

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 2020 Q3 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 September 2020. Thank you for considering *PM Engineer*.

CHANNELS:

SEPTEMBER 2020 SUMMARY

DIGITAL MAGAZINE CIRCULATION	19,057
ENEWSLETTERS (TOTAL AVERAGE)	33,986
*WEBSITE TOTAL USERS	31,477
WEBSITE REGISTRANTS:	11,109
**SOCIAL MEDIA (TOTAL):	6,807

TOTAL REACH	102,436
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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 - September 2020 **Cumulative as of September 2020

WHO CAN YOU REACH:

DIGITAL MAGAZINE AUDIENCE DEMOGRAPHICS (SEPTEMBER 2020 SUMMARY)

BUSINESS BY FUNCTION

Primary Business	Total	Percent	Primary Function			
			Corporate/ Executive Management	Engineering	General Management	Other Functions
Engineering Firm	10,056	52.77%	3,133	4,990	1,849	84
Contracting Firm	7,194	37.75%	4,286	763	2,090	55
Architectural/Design Firm	670	3.52%	343	230	88	9
Manufacturers Rep	921	4.83%	510	174	204	33
Others Allied to the Field	216	1.13%	77	55	50	34
TOTAL CIRCULATION:	19,057	100.00%	8,349	6,212	4,281	215

SOURCE BY VERIFICATION

SOURCE	VERIFICATION		
	Within 1-3 Years	TOTAL	PERCENT
Personal Request	19,057	19,057	100.0%
Business Request	0	0	0.0%
Other Communication	0	0	0.0%
Business Directories	0	0	0.0%
TOTAL CIRCULATION	19,057	19,057	100.0%
PERCENT	100.0%		

TYPES OF WORK

TYPES OF WORK	Responses	Percent
Plumbing	5,699	29.9%
Hydronic Heating	4,482	23.5%
Process Piping/Valves	4,516	23.7%
Fire Protection/Sprinklers	2,773	14.6%
Other	5,337	28.0%
Total Respondents	7,844	41.2%

eNEWSLETTERS

DATE	RADIANT & HYDRONICS eNEWS	DATE	PM Engineer eNEWS
September 15, 2020	19,417	SEPTEMBER 16, 2020	14,919
September 29, 2020	18,994	SEPTEMBER 30, 2020	14,641
Total	38,411	TOTAL	29,560
Average	19,206	AVERAGE	14,780
TOTAL AVERAGE	33,986		

SOCIAL MEDIA

MONTH YEAR	USERS
Twitter followers	3,472
Facebook likes	1,439
LinkedIn Members	1,896
TOTAL	6,807

WEBSITE

MONTH YEAR	USERS	PAGE VIEWS	SESSIONS	AVERAGE SESSION DURATION
July 2020	28,560	48,168	34,226	2:03
August 2020	27,534	43,348	31,753	1:05
September 2020	31,477	48,827	36,177	0:57
AVERAGE	29,190	46,781	34,052	1:22
WEBSITE REGISTRATION: 11,109		<small>(CUMULATIVE AS OF SEPTEMBER 2020)</small>		

WHO CAN YOU REACH:

DIGITAL MAGAZINE AUDIENCE DEMOGRAPHICS (SEPTEMBER 2020 SUMMARY)

GEOGRAPHIC

NORTH AMERICA: State/Country	Total Circulation
Alabama	180
Arizona	240
Arkansas	84
California	1,627
Colorado	373
Connecticut	324
D. C.	70
Delaware	48
Florida	914
Georgia	400
Idaho	102
Illinois	895
Indiana	350
Iowa	201
Kansas	174
Kentucky	164
Louisiana	122
Maine	90
Maryland	367
Massachusetts	587
Michigan	579

NORTH AMERICA: State/Country	Total Circulation
Minnesota	377
Mississippi	61
Missouri	372
Montana	95
Nebraska	130
Nevada	128
New Hampshire	120
New Jersey	705
New Mexico	96
New York	1,588
North Carolina	460
North Dakota	74
Ohio	711
Oklahoma	159
Oregon	193
Pennsylvania	1,051
Rhode Island	93
South Carolina	173
South Dakota	64
Tennessee	302
Texas	962

NORTH AMERICA: State/Country	Total Circulation
Utah	130
Vermont	64
Virginia	482
Washington	362
West Virginia	51
Wisconsin	447
Wyoming	44
Total 48 US Contiguous States	17,385
Alaska	61
Hawaii	79
Total Alaska & Hawaii	140
Possessions & Other Areas	56
Total U.S. Possessions	56
Canada	54
Mexico	71
Military/Civilian Overseas, APO/FPO	4
TOTAL NORTH AMERICA	17,710

International Country/ Region	Total
Asia	290
Middle East	172
Europe	247
Africa	324
Caribbean	35
Central America	26
South America	190
Asia Pacific	62
TOTAL INTERNATIONAL	1,346

International Country/ Region	Total
North America	17,710
International	1,346
Email Address Only	1
TOTAL CIRCULATION	19,057

PM Engineer

AUDIENCE TOUCHPOINTS (September 2020 Summary)



Digital Magazine
Circulation:

19,057

12 ISSUES PER YEAR



Page Views*

48,827



Sessions*

36,177



Total Users*

31,477



Website Registrants

11,109

PM Engineer eNewsletter

14,780

Radiant & Hydronics
eNews

19,206



3,472



1,439



1,896

6,807

Social Media
(Total Social Media)**

*BPAWW Interactive - September 2020

**Cumulative - September 2020