

PM Engineer is intended for those involved in the design and specification of plumbing, piping, hydronic/ radiant heating and fire protection. The editorial scope of the brand provides coverage of the design and specification of products and systems for the “wet side” of the industry.

Publisher’s Note: It’s my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 Q1 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this statement is accurate as of March 2021. Thank you for considering *PM Engineer*.

CHANNELS:

MARCH 2021 SUMMARY

eMAGAZINE CIRCULATION	21,629
eNEWSLETTERS (TOTAL AVERAGE)	32,628
*WEBSITE TOTAL USERS	46,780
WEBSITE REGISTRANTS:	12,407
WEBINAR REGISTRANTS (TOTAL JAN - MAR 2021):	1,132
**SOCIAL MEDIA (TOTAL):	6,990

TOTAL REACH	121,566
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Sincerely,

Daniel Ashenden

GROUP PUBLISHER

PM Engineer



About BNP Media

BNP Media is one of the country’s leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owners data. No effort has been made to remove potential duplication with each action.

*BPAWW Interactive - March 2021 **Cumulative as of March 2021

WHO CAN YOU REACH:

eMAGAZINE AUDIENCE DEMOGRAPHICS (MARCH 2021 SUMMARY)

BUSINESS BY FUNCTION

Primary Business	Total	Percent	Primary Function			
			Corporate/ Executive Management	Engineering	General Management	Other Functions
Engineering Firm	10,991	50.82%	3,364	5,406	2,105	116
Contracting Firm	8,078	37.35%	4,787	756	2,326	209
Architectural/Design Firm	723	3.34%	352	241	115	15
Manufacturers Rep	1,198	5.54%	578	186	313	121
Others Allied to the Field	639	2.95%	188	98	160	193
TOTAL CIRCULATION:	21,629	100.00%	9,269	6,687	5,019	654

SOURCE/AGE

SOURCE	TOTAL*	PERCENT
Personal Request	21,629	100.0%
Business Request	0	0.0%
Other Communication	0	0.0%
Business Directories	0	0.0%
TOTAL CIRCULATION	21,629	100.0%
PERCENT	100.0%	

* All subscriptions are within 1-3 years.

TYPES OF WORK

TYPES OF WORK	Responses	Percent
Plumbing	5,979	27.6%
Hydronic Heating	4,601	21.3%
Process Piping/Valves	4,587	21.2%
Fire Protection/Sprinklers	2,850	13.2%
Other	5,624	26.0%
Total Respondents	8,328	38.5%

eNEWSLETTERS

DATE	RADIANT & HYDRONICS eNEWS	DATE	PM Engineer eNEWS
March 17, 2021	18,349	March 15, 2021	14,195
March 31, 2021	18,501	March 29, 2021	14,210
TOTAL	36,850	TOTAL	28,405
AVERAGE	18,425	AVERAGE	14,203
TOTAL AVERAGE	32,628		

SOCIAL MEDIA

	COUNTS
Twitter followers	3,524
Facebook likes	1,464
LinkedIn Members	2,002
TOTAL	6,990

WEBSITE

MONTH YEAR	USERS	PAGE VIEWS	SESSIONS	AVERAGE SESSION DURATION
January 2021	41,083	60,328	46,734	00:00:59
February 2021	44,506	66,364	49,994	00:00:52
March 2021	46,780	67,931	52,607	00:00:46
AVERAGE	44,123	64,874	49,778	00:00:52
WEBSITE REGISTRATION: 12,407		(CUMULATIVE AS OF MARCH 2021)		

WEBINARS

DATE	REGISTRANTS	ATTENDEES
March 16, 2021	1,132	492
TOTAL	1,132	492

WHO CAN YOU REACH:

eMAGAZINE AUDIENCE DEMOGRAPHICS (MARCH 2021 SUMMARY)

GEOGRAPHIC

NORTH AMERICA: State/Country	Total Circulation
Alabama	214
Arizona	261
Arkansas	100
California	1,864
Colorado	421
Connecticut	361
D. C.	77
Delaware	66
Florida	1,028
Georgia	461
Idaho	119
Illinois	1,072
Indiana	407
Iowa	233
Kansas	217
Kentucky	204
Louisiana	124
Maine	99
Maryland	403
Massachusetts	611
Michigan	642

NORTH AMERICA: State/Country	Total Circulation
Minnesota	416
Mississippi	91
Missouri	454
Montana	109
Nebraska	142
Nevada	143
New Hampshire	146
New Jersey	798
New Mexico	101
New York	1,710
North Carolina	530
North Dakota	81
Ohio	844
Oklahoma	162
Oregon	208
Pennsylvania	1,200
Rhode Island	103
South Carolina	196
South Dakota	66
Tennessee	355
Texas	1,139

NORTH AMERICA: State/Country	Total Circulation
Utah	161
Vermont	77
Virginia	541
Washington	416
West Virginia	57
Wisconsin	558
Wyoming	52
Total 48 US Contiguous States	19,840
Alaska	71
Hawaii	95
Total Alaska & Hawaii	166
Possessions & Other Areas	61
Total U.S. Possessions	61
Canada	81
Mexico	84
Military/Civilian Overseas, APO/FPO	6
TOTAL NORTH AMERICA	20,238

International Country/ Region	Total
Asia	316
Middle East	168
Europe	263
Africa	313
Caribbean	38
Central America	23
South America	203
Asia Pacific	66
TOTAL INTERNATIONAL	1,390

TOTAL GEOGRAPHIC:	Total
North America	20,238
International	1,390
Email Address Only	1
TOTAL CIRCULATION	21,629

PM Engineer

AUDIENCE TOUCHPOINTS (March 2021 Summary)



eMagazine
(12 Issues Per Year)

21,629

(MARCH 2021 SUMMARY)



Page Views*

67,931



Sessions*

52,607



Total Users*

46,780



Website Registrants

12,407

Webinar Registrants

(Total Jan - Mar 2021):

1,132

PM Engineer eNewsletter

14,203

(TWICE MONTHLY)

**Radiant & Hydronics
eNews**

18,425

(TWICE MONTHLY)



3,524



1,464



2,002

6,990

Social Media
(Total Social Media)**

*BPAWW Interactive - March 2021

**Cumulative - March 2021