

**PHCP PROS**

**2022 MEDIA KIT  
ADDENDUM**

# **NEW FOR Q3 & Q4!**

Social Media Collaboration, Industry Events, Podcast Sponsorship,  
Website Advertising Opportunities, and Print Subscribers



## **REACH THE PEOPLE WHO SPEC, DISTRIBUTE AND BUY YOUR PRODUCTS**

PHCPro's brands *Plumbing Engineer*, *The Wholesaler*, and *PHC News*  
offer you a one stop shop for reaching all decision makers in our industry.



**Plumbing  
Engineer**

WHOLESALE

**phc**news





## 2022 MEDIA KIT **ADDENDUM**

# SOCIAL MEDIA AND AMBASSADOR PROGRAMS



GET SOCIAL WITH US  
**@PHCPro**s

Our social media experts can put together custom campaigns to meet your goals! Combined, PHCPro and our ambassadors **engage with more than 100,000 industry professionals on social media.**

### ***Need an example?***

We recently created a social media campaign for Niagara Conservation. PHCPro provided copywriting, graphic design, and ambassador coordination with **Instagram star @georgetheplumber**. Following our guidance, George hosted a giveaway for Niagara and installed one of the company's new toilets.

**George's posts received more than 29,865 video views, 708 engagements, and Niagara more than doubled its Instagram followers as a direct result of the campaign!**





# INDUSTRY EVENTS

## PHCPro LIVE at ASPE & AHR – \$3500/spot

PHCPro LIVE is a great way to reach all those attending shows and an even better way to reach those who aren't! Only 20 spots available. Always sells out – contact your sales rep today.

### Participants receive:

- A professionally filmed 15-minute interview between PHCPro and client rep on predetermined industry subject matters of choice
- Interview livestreamed on PHCPro's social media channels  
**(13,000+ followers and 4,000+ livestream views)**
- Promotion of the event and individual interview before and after show on phcppros.com and our social media channels, e-newsletters and print magazines  
**(250,000+ total impressions and a minimum of 1,000 post-event individual video views)**
- Professionally edited individual video file and metrics report

**Check out our  
PHCPro LIVE  
at the 2022 AHR  
Expo playlist  
on Facebook!**







# PODCAST SPONSORSHIPS

## An example of a 6-month sponsorship package:

- Prominent logo placement on at least 6 full-page PHCPro Podcast print ads **(91,000 - 142,000 impressions/month)**
- Prominent logo placement on all podcast marketing materials and front page of website **(65,000 website visitors/month)**
- Social media graphics and videos, website articles, 6 custom e-blasts **(~100,000 email recipients)**
- A minimum of 5 social media posts and mentions with each podcast episode for a minimum of 18 episodes **(13,000+ social media followers)**
- Pre-roll, mid-roll, or post-roll ads within each episode for a minimum of 18 episodes

**Potential impressions through what is listed above and average podcast listeners: 1.4 million.**



**In addition to PHCPro's "Behind the Wall" and "Off the Cuff" podcasts, we are thrilled to add "Stories from the Mechanical Room with Dan Foley and Steve Smith" to our roster!**

Every month, Foley Mechanical President and Owner Dan Foley and PHC News Editor Steve Smith are sitting down with plumbing and heating industry all-stars to hear their most exciting stories, discover important lessons learned, and find out what they see shaping the future of the PHCP market!



**Our podcasts stream on our website as well as all major platforms, including Spotify, Apple Podcasts, and Google Podcasts.**



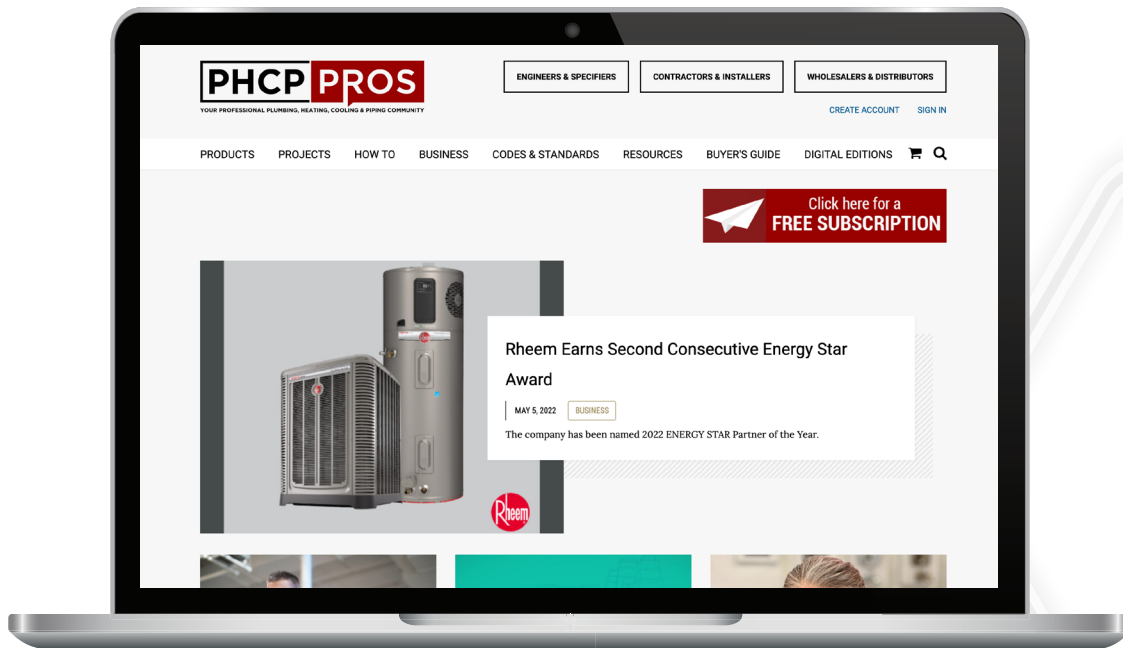
**Search  
"PHCPro"**





# WEBSITE ADVERTISING

**PHCPPROS.COM – the only website in the industry that serves engineers, wholesalers, and contractors on ONE online platform!**



**65,000**

Average  
Monthly  
Users

**75,000**

Average  
Monthly  
Sessions

**106,000**

Average  
Monthly  
Pageviews

**LEADERBOARD ADS**

**60,000**

Average  
Monthly  
Impressions

**BOX ADS**

**100,000**

Average  
Monthly  
Sessions

**ADDING AN HVAC NEWSLETTER**

**19,500**

Email  
Subscribers







## 2022 MEDIA KIT **ADDENDUM**

# PRINT SUBSCRIBERS

**79%**  
Prefer  
Print Format

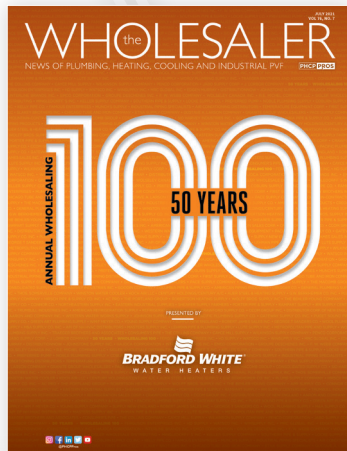


**47,000** Monthly  
Circulation

**142,000** Monthly  
Impressions

**93.3%** Subscribers with  
Purchasing Authority

**87%**  
Prefer  
Print Format



**30,000** Monthly  
Circulation

**104,000** Monthly  
Impressions

**76%** Subscribers with  
Purchasing Authority

**77%**  
Prefer  
Print Format



**25,000** Monthly  
Circulation

**91,000** Monthly  
Impressions

**98.3%** Subscribers with  
Purchasing Authority





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