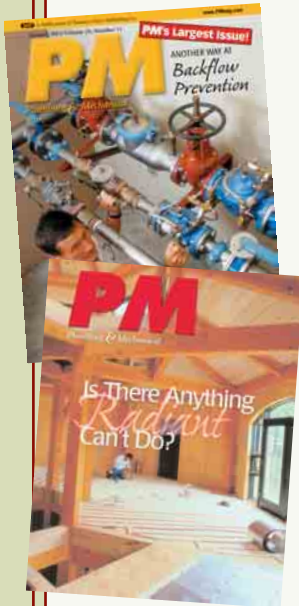


# The Clear-Cut **Leading** Magazine

## Serving Contractors on the “Wet” Side of the Mechanical Industry!

### (Plumbing-Piping-Hydronic Heating)



Few trade magazines in any industry can provide you with the kind of market dominance enjoyed by *Plumbing & Mechanical*. No matter how you measure it – ad pages or readership studies – *PM* is the undisputed leader for reaching the plumbing and mechanical contractor marketplace!

- *PM* prints more than 2,000 pages annually, including more editorial pages than any other p-p-h publication – a huge advantage to the reader.
- *PM* has won more than 55 straight independent readership surveys conducted over neutral third-party lists.
- Ads in *PM* appear next to columns and features written by industry experts and our award-winning editorial staff.
- *PM* advertisers receive tremendous purchase response from our 46,000+ BPA-audited subscribers!

Our exclusive “wet” side editorial focus (you won’t find articles on the “air” side) has helped *PM* remain on top for nearly a decade. As you plan your 2004 marketing programs, make sure you include the contractor “favorite”: *PM*!

## Circulation

*PM* is the only magazine exclusively serving the needs of plumbing-piping-hydronic heating (p-p-h) contractors nationwide. Each issue reaches more than 46,000 BPA-qualified subscribers – the vast majority of whom work in the areas of plumbing, bath & kitchen remodeling and hydronic heating.

### **PM subscribers by type of work:\***

<b>Plumbing</b>	40,251
<b>Hydronic Heating</b>	30,002
<b>Bath &amp; Kitch. Remodeling</b>	24,565

### **PM subscribers by year requalified:\***

<b>1-year</b>	<b>2-year</b>
77%	23%

### **PM subscribers by title:\***

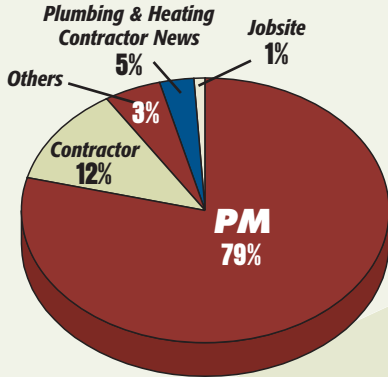
<b>Owners, Presidents, CEOs, VPs, Sec/Treas, GMs</b>	36,390
<b>Supervisors, Sales Staff</b>	6,047
<b>Estimators, Foreman, Others</b>	3,568

**Total: 46,005**

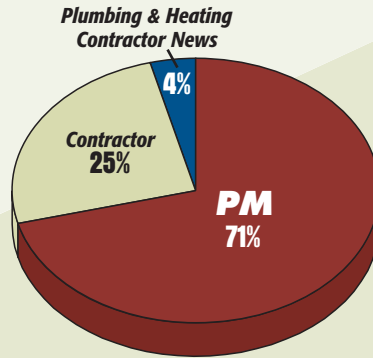
\*Source: BPA Circulation Statement, June 2003.

# Readership Dominance

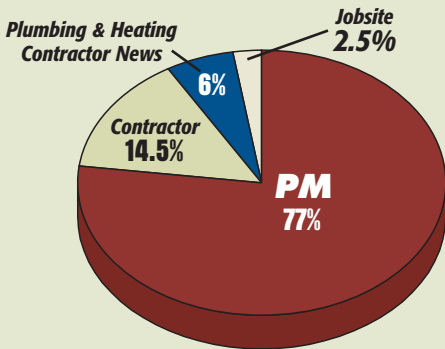
The true test of a trade magazine is how industry professionals compare it against its competitors. *PM*'s readership scores speak for themselves. Advertisers investing dollars into publications need to know just how much more effective *PM* is in reaching plumbing and hydronic heating contractors.



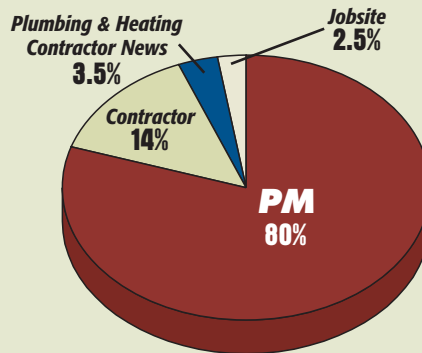
Which one of the following publications do you most prefer?\*



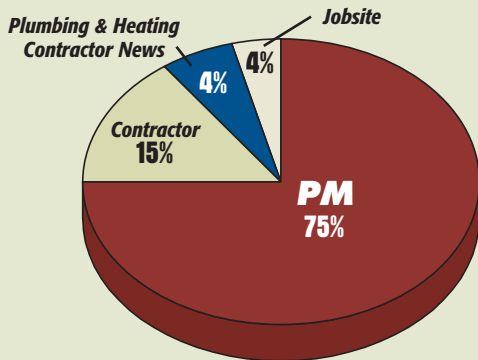
Which one of the following magazines do you enjoy reading the most?\*



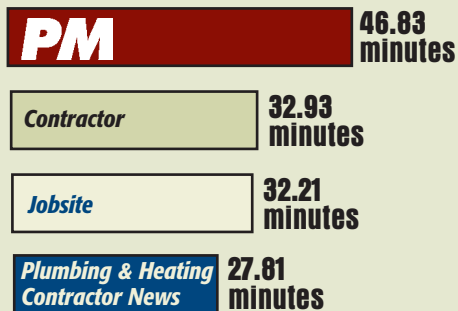
If you had time to read only one, which magazine would you choose?\*\*\*



Which one magazine is most useful to you in your work?\*\*\*



In which one magazine would you suggest a company primarily run its ads, if they wanted to reach industry professionals like yourself?\*\*\*



Average time spent reading each publication (mean scores reported in minutes.)\*\*\*

\*Source: Conbraco Custom Study, October 2002.

\*\*Source: Truebro Custom Study, December 2002.

\*\*\*Source: *PM* Reader Preference Study, May 2003.