most Useful Magazine for Plumbing & Mechanical Engineers*

2015 media planning guide

new IN 2015

- More Technical Articles
- MUST SEE! Product Print & e-Blasts
- Mobile-friendly e-newsletters

*2014 PM Engineer Reader Preference Profile Study

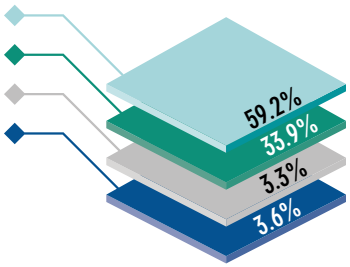
TARGETED CIRCULATION

In print, online and in their inbox, **pme** provides our subscribers the most up-to-date industry information — on their terms. See what our versatility can do for you!

PRINT/DIGITAL

Business/Industry:[1]

Engineering Firms: 14,809
Contracting Firms: 8,461
Architectural/Design Firms: 820
Manufacturers Reps and Others Allied to Field: 910



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.*

www.PMEngineer.com monthly user information:[1]

COMPARISON OF AUDITED CIRCULATIONS

		pme[1]	PLUMBING ENGINEER**
TOTAL QUALIFIED SUBSCRIBERS		25,000	25,250
SUBSCRIBERS BY BUSINESS AND INDUSTRY	Engineering Firm	14,809 59.2%	Not reported** separately
	Contracting Firm	8,461 33.9%	Not reported** separately
	Architectural/ Design Firm	820 3.3%	Not reported** separately
	Manufacturers Rep and Others Allied to the Field	910 3.6%	Not reported** separately

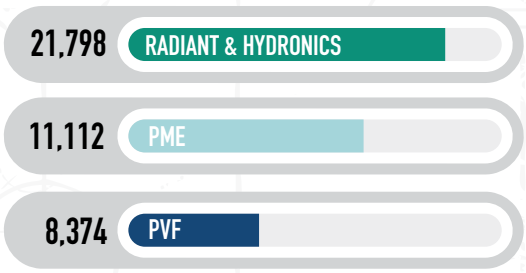
eNEWS

RESPONSIVE DESIGN
PM Engineer's eNewsletters have a new responsive design that allows for optimal viewing on any device. Currently, over 50% of emails are opened on mobile devices. Our eNewsletters automatically adapt to the size of the screen on which it is displayed. As a result, your advertising message will retain its impact and will look great on any platform.

new IN 2015

eNEWSLETTER SIZES
Top Leaderboard: 728x90 pixels
Feature Leaderboard: 728x90 pixels
Rectangle: 300x250 pixels
Rectangle Ad: 180x150 pixels
Text Ads: 50 words or less

eNewsletter average delivered[1]



[1] PM Engineer December 2014 BPA Brand Report TQ 25,000 (19,019 Print + 5,981 Digital)
* Publisher's own data
**Plumbing Engineer December 2014 BPA Brand Report (Firms in Consulting Engineering, Mechanical Engineering, Architecture, Architectural/Engineering, Building Owner/Engineering, Design-Construct Engineering, Contracting, Mechanical Contracting, Government and others allied to the field, including Public Utilities: 23,935 + Manufacturers and their representatives: 1,315)

DIGITAL LEADERSHIP

MOBILE APP

Our new mobile app gives readers access to our content – anytime, anywhere! Specifically designed for smartphones and tablets, the **pme** mobile app features the latest breaking news, exciting new products, feature articles, videos and more! Limited ad positions are available which mean an extremely high share of voice for marketers looking to reach a deeply engaged, highly targeted audience.

WEBINARS

Let the **pme** Webinar program help you stand out from the rest. We'll increase brand awareness and interest in your products while managing every detail surrounding the event. Multiple promotions are created and deployed to position you as a leader in your industry. Plus, receive an average of **800 qualified registration leads*** and add on our NEW continuing education accreditation to generate even higher viewership. Frequency and advertiser discounts available.

*(*Source: 2014 **pme** Average Webinar Registration Leads)*

VIDEOS

There's a reason video has exploded across the web… its ability to educate, demonstrate, communicate and motivate is unlike any other marketing tool. Educate prospects on your product's capabilities and offer solutions, demonstrate market knowledge, build a relationship of trust, communicate what makes your products different and motivate prospects to buy! Don't have capabilities? **pme** can produce a video for you!

PODCASTS

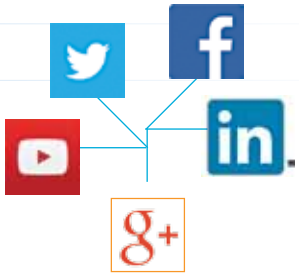
Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure by sponsoring an editorial podcast. For more information, contact your sales rep or visit: http://portfolio.bnpmedia.com/podcasts

EBOOKS

eBooks are a turnkey program, and an excellent tool to align your marketing message within an editorially relevant environment and obtain qualified leads. **pme** will handle all production details from gathering leads to marketing and creation management.

SOCIAL MEDIA

Collaborate together with **pme** to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! **pme** offers a number of opportunities for audience engagement through Facebook, Twitter, Youtube and QR Codes. Partner with **pme** to build a social presence for your brand! Not yet involved in social media? Let us build, design, and organize the accounts for you with Social Startup Packages!



2015 EDITORIAL CALENDAR

Issue	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close	December 6	January 14	February 13	March 14	April 14	May 15
Materials Due	December 12	January 20	February 19	March 20	April 18	May 21
Issue Theme	Manufacturer Spotlights	Waterworks	Cut-Sheet Issue	Water Treatment	Fire Protection	Manufacturers Rep of the Year
Plumbing	Commercial showers	Copper pipe	Plastic pipe	Scald protection	Stadium plumbing	Plumbing Rep of the Year
Mechanical	High-efficiency pumps	BIM designs	System controls	Circulators	*Fire Protection & Design 2015*	Pipe-joining methods
Hydronics	Radiant heating	Radiant Comfort Guide 2015	Radiant cooling	Alternative fuel sources	Air-to-water heat pumps	Hydraulic separation
Tech Topic	Geothermal systems	Water metering	Recycled water systems	Water treatment	ADA compliant	Protection from the elements
Product Focus	AHR Expo preview	Waterworks	2014 Products of the Year	Safety equipment	NFPA product preview	Grease interceptors
Advertiser Service/ Bonus Distribution	Free full-page, 4-C Spotlight advertorial for full-page January advertisers. AHR Expo: Jan. 26 – 28, Chicago ASHRAE Winter Conference: Jan. 24-28, Chicago RPA Meeting, Jan. 26-28, Chicago PMLIVE Jan. 27, Chicago	MCAA Convention: March 8–12, Wailea, Maui, Hawaii	Free, full-page 4-C cut sheet or spec sheet for full-page March advertisers	Must-See Product Print & e-Blast WQA Aquatech: April 20 – 24, Las Vegas	Free 4-C Information Showcase ad for *2015 FP&D* advertisers NFPA Conference & Expo: June 22–25, Chicago	Manufacturers Rep Locator Must-See Product Print & e-Blast

EDITORIAL STAFF & CONTRIBUTORS

BOB MIODONSKI
Plumbing Group Publisher

SCOTT FRANZ
Associate Publisher

JOHN MCNALLY
Editor

SUZETTE RUBIO
Web Content & Social Media Editor

Julius Ballanco, P.E., CPD
Codes

SUPERIOR CONTENT:

77% of readers rate **pme** as the publication having the most up-to-date industry articles/features.*

*Reader Preference Profile Study, June 2014

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
June 11	July 15	August 12	September 12	October 13	November 13
June 17	July 21	August 18	September 18	October 17	November 19
Green Building Engineering	Case Histories	University Plumbing	Manufacturer Q&A	Green Plumbing & Heating	2016 B.I.G. Book
High-efficiency faucets	Drainage	Plumbing Engineer of the Year	Tankless water heaters	Plumbing for children	Plumbing product listing
Heat metering	Small mechanical room design	Valves	Pumps	Mechanical Engineer of the Year	Industrial PVF Listing
2015 Radiant & Hydronics Report	Ventilation basics	Circulators	Snow-melt systems	Solar hot water	Hydronic product listing
Office efficiency	Design software	*NSF International Special Section*	Fire sprinkler retrofits	*Green Plumbing & Heating 2015*	Greenbuild 2015 report
Commercial sinks	Bathroom accessories	High-efficiency toilets	Boilers	Greenbuild 2015 product preview	Engineering literature and media
Free 4-C Information Showcase ad for *2015 RHR* advertisers	Free, full-page 4-C Case History for all full-page August advertisers	Must-See Product Print & e-Blast IAPMO Annual Conference: Sept. 27-Oct. 1, Las Vegas ASPE Tech Symposium, Oct. 1-4, St. Louis	Free, full-page 4-C Q&A advertorial interview for all full-page October advertisers NetworkASA: Oct. 27-29, Chicago	Free 4-C Information Showcase ad for all *2015 GPH* advertisers Greenbuild, Nov. 18-22, Washington	Free basic listing in B.I.G. Book for all 2015 advertisers

Print and Digital Delivery
Green Case Studies
Expanded Green Products
The industry's best lineup of expert columnists

IN EVERY ISSUE

John Siegenthaler, P.E.
Renewable Energy Notebook

Dan Holohan
Hydronic Heating

Ray Wohlfarth
Commercial Boilers

Christine Swanson
Fire Production

Morris Beschloss
The Beschloss Perspective

YOUR **ONLINE** RESOURCE
WWW.PMENGINEER.COM

Website and eNews ads

Generate brand awareness, promote products and events, and drive traffic to your site.

GRAPHICAL DISPLAY ADVERTISING

1. **Leaderboard – 728 x 90**
2. **Medium Rectangle – 300 x 250**
3. **Rectangle (2 adjacent spots) – 180 x 150**
4. **Rich Media (not shown)**

ADDITIONAL ADVERTISING-BASED OPPORTUNITIES

5. **Featured Products**
6. **Supplied Videos**
7. **Photo Gallery (R.O.S.)**
8. **Multimedia (use for ecards, showrooms promotion, etc.)**
9. **Classifieds**

To see examples of these ads and more, visit: http://portfolio.bnpmedia.com

65% of readers are highly satisfied with the up-to-date industry news on pmengineer.com*

B.I.G. Books Directory

Whether your potential customers use print, digital or online to source plumbing, industrial PVF, hydronics and HVAC products, the B.I.G. Book is there. By listing your company information with **pme**'s B.I.G. Book you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and QR Codes. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information visit the online directory at **www.pmengineer.com/thebigbook** or contact a sales rep.

Custom enewsletter

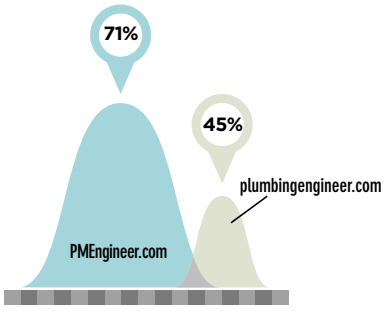
Let **pme** help you create a co-branded eNewsletter customized to your needs. Our Orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams. A custom eNewsletter can take your company to the next level with these benefits:

- Including editorial or educational content in an eNewsletter can help position your company as an industry leader
- Editorial content creates greater reader engagement
- Subscribers trust **pme**. They're more likely to open emails from our publication and consider our endorsements

ACCESS OF INDUSTRY WEBSITES*

{60% of readers rate pmengineer.com as the most useful website to their industry work}

*Reader Preference Profile Study, June 2014



2015 AD RATES

Gross Rates

B/W Rates:	1x	3x	6x	12x	18x	24x
Full-page	$4335	4200	4090	3475	3390	3160
2/3-page	3315	3165	3120	2660	2585	2410
1/2-page Isl	2800	2670	2630	2235	2090	2045
1/2-page	2480	2385	2355	2005	1945	1890
1/3-page	1835	1760	1730	1480	1440	1350
1/4-page	1490	1435	1385	1200	1165	1085
1/6-page	1110	1075	1040	900	875	825

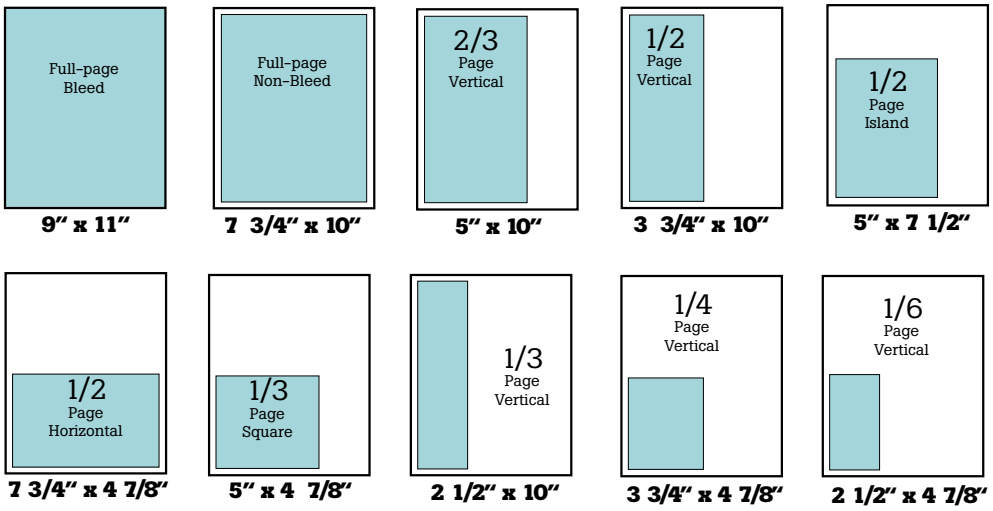
Positioning:	
Inside Pages	$595
Center Spread	940
Consecutive Rights	580
Back Cover	1335
IFC/IBC	760

Color:	Page or less	Spread
Standard Color	$870	1165
Match PMS	1245	1665
Metallic	1410	1885
4/Color	1945	2605

Classified Rates:	1x	3x	6x	12x
Regular	$210	180	170	160
Display	225	210	180	160

Online Only: $50 per 50 words. These run for 30 days.
Blind Boxes: $30. List **pme** Classified Department as recipient of responses. All responses will be forwarded to the client.

2015 AD SIZES



SEND ALL MATERIALS TO:

Lisa Rahimpour, **pme**
8495 Elkrun Dr.,
Clarkston, MI 48348.
Ads can also be sent via FTP at http://upload.bnpmedia.com.
If you have questions, contact Lisa at (248) 620-4180 or rahimpourl@bnpmedia.com.

orangetap

CONTENT MARKETING SERVICES
Orangetap equips your brand with the editorial and publishing resources of **pme** to help market and capture the attention of your customers.

CONNECT WITH READERS & EARN LEADS
pme will co-brand your content with us to improve deliverability and open rates and promote it to our readership. We'll supply you with leads through these three high-impact strategies:

1) Content Blast
2) High-Value Media Download
NEW! 3) Interactive Product Spotlights

NEED CONTENT? WE CAN HELP.
Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.

To learn more about our services or to quote out a project, please contact your sales representative.

CLEAR SEAS RESEARCH
MAKING THE COMPLEX CLEAR
Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Clear Seas RESEARCH
Making the complex clear

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.
Contact Beth Surowiec at surowiecb@clearseasresearch.com or 248.786.1619. www.clearseasresearch.com

LIST RENTALS
The most powerful, responsive list of plumbing professionals is just a call away. Complement your advertising program and introduce new products by renting **pme**'s exclusive subscriber list. Contact Kevin Collopy of Info-Group at 402.836.6265 or kevin.collopy@infogroup.com.

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

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

pme SALES STAFF

Bob Miodonski
Plumbing Group Publisher
ph: 847.405.4007 • fax: 248.502.1023
miodonskib@bnpmedia.com

Scott Franz
Associate Publisher
Central
ph: 937.748.9975 • fax: 248.502.2083
franzs@bnpmedia.com

Jean Eslick
Integrated Media Specialist
Midwest/Southeast
ph: 773.710.9971 • fax: 248.786.1386
eslickj@bnpmedia.com

Bill Boyadijis
Integrated Media Specialist
East
ph: 248.786.1709
boyadijisb@bnpmedia.com

Ellyn Fishman
Integrated Media Specialist
West
ph: 949.766.6780 • fax: 248.502.1041
fishmane@bnpmedia.com

Michael O'Connor
Classified Ad Manager
ph: 610.354.9552 • fax: 248.502.2106
oconnorm@bnpmedia.com

Jill L. DeVries
Reprints
ph: 248.244.1726 • fax: 248.244.3934
devriesj@bnpmedia.com

Lisa Rahimpour
Production
8495 Elkrun Dr., Clarkston, MI 48348
ph: 248.620.4180 • fax: 248.244.3910
rahimpourl@bnpmedia.com
Please ship materials to the address above, or upload to our FTP site:
http://upload.bnpmedia.com

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