

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.

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Scan for Publisher's contact information

pme – PM ENGINEER is a B2B brand 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.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

pme – PM ENGINEER MAGAZINE

6 issues in the period
25,500 average circulation

pme – PM ENGINEER E-NEWSLETTERS

2 E-Newsletters in the period
23 total issued in the period
19,593 average per occurrence
26,659 average per occurrence

pme – PM ENGINEER WEBSITE

26,334 average users

pme – PM ENGINEER SOCIAL MEDIA

3,282 Twitter followers
1,229 Facebook likes
1,226 LinkedIn group members

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
pme – PM ENGINEER MAGAZINE (6 issues in the period)	25,500	-	25,500
a. Print	18,546	-	18,546
b. Digital	6,954	-	6,954
1. Requested	6,275	-	6,275
2. Non-Requested	679	-	679
pme – PM ENGINEER E-NEWSLETTERS			
a. pme E-Newsletter (12 issued in the period)	19,593	-	19,593
b. Radiant & Hydronics eNews (11 issued in the period)*	26,659	-	26,659
pme – PM ENGINEER WEBSITE (Monthly Users with 41,833 average Pageviews)	26,334	-	26,334
pme – PM ENGINEER SOCIAL MEDIA			
a. Twitter followers	**3,282	-	**3,282
b. Facebook likes	**1,229	-	**1,229
b. LinkedIn group members***	**1,226	-	**1,226

*Radiant & Hydronics eNews- serving pme-PM ENGINEER and PLUMBING & MECHANICAL.

**Social Media claims are cumulative figures, not averages.

***LinkedIn - serving pme - PM ENGINEER, PLUMBING & MECHANICAL and SUPPLY HOUSE TIMES.

FIELD SERVED

pme – PM ENGINEER serves the plumbing industry through engineering firms (including consulting engineering, mechanical engineering, facility engineering/in-house engineering for: commercial/industrial/institutional firms; government agency, electrical engineering, operating engineering, systems engineering, control contracting/systems integration and other engineering firms), contracting firms (including plumbing, mechanical, hydronic/radiant heating and other contracting firms), architectural/design firms, manufacturers reps and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

pme – PM ENGINEER serves individuals in corporate/executive management (including owners, partners, presidents, vice presidents and C-level officers), engineering, general management (including general managers, branch managers, supervisors, foremen and other managers) and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	908
Allocated for Trade Shows and Conventions	-
All Other	1,025
TOTAL	1,933

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,500	100.0	25,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	25,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	18,545	6,955	25,500
February	18,316	7,184	25,500
March	18,328	7,172	25,500
April	18,315	7,185	25,500
May	19,038	6,462	25,500
June	18,737	6,763	25,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Job Function			
					Corporate/ Executive Management (Note 1)	Engineering	General Management (Note 2)	Other Functions
Engineering Firm (Note 3)	15,720	61.6	11,142	4,578	7,000	6,386	2,334	-
Contracting Firm (Note 4)	8,066	31.6	6,650	1,416	5,415	888	1,763	-
Architectural/Design Firm	806	3.2	552	254	433	328	45	-
Manufacturers Rep	908	3.6	694	214	581	245	82	-
Others Allied to the Field	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	19,038	6,462	13,429	7,847	4,224	-
PERCENT	100.0		74.7	25.3	52.6	30.8	16.6	-

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.

Note 2: General Management includes general manager, branch manager, supervisor, foreman and other manager.

Note 3: Engineering Firm includes consulting engineering, mechanical engineering, facility engineering/in-house engineering for: commercial/industrial/institutional firms; government agency, electrical engineering, operating engineering, systems engineering, control contracting/systems integration and other engineering firm.

Note 4: Contracting Firm includes plumbing, mechanical, hydronic/radiant heating and other contracting firm.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. Direct Request:	16,575	6,375	-	-	16,571	6,379	22,950	90.0
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	18	-	-	-	3	15	18	0.1
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	2,532	-	-	-	2,464	68	2,532	9.9
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,125	6,375	-	-	19,038	6,462	25,500	100.0
PERCENT	75.0	25.0	-	-	74.7	25.3	100.0	-

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	116	27	143		Kentucky	203	51	254	
New Hampshire	127	19	146		Tennessee	292	101	393	
Vermont	68	14	82		Alabama	199	65	264	
Massachusetts	659	141	800		Mississippi	70	24	94	
Rhode Island	77	22	99		EAST SO. CENTRAL	764	241	1,005	3.9
Connecticut	362	87	449		Arkansas	100	22	122	
NEW ENGLAND	1,409	310	1,719	6.7	Louisiana	181	28	209	
New York	1,586	469	2,055		Oklahoma	169	52	221	
New Jersey	776	177	953		Texas	993	322	1,315	
Pennsylvania	1,116	277	1,393		WEST SO. CENTRAL	1,443	424	1,867	7.3
MIDDLE ATLANTIC	3,478	923	4,401	17.3	Montana	105	35	140	
Ohio	751	207	958		Idaho	124	30	154	
Indiana	361	105	466		Wyoming	47	15	62	
Illinois	871	283	1,154		Colorado	410	127	537	
Michigan	597	163	760		New Mexico	127	32	159	
Wisconsin	490	124	614		Arizona	287	80	367	
EAST NO. CENTRAL	3,070	882	3,952	15.5	Utah	122	52	174	
Minnesota	429	104	533		Nevada	122	40	162	
Iowa	201	61	262		MOUNTAIN	1,344	411	1,755	6.9
Missouri	362	113	475		Alaska	60	18	78	
North Dakota	79	17	96		Washington	384	127	511	
South Dakota	74	12	86		Oregon	225	86	311	
Nebraska	123	45	168		California	1,980	536	2,516	
Kansas	199	49	248		Hawaii	72	29	101	
WEST NO. CENTRAL	1,467	401	1,868	7.3	PACIFIC	2,721	796	3,517	13.8
Delaware	54	12	66		UNITED STATES	18,995	5,368	24,363	95.5
Maryland	454	135	589		U.S. Territories	36	26	62	
Washington, DC	62	36	98		Canada	-	45	45	
Virginia	561	149	710		Mexico	1	55	56	
West Virginia	60	11	71		Other International	2	965	967	
North Carolina	467	159	626		AP0/FPO	4	3	7	
South Carolina	219	49	268		TOTAL QUALIFIED CIRCULATION	19,038	6,462	25,500	100.0
Georgia	409	127	536						
Florida	1,013	302	1,315						
SOUTH ATLANTIC	3,299	980	4,279	16.8					

*See Additional Data

E-NEWSLETTER CHANNEL

2019	pme E-Newsletter	Radiant & Hydronics eNews*
JANUARY		
January 17	19,535	-
January 24	-	26,507
January 30	19,537	-
January 31	-	26,488
FEBRUARY		
February 14	-	26,505
February 15	19,483	-
February 28	19,588	26,731
MARCH		
March 15	-	26,762
March 20	19,551	-
March 29	19,659	26,686
APRIL		
April 15	19,656	26,795
April 30	19,683	26,698
MAY		
May 15	-	26,632
May 16	19,640	-
May 31	19,556	26,515
JUNE		
June 20	19,544	-
June 28	19,681	26,935
AVERAGE:	19,593	26,659

pme E-Newsletter (12 issued in the period)

Radiant & Hydronics eNews (11 issued in the period)

*Radiant & Hydronics eNews - serving pme - PM ENGINEER and PLUMBING & MECHANICAL.

WEBSITE CHANNEL

WWW.PMENGINEER.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	51,174	35,439	30,464	0:58
February	44,604	31,982	27,936	1:03
March	45,165	33,297	28,924	0:59
April	42,712	31,310	27,418	0:58
May	37,415	27,684	23,648	1:14
June	29,925	22,465	19,616	0:50
AVERAGE:	41,833	30,363	26,334	1:00

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.



Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

pme – PM Engineer Social Media

2019	 Twitter followers https://twitter.com/PMEngineer	 Facebook likes https://www.facebook.com/PMEngineer	 LinkedIn group members* https://linkedin.com/groups/7422289/profile
Beginning Balance:	3,148	1,091	1,184
January	3,170	1,135	1,186
February	3,200	1,170	1,196
March	3,217	1,200	1,205
April	3,237	1,219	1,210
May	3,258	1,223	1,214
June	3,282	1,229	1,226

*LinkedIn – serving pme – PM ENGINEER, PLUMBING & MECHANICAL and SUPPLY HOUSE TIMES.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available (January, February, May and June 2019). Replica Plus – if a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available (March-April 2019).

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 984 copies or 3.8% to 1,548 copies or 6.1%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the media owner’s option.

PUBLISHER’S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Anna C. Silvestri, Audience Audit Manager

Rita M. Foumia, HR & IT Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 3, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

July 3, 2019

Type

BJ

ID Number

P269B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization’s sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.