



Annual Audience Statement

July 2022

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Publication Overview

PHC News is dedicated to helping plumbing and mechanical contractors succeed in business. Our subscribers are primarily owners and upper management. They purchase and install products in the PLUMBING, HYDRONIC HEATING, PVF AND FIRE PROTECTION MARKETS.

Primary Business

	Total	Percent
Plumbing, Hydronic Heating, Mechanical Contractors	46,287	98.5%
Other	713	1.5%
Total	47,000	100.0%

Type of Contracting Work

	Total	Percent
Plumbing and/or Process Piping and/or Hydronic Heating	38,604	82.1%
Plumbing	30,800	65.5%
Hydronic Heat	24,108	51.3%
Bath/Kitchen Remodeling	16,528	35.2%
Process Piping	13,452	28.6%
Private Water Systems	11,630	24.7%
Sprinkler/Fire Protection	8,021	17.1%
Radiant Heat	18,567	39.5%
Other	8,497	18.1%

PHC News Geographic Breakdown

Location	Total	Percentage
ME	261	
NH	341	
VT	159	
MA	1,379	
RI	179	
CT	695	
New England	3,014	6.4%

NY	2,542	
NJ	1,434	
PA	2,097	
Middle Atlantic	6,073	12.9%

OH	1,868	
IN	968	
IL	1,849	
MI	1,374	
WI	1,192	
East No. Central	7,251	15.4%

MN	968	
IA	681	
MO	1,090	
ND	202	
SD	179	
NE	449	
KS	571	
West No. Central	4,140	8.8%

DE	161	
MD	980	
DC	46	
VA	1,279	
WV	186	
NC	1,658	
SC	817	
GA	1,533	
FL	3,394	
South Atlantic	10,054	21.4%

Location	Percentage	
KY	603	
TN	928	
AL	720	
MS	307	
East So. Central	2,558	5.4%

AR	417	
LA	748	
OK	640	
TX	3,446	
West So. Central	5,251	11.2%

MT	231	
ID	282	
WY	109	
CO	918	
NM	341	
AZ	791	
UT	417	
NV	346	
Mountain	3,435	7.3%

AK	127	
WA	727	
OR	464	
CA	3,784	
HI	112	
Pacific	5,214	11.1%

Total USA	46,990	
US Territories/APO/FPO	10	
Foreign	0	
Canada	0	
Mexico	0	
Total	47,000	100.0%