

PM

Plumbing & Mechanical

The #1 Publication Exclusively Serving



Plumbing-Piping-Hydronic Heating Contractors

2004

Media Planning Guide

A supplement to *Plumbing & Mechanical*

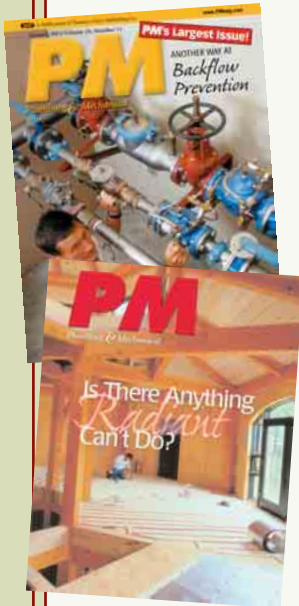


NEW FOR 2004 * Case History Issue * Green Kitchens & Baths Supplement

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:*

Plumbing	40,251
Hydronic Heating	30,002
Bath & Kitch. Remodeling	24,565

PM subscribers by year requalified:*

1-year	2-year
77%	23%

PM subscribers by title:*

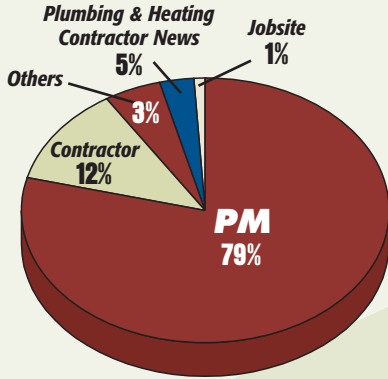
Owners, Presidents, CEOs, VPs, Sec/Treas, GMs	36,390
Supervisors, Sales Staff	6,047
Estimators, Foreman, Others	3,568

Total: 46,005

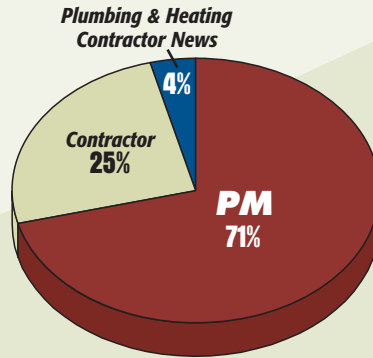
*Source: BPA Circulation Statement, June 2003.

Readership Dominance

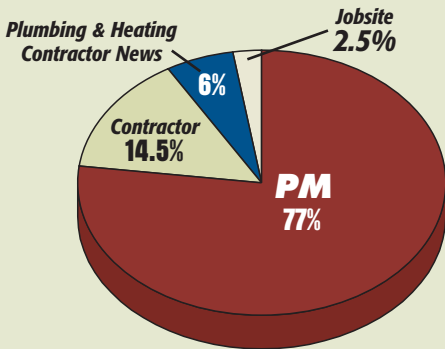
The true test of a trade magazine is how industry professionals compare it against its competitors. *PM*'s readership scores speak for themselves. Advertisers investing dollars into publications need to know just how much more effective *PM* is in reaching plumbing and hydronic heating contractors.



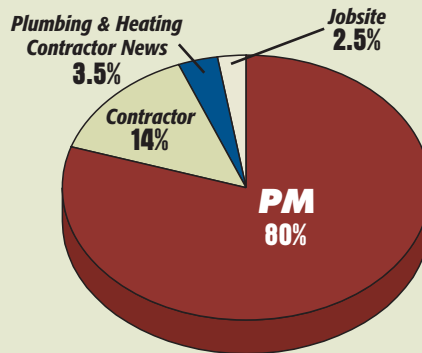
Which one of the following publications do you most prefer?*



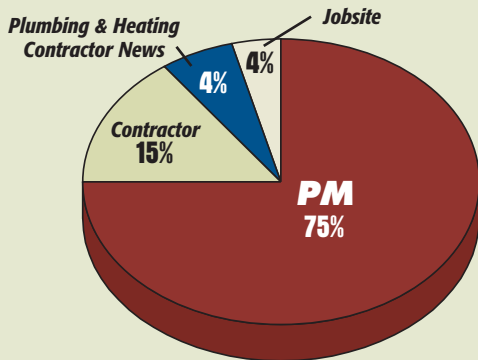
Which one of the following magazines do you enjoy reading the most?*



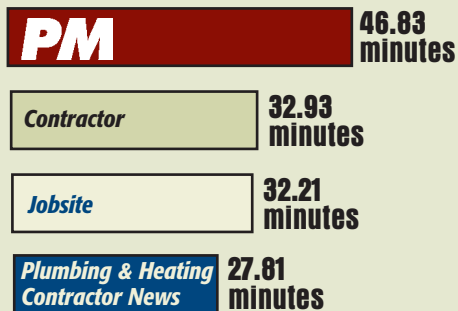
If you had time to read only one, which magazine would you choose?***



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.

2004 PM Editorial Calendar

Issue & Ad Closing	Issue Themes	Product Focus	Advertiser Services/Bonus Distribution
Jan DEC 4	Manufacturer Spotlight <ul style="list-style-type: none"> • Tankless Water Heaters • Grease Interceptors 	Contractor Software	FREE Spotlight page to all full-page advertisers AHR Expo, Jan. 26-28, Anaheim
Feb JAN 8	Drain Cleaning <ul style="list-style-type: none"> • Thermostatic Controls • Child-sized Plumbing 	Tools	Pumper & Cleaner Expo, Feb. 19-21, Nashville MCAA Convention, Feb. 29-March 4, Orlando PHCC of Massachusetts Trade Show, March 13, Marlboro, MA Discounted 4/c Information Showcase for all Feb. advertisers
Mar FEB 6	K/BIS Show Issue <ul style="list-style-type: none"> • Boiler and Water Heater Venting • Lavatories 	Water Heaters	Green Kitchens & Baths — Special supplement to PM and our sister publication, <i>Environmental Design + Construction</i> Water Quality Association Exhibition, March 18-19, Baltimore Kitchen & Bath Industry Show, April 2-4, Chicago
Apr MARCH 5	Water Treatment <ul style="list-style-type: none"> • Kitchen Plumbing • Residential Modulating Boilers 	Drain Inspection Equipment	Radiant Heating Report 2004 — Special supplement to <i>Plumbing & Mechanical</i> , <i>PM Engineer</i> and <i>SUPPLY HOUSE TIMES</i> . Includes discounted 4/c Information Showcase ads for all April hydronics advertisers
May APRIL 2	Packaged Radiant Components <ul style="list-style-type: none"> • Sump Pumps • Burners 	Chemicals	National Association of Oil Heating Service Managers, May 11-15, Hartford
Jun MAY 7	Piping Rehab <ul style="list-style-type: none"> • Radiant Insulation • Shower Systems 	K/BIS Review	Clean Water Report 2004 — Special supplement to <i>Plumbing & Mechanical</i> and <i>SUPPLY HOUSE TIMES</i> FREE Advertising Readership Study
Jul JUNE 4	NEW! Case History Issue <ul style="list-style-type: none"> • A/C and Ventilation for Radiant • Commercial Plumbing 	Faucets	FREE Case History page to all full-page advertisers
Aug JULY 8	2004 Pipe Trades Giants <i>The Country's Largest Plumbing and Piping Contractors</i> <ul style="list-style-type: none"> • Electronic Faucets 	Radiant Subfloors	FREE Mailing List of Pipe Trades Giants Discounted 4/c Information Showcase ad for all August advertisers
Sep AUG 6	Hydronic Heating Showcase <ul style="list-style-type: none"> • Shower Enclosures • Snowmelt 	Tubs and Whirlpools	
Oct SEPT 8	ISH North America Show Issue <ul style="list-style-type: none"> • Oil Heat • PEX Plumbing 	ISH NA Product Preview	ISH NA Conference & Expo, Oct. 14-16, Boston, including NAPHCC, ASA and RPA Annual Conventions ASPE Engineered Plumbing Expo, Oct. 23-27, Cleveland
Nov OCT 8	Field Communications <ul style="list-style-type: none"> • Hydronic Baseboard • Leak Detection 	Water Closets	
Dec NOV 5 4	2005 PM Directory Issue <i>The plumbing and piping contractor's year-round resource for products, trade names, manufacturers, wholesalers, associations and services.</i>	Hangers and Supports	Bonus Distribution at 2005 Industry Shows

2004 Special Issues & Advertising Opportunities

NEW!

Case History Issue (July)

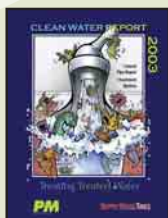
All full-page advertisers in this July issue will receive a FREE page to profile product applications. Includes one photo and up to 500 words. Contact your sales rep for more details on this brand-new theme issue.

NEW!

Green Kitchens & Baths Supplement (March)

This brand-new supplement will cover the growing trends of green product/system use in kitchen and bath design. Also appears in *PM* sister publication *Environmental Design + Construction*.

Clean Water Report 2004 (June)



The annual Clean Water Report will again run in *PM* and its sister publication *SUPPLY HOUSE TIMES*. This exclusive publication will reach all subscribers who install private water systems and water conservation products.

Radiant Heating Report 2004 (April)



The annual *Radiant Heating Report* will run in *PM*, *SUPPLY HOUSE TIMES* and *PM Engineer*. This popular special issue will reach three separate circulations, all of whom specify, stock or install radiant systems. Includes a special radiant-only Information Showcase!

Manufacturer Spotlight Issue (January)



Full-page January advertisers automatically receive a FREE page of editorial! Your Spotlight page will run adjacent to your ad and includes one 4-color photo plus up to 500 words. This is our biggest lead-generating issue of the year! Just send us the materials and we'll take care of the rest.

2005 PM Directory Issue (December)



The 2005 *PM* Directory issue is a reference tool our contractor readers use over the next 12 months. Logos and mini-ads are available within the listing sections. A searchable online version also appears on www.PMmag.com.

Information Showcase (February, August & November)



Programmable Thermostat 510, 511 & 512
Water Control Systems' Programmable Thermostats were designed specifically for the Radiant Floor Heating market. Models are available for One Stage Heat or Two Stage Heat/Heat-Cool. Optional slab sensors allow the user to set minimum slab temperatures for comfort and maximum slab temperatures for protecting surface coverings. Battery back-up and a seven-day schedule with up to four temperatures per day allow users to program schedules that suit their lifestyles. Water Control Systems
Circle 237

These 4-color, 1/6 page ads showcase your products, services and Web sites in a low-cost standard format. Includes a circle number to pull in more high-quality leads! Cost: just \$460 net or only \$230 net if you advertise in the same issue.

Also Available

At the Center of Quality

A specially priced, 4-color advertorial spread. Only one company will be allowed to participate in any given issue and you'll be listed in the table of contents. Plus we do all the production work! Cost: \$6,600 net.



Product of the Month

Once per issue we'll feature a single product as the exclusive *PM* Product of the Month! You get a 4-color page, two photos and up to 250 words for a special advertorial price. Cost: \$4,060 net.



2004 Advertising Rates

BLACK & WHITE PAGE RATES — Determined by number of insertions used within 12 months from first date of insertion. Gross rates effective January 1, 2004.

Product of the Month
 Cost: \$4,060 net (Cannot be used as part of frequency programs due to pricing).

At the Center of Quality
 Cost: \$6,600 net (Cannot be used as part of frequency programs due to pricing).

	1x	3x	6x	12x	18x	24x
Full-page	\$5915	\$5735	\$5585	\$4745	\$4620	\$4300
2/3-page	4505	4315	4250	3620	3515	3280
1/2-island	3800	3640	3580	3040	2845	2770
1/2-page (h/v)	3375	3240	3200	2720	2640	2470
1/3-page (s/h/v)	2490	2385	2345	1995	1950	1825
1/4-page (h/v)	2010	1945	1880	1625	1575	1470
1/6-page (s/h/v)	1490	1440	1405	1210	1175	1095
1/8-(h)	1155	1100	1085	930	900	850

Color Rates (Additional) Available in all ad sizes.

	Page or less	Spread
Standard Color (4A red, blue, green, yellow, orange)	\$815	\$1465
Matched Color (PMS)	1200	1960
Black & 2 Standard Colors	1645	2405
Metallic Color	1330	2155
4-Color Process	1885	2780

Special Positions (Additional)

	Page or less	Spread
Inside Pages (1,3,5,7, across from columns, center spreads)	\$440	\$700
Consecutive Right-hand (checkerboard, upside down)	\$425	

Cover Positions (Additional)

Back	\$1060
IFC and IBC	\$790

Regional and Split Run

Please contact your *PM* sales representative for pricing and availability.

CORE FOUR FREQUENCY PROGRAM:

Take four ads for the price of three! *PM's* 2004 Core Four discount program allows you to pick the four most important issues of the year. The cost of your four ads are amortized over the program, so it's like getting one FREE ad!

FREQUENT ADVERTISER BONUS (FAB) PROGRAM:

FAB program advertisers agree to run a minimum number of ads in 2004. In exchange, we'll amortize the cost over the entire program at a lesser frequency rate. You'll save thousands of dollars throughout your 2004 campaign.

- Level I: Buy 9/get 12
- Level II: Buy 5/get 7

Classified Advertising (Non-Commissionable)

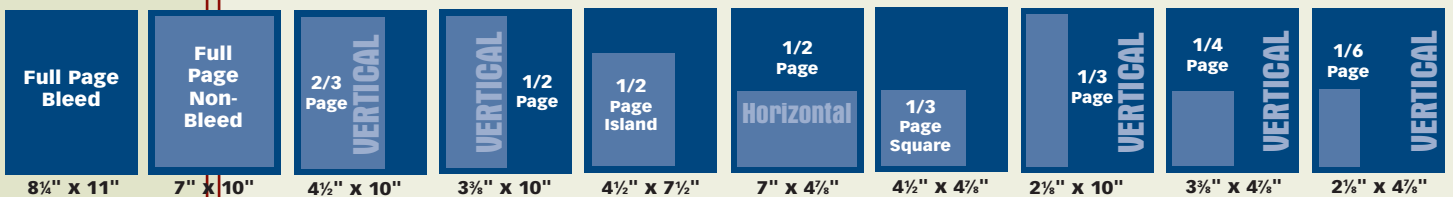
Regular Classified (per 50-word insertion). Each additional word over 50: \$1.50.

	1x	3x	6x	12x
Display Classified (per column inch — minimum depth 2 column inches)	\$146	\$137	\$128	\$118
	\$173	\$165	\$158	\$151
Online Classified Only (prices per Web site, per 50 words)	\$34	\$30	\$26	\$22

Blind Boxes: \$15 charge. List *PM* Classified Department as recipient of responses. All responses forwarded to the client.

2004 Frequent Advertising Bonus (FAB) Program for display

Classifieds: Buy 9 classified ads at a minimum of 2 inches and we'll give you 3 FREE. For more information, contact Debora Reda, Classified Sales Manager, at 630.694.4389 or RedaD@bnpmedia.com.



For more information on *PM's* ad specifications, visit www.PMmag.com/mediaplanner or contact your sales rep.

Advertising Specifications

BNP has completely converted all publications to a computer-to-plate workflow, and film is no longer accepted. We strongly encourage advertisers to supply digital files instead of film. Please call your production manager if you need assistance creating digital files.

Printing Specifications

Publication Trim Size: 8" x 10 3/4"

Binding: Saddle Stitched (most issues)

Printing: Heat-set, web-fed offset.

Paper: Cover is 80# coated enamel text; body is 45# enamel.

Proofs: Laser proofs of all publication-set advertisements will be furnished for approval provided deadlines are met. Proofs of other material will not be sent unless requested.

Digital Ad Requirements

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

Preferred File Formats: Quark, Photoshop and Illustrator files accepted. PDF's are accepted.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad size: Crop marks for full page ads should be at trim size 8" x 10 3/4". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

Agency Commission

A discount of 15% on gross billing is allowed to recognized agencies on space, color and position charges. Invoices are issued on the date the publication mails. Commission is not allowed on mechanical or handling charges, insert trimming or special binding, reprints or non-display classified advertising.

Payment Terms

Invoices are payable in US Funds only, Net 30 days. 1 1/2 % per month service charge thereafter (1/2 % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Short Rate and Rebates

Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.

Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Contract and Copy Regulations

Whenever an error is made that materially affects the value of the advertisement, a corrected advertisement will be inserted in the next issue on request without additional charge. No reinsertion will be made or allowance given due to slight changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or rerun given except for the first wrong insertion. The Publisher is not responsible for errors in key numbers or advertiser index. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisement printed and also assume responsibility for any claims arising from the ad made against the Publisher. The Publisher reserves the right to reject an advertisement that does not conform to the publication's standards.

Ship All Materials To:

Attn: Lisa Rahimpour, *PM Magazine*
755 W. Big Beaver, Suite 1000
Troy, MI 48084

Ads can also be sent via FTP (File Transfer Protocol). Contact Lisa for details at 248.244.6432.

After January 1st, 2004, please send all ad materials to: 2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084

Marketing Services

Customized Market Research

BNP's market research department can help you with a variety of studies to learn more about your customers and prospects. Our experienced staff is ready to consult with you, conduct the study, and put the information into a usable and understandable format.

Subscriber List Rental

The industry's most powerful, responsive list of PHCP contractors is just a phone call away. Complement your advertising program, introduce new products, or test markets with *PM's* exclusive subscriber list.

Sales Leads

Every display ad in *PM* contains Service Numbers used by our readers to request information about advertiser products or services. Readers fill out each issue's postage-paid Reader Action Card and advertisers receive sales leads via e-mail twice per month. Advertisers can also request leads from the Reader Action Cards in label format along with a file copy of each response.

Publicity Tools

PM offers the following Publicity Tools to enhance your marketing efforts:

- Custom Reprints and E-prints of your editorial feature or advertisement
- Cover blow-ups or editorial blow-ups for display
- Ad laminates for trade shows or your office

Package discounts are available. Contact your *PM* sales representative for more information.

Online Advertising



PM's Web site – www.PMmag.com – is the industry's premier source of online information for plumbing contractors. Our fully searchable Web site provides these PHCP professionals with tools to help them succeed in business.

User Sessions (Unique Visitors):*
May 2001: 12,834 May 2003: 44,207
24-month growth of more than 240%!

In May 2003, combined page impressions on PMmag.com, supplyht.com and pmengineer.com reached a record total of 302,538! Unique visitors to all three sites also reached a record level: 108,746 users!*

*Source: Web Trends Data, May 2003.

ONLINE PRODUCT SHOWROOM:

Enhanced Web page includes 300 words of text, 2 photos, and 3 hot links to any page on your Web site.
COST: \$2,499 net for 12 months

BANNER ADS:

Rotates on every page throughout our Web site.
COST: \$1,000 net for 3 months, or \$3,000 net for 12 months exposure
SPECS: 468 x 60 pixels
 256 or less colors (using a Web-safe palette)
 72 dpi resolution saved as .gif or .jpg

May also rotate through the Web sites of ALL THREE plumbing publications: *Plumbing & Mechanical*, *PM Engineer* and *Supply House Times*:
COST: \$2,666 net for 3 months, or \$8,000 net for 12 months exposure

INDUSTRY LINKS:

Hot Links appear on the *Plumbing & Mechanical*, *PM Engineer* and *Supply House Times* Web sites.
COST: \$200 net per year or \$425 net for non-advertisers

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Effective January 1, 2004 Business News Publishing will be: BNP Media, 2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084. All phone numbers will remain unchanged. All bnp.com e-mail addresses will change to bnpmedia.com. For further information about the January 1st launch of the name change, HQ move and new URL, please see our new web site: www.bnpmedia.com