

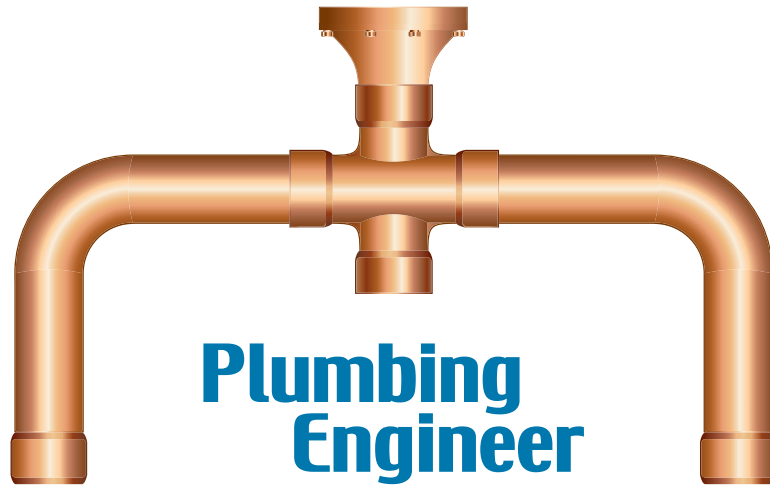


**The Most Focused,  
Most Connected and  
Most Trusted Voice in  
Plumbing, Heating,  
Cooling and Piping.**

2021 Media Kit

Plumbing, Heating, Cooling and Piping. It's what we do best, because it's all that we do. 100 percent of our audience, connections and resources are tied to this industry, so you can partner with us with confidence. At **PHCPros**, we invest every dollar into this industry. When you invest in us, we ensure that our reach will put you in front of all the key decision makers, from engineers, to contractors, to distributors. Combined, our three brands (**PHC News**, **Plumbing Engineer** and **The Wholesaler**) not only have the largest print and digital audience in the industry, they also have the industry's largest specifying and purchasing authority.

**PHCP** **PROS**



**phc**news **WHOLESALE**



With three leading brands in **Plumbing Engineer**, **The Wholesaler** and **PHC News**, **PHCPros** delivers one centralized space with the widest reach in the industry for all the key sectors of our market, from the engineers who spec and design, to distributors that bring manufacturers' products to market, to the contractors who use the products and solutions to build the projects.

## Plumbing Engineer

With the largest circulation base in the industry, **Plumbing Engineer** offers the highest amount of visibility amongst plumbing and mechanical engineers who would spec their products. To date, 98.3% of its subscribers have specifying authority, and the outlet remains industry's only print publication.



## WHOLESALER

For manufacturers looking to reach the key decision makers within the country's plumbing, PVF and HVAC/R distribution firms, **The Wholesaler** is also the industry's only print publication. In its 75 years, no publication matches **The Wholesaler's** audience size and audience decision-making power.



## phc news

**PHC News** is dedicated to serving plumbing and mechanical contractors who are mostly (84.5%) owners or hold executive or other upper management positions. No other media outlet has more readers with purchasing authority over the products they install.



# Plumbing Engineer

**91,000** MONTHLY IMPRESSIONS

For marketers looking for plumbing and mechanical engineers who would spec their products, 98.3% of **Plumbing Engineer** subscribers have specifying authority. With the largest circulation base in the industry, **Plumbing Engineer's** audience touches all facets of the plumbing and mechanical engineering universe.

**98.3%**

OF **PLUMBING ENGINEER**  
SUBSCRIBERS HAVE  
SPECIFYING AUTHORITY

Between the magazine, e-newsletters and website, **Plumbing Engineer** receives more than 91,000 impressions each month. Additionally, **Plumbing Engineer** is the only print publication targeting the plumbing engineer audience.

## SPECIFYING PERCENTAGE BY MARKET SEGMENT

### PLUMBING

Piping Systems	99%
Drains	97%
Toilets	96%
Faucets	96%
Flush Valves	95%
Water Heaters	95%
Valves	94%
Mechanical Couplings	93%
Pumps	90%
Water Cooler & Fountains	89%

### HYDRONICS/RADIANT/SOLAR

Boilers	99%
Radiant Systems	98%
Circulator Pumps	97%
Controls & Valves	92%
Plastic Pipe, PEX Tubing	86%

### FIRE PROTECTION

Fire Protection Systems	99%
Sprinkler Heads	98%
Backflow Preventers	97%
Fire Protection Piping	92%
Fire Protection Pumps	87%



As Chief Marketing Officer of **PHCPro** and Editor of **Plumbing Engineer**, Ashlei engages with the plumbing industry at all levels. She leads integrated communications planning, aids in business development, and spearheads content innovation.



WHOLESALE

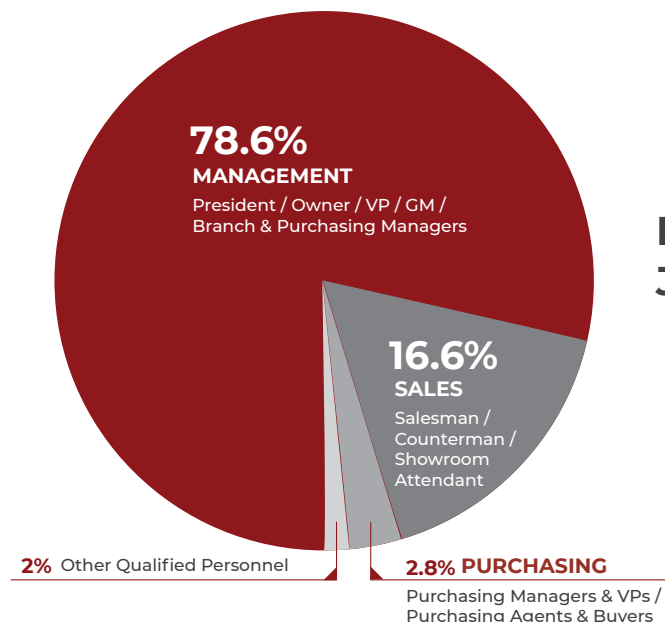
104,000 MONTHLY IMPRESSIONS

For manufacturers looking to reach the key decision makers within the country's plumbing, PVF and HVAC/R distribution firms, **The Wholesaler** remains second to none for more than 75 years in terms of audience size and audience decision-making power.

CELEBRATING

75 YEARS

**The Wholesaler** is also the industry's only print publication. Its 104,000+ monthly impressions (magazine, e-newsletters and website) make it the most-read media outlet in the industry. More than 78% of its readers hold positions in upper management, giving its readership more decision-making authority than any other industry media outlet.



## READERSHIP JOB FUNCTION

Ruth Mitchell has represented and supported PHCP wholesalers and manufacturers for more than twenty years. In her current role as editor of **The Wholesaler**, she puts a spotlight on the stories that matter, with the people making an impact, and making way for the entire industry to grow.



PHC News is dedicated to serving plumbing and mechanical contractors who are mostly (84.5%) owners or hold executive or other upper management positions. And with 142,000+ monthly impressions (magazine, e-newsletters and website), no media outlet in the industry has their attention like PHC News.

93.3%

OF PHC NEWS  
READERS HAVE  
PURCHASING AUTHORITY

More than 93% of PHC News readers have purchasing authority over the plumbing, hydronic heating, PVF and fire protection products they install. Additionally, PHC News remains 100% direct request.

## RECIPIENT PROFILE

### BY TYPE OF CONTRACTING WORK\*

Plumbing and/or Process Piping and/or Hydronic Heating	75.7%
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Plumbing	61.1%
Hydronic Heating	46.4%
Radiant Heating	37.3%
Bath/Kitchen Remodeling	33.9%
Sprinkler/Fire Protection	15.5%

### BY MARKET WHERE REVENUE IS SPENT\*\*

Residential Construction	81%
Commercial Construction	76%
Industrial Construction	39%

### BY TYPE OF CONSTRUCTION ACTIVITY\*\*

Repair/Replace/Service	83%
New Construction	74%
Remodel/Modernization	59%
Mechanical Contracting	42%

PHC NEWS REMAINS

100%  
DIRECT REQUEST\*

\*June 2020 BPA Statement

\*\*Publishers own data



Steve has been covering the industry from the vantage points of professional installers, specifiers and wholesale distributors. He started his PHCC career in 1990 and has been with PHCPros and chief editor of PHC News since 2015.

# Marketing Tactics/Vehicles

Print, digital and beyond, only **PHCPro**s has the industry resources, connections and relationships to guarantee your company's message will get you in front of all the key stakeholders. **PHCPro**s' three market-leading brands (**Plumbing Engineer**, **The Wholesaler** and **PHC News**) offer you a convenient one-stop shop for reaching all the necessary stakeholders and decision makers in our industry.

Our connections, expertise and investment into the PHCP niche makes your job easier and stretches your marketing dollars further. Instead of bureaucracy, **PHCPro**s offers a simpler, more flexible approach in helping you meet your goals.



WEBSITE



E-BLASTS



MAGAZINES



SOCIAL  
MEDIA



E-NEWS-  
LETTERS



WEBINARS



PODCASTS

**PHCPro**s can put together an easy, customized and organized plan that is guaranteed to reach the right people at the right price.

With our reach, connections and understanding of this industry, we're confident that a simple conversation with us today can get you a plan in your budget that will help you effectively reach and engage with more plumbing, heating, cooling and piping professionals than any other brand in the industry.

**CALL US  
TODAY  
TO LEARN  
MORE.**

# Connect with the Industry Using Our Latest Platforms

In addition to its traditional editorial content, **PHCPro**s has developed a vast network of the latest digital and integrated resources for expanding your advertising strategy. Below are just some of the ways **PHCPro**s can help you engage with your target audience using the most up-to-date platforms.

## PODCASTS

### OFF THE CUFF

“Off the Cuff” is a weekly podcast where our editors host informative and enlightening conversations with some of the PHCP’s leading professionals on the latest industry trends, current events and more.

### BEHIND THE WALL

The Behind the Wall is a monthly podcast that delves into the personal journeys of those who have created successful businesses within the PHCP industry. Host Ellen Rohr, **PHC News** columnist and industry icon, holds vulnerable conversations with guests to explore insights gained and lessons learned.

Off the Cuff and Behind the Wall stream on our website, as well as all major podcast platforms, including Spotify, Apple Podcasts and Google Podcasts.



## WEBINARS



Looking to speak to your audience directly and in real time on a particular industry topic? Let **PHCPro**s host your next webinar. Webinars can be editorial and sponsored or they can be entirely yours. We'll find the right audience, sign them up and give you the leads.



## SPONSORED CONTENT

**Sponsored content** allows you to draw the attention of your audience to the topics and content of your choosing. **PHCPro**s offers a number of different ways to develop sponsored content, including white papers, feature articles and case studies.



## SOCIAL MEDIA

By uniting our three brands under one social media presence, **PHCPro**s engages with thousands of PHCP industry professionals across our channels. Our social media experts are trained to utilize the most up-to-date tools in social media advertising and can put together customized campaigns that include copywriting of posts, graphic design, improving hashtags and more. Click the links below and follow the conversation across our five social media channels.



## PHCProS INFLUENCERS

Influencer marketing continues to grow in our industry. Through our influencer program, we collaborate to have our content and opportunities shared to the social media networks of well-connected industry pros while also sharing their stories on our social media pages, website and in print.



# Website

With **PHCPro.com**, we deliver an integrated portal strategy that delivers the digital content of our three brands in one convenient place. No other media company in the market reaches key engineers, distributors and contractors in our industry on one online platform.

## BEHAVIORAL DATA

When it comes to your audience, you understand the “who,” but what about the “why?” That’s where our behavioral data comes in. Behavioral data tracks the actions of our audience (page views, email sign-ups, etc.) and allows us to optimize this data for more conversions, engagement and user retention. Here are just some of the ways PHCPro’s behavioral data can help you better reach your audience:

- › Personalize web-messaging to specific audience segments based on interests, demographics and/or behavior and target your advertising message to the segment via a popup.
- › Create an email campaign to drive your message to specific audience segments. This can be done in conjunction with [onsite pop-up advertising](#).
- › Get reports about the activity of your targeted audience segment based on what campaigns they receive. Learn how to make each successive campaign more successful.
- › Target follow-up messaging to marketing campaigns to those on our website who have received your campaign.
- › Target messages to readers from the top companies in your industry segment.

## WEBSITE METRICS

No website pulls together the entire scope of our target audience like **PHCPro.com**! Below are our monthly website metrics!

PAGEVIEWS:	85,000
UNIQUE PAGEVIEWS:	74,000
USERS:	50,000
NEW USERS:	50,000
SESSIONS:	61,000



## TOPIC AND MARKET SEGMENT SPONSORSHIPS

Reach all three of our audiences interested in one of five topic pages at the top of our website:

**“PRODUCTS,” “PROJECTS,”**  
**“HOW TO,” “BUSINESS”** and  
**“CODES & STANDARDS.”**

Reach readers based on the market segment they serve, whether it's **wholesalers,** **contractors** or **engineers.**

### TOPICS



### MARKET SEGMENT



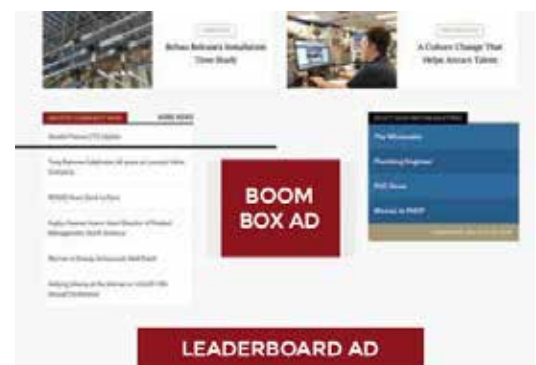
## VIDEO FOCUS



Promote your videos on the PHCPPros.com home page or target them to one of our three audiences or five topic pages. We also have monthly video e-blasts that feature three videos, so with only 36 spots per year, be sure to book your spot fast!

## BANNER ADS

**PHCPPros.com** offers great rates for all the standard types of banner ads, including leaderboard ads, boom box ads, second half leaderboard ads and inverted T ads. [Click here to see all our banner ad specs and sizes.](#) For banner ad rates, give us a call!



# Lead Generation

## E-BLASTS

Once collected, our data and industry insights can be used to create you a custom email audience for marketing call-to-action messages, or e-blasts. E-blasts can be sent to a list of email addresses that we customize according to key demographics and segments within the market, such as plumbing or PVF. PHCProPros can also import your existing email lists.



AVERAGE  
DELIVERY RATE:

**99%**

AVERAGE  
OPEN RATES:

**17.3%**

AVERAGE  
CLICK RATES:

**4%**

AVERAGE MOBILE  
OPEN RATES:

**34%**

## WHITE PAPERS



[CLICK HERE TO SEE AN EXAMPLE](#)

PHCProPros can help you develop an informative white paper on the topic of your choice. After having readers submit their contact information in exchange for a download of the white paper, we then turn over those leads to use for your future marketing efforts.

## WEBINARS

Looking to speak to your audience directly and in real time on a particular industry topic? Let PHCProPros host your next webinar. Webinars can be editorial and sponsored or they can be entirely yours. We'll find the right audience, sign them up and give you the leads.



## E-NEWSLETTERS

Let us help get your content in front of the most people across the widest range of pre-qualified and engaged readers in the industry. PHCProPros offers segmented e-newsletters to an email listing we have curated for nearly two decades. All of the paid content you choose to distribute through our e-newsletters will be customized to audiences you have opted to target. Today, PHCProPros offers SIX different e-blast categories: Hydronics, Plumbing, PVF, Kitchen & Bath/ Showrooms, Women in PHCP and Millennials on the Move.

### E-NEWSLETTER SUBSCRIBERS

HYDRONICS

**25,202**

SENT ON TUESDAY

PLUMBING

**65,337**

SENT ON WEDNESDAY

PVF

**84,781**

SENT ON THURSDAY

KITCHEN/BATH/  
SHOWROOMS

**32,678**

SENT ON FRIDAY

WOMEN IN  
PHCP

**52,732**

SENT ONCE A MONTH

MILLENNIALS  
ON THE MOVE

**52,732**

SENT ONCE A MONTH

## AD RESERVE PROGRAM

PHCProPros' Ad Reserve Program allows you to select from the targeted newsletter audiences we have cultivated when placing digital ads. Provide us with a banner or boombox ad, and we will guarantee placement in 10 e-newsletters throughout the year!


Products Issues Buyer's Guide August 11, 2020


PHCProPros Plumbing Engineer WHOLESALE phcProPros


**HYDRONICS**


SupplyHouse.com Exclusive Benefits for the Pros, Absolutely FREE. [View More](#)

INDUSTRY COMMUNITY NEWS


 Hydronics Industry Alliance and RPA Establish Annual Achievement Award in Honor of Les Nelson  
The first award will be presented to Nelson's wife, Christine, on Aug. 19 at 2 p.m. PDT via Zoom.


 Ariston Thermo USA Launches Two New Condensing Boilers  
These new boilers stem from an intense co-development between the North American and European engineering teams of Ariston Thermo.


 Uponor Launches New Website  
The website consolidates multiple sites into one, allowing users to quickly find information about Uponor products and applications in a single, mobile-friendly location.

 Triangle Tube  
**NEW & IMPROVED smart 316**  
[GET SMART >](#)

FEATURED STORIES

 PHCProPros Off the Cuff: Viegas  
In our latest episode, we interview Troy Locke, manager, technical training and technical support at Viegas LLC, to discuss the company's new TechTalk Live training series and other ways it has adapted to the challenges brought on by COVID-19.

 PHCProPros VISIT OUR BUYER'S GUIDE

 PHCProPros 2020 Heating Season Preview  
When the COVID-19 crisis began last March, a significant portion of the hydronic heating and HVAC market fell precipitously.



## PRINT MAGAZINES

Our three market-leading brands are the only monthly publications (print and digital) that serve the PHCP industry. Additionally, **Plumbing Engineer**, **The Wholesaler** and **PHC News** each offer the largest print circulation to their audience of influential market professionals.

# 25,250

PRINT - 20,250  
DIGITAL - 5,000

## Plumbing Engineer



[To read the latest digital edition of Plumbing Engineer, click here!](#)

# 30,000

PRINT - 23,975  
DIGITAL - 6,025

## WHOLESALER



[To read the latest digital edition of The Wholesaler, click here!](#)

# 47,000

PRINT - 36,400  
DIGITAL - 10,600

## phc news



[To read the latest digital edition of PHC News, click here!](#)

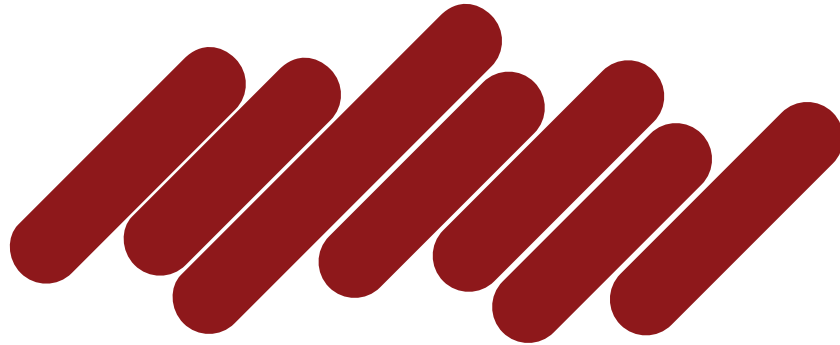
## **2021 EDITORIAL CALENDARS**

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[Plumbing Engineer Editorial Calendar](#)

[The Wholesaler Editorial Calendar](#)

[PHC News Editorial Calendar](#)



## **2021 AD SPECS & RATES**

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[Print Ad Specifications](#)

[Print Ad Rates](#)

[Digital Ad Rates](#)



# Plumbing Engineer

## WHOLESALE

### phc<sub>news</sub>

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