



Annual Audience Statement

July 2022

Established 1945
12 Issues Per Year

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Publication Overview

The Wholesaler connects manufacturers to key decision makers at Plumbing, PVF and HVAC/R wholesale distribution firms throughout the United States. Through its unmatched investment in circulation and superior editorial content, **The Wholesaler** remains the industry's largest media brand - clearly making it the wholesaler's and advertiser's number one choice!

The Wholesaler is the Official Publication of the PVF Roundtable

Primary Business

	Total	Percent
Wholesaler or Distributor	24,545	81.8%
Manufacturer	2,910	9.7%
Manufacturer's Sales Department	16	0.1%
Manufacturer's Agent/Rep	2,267	7.6%
Other	262	0.9%
Total	30,000	100.0%

The Wholesaler Geographic Breakdown

Location	Total	Percentage
ME	152	
NH	209	
VT	72	
MA	782	
RI	135	
CT	467	
New England	1,817	6.1%

NY	1,394	
NJ	732	
PA	1,561	
Middle Atlantic	3,687	12.3%

OH	1,443	
IN	762	
IL	1,237	
MI	1,158	
WI	713	
East No. Central	5,313	17.7%

MN	618	
IA	457	
MO	814	
ND	105	
SD	142	
NE	264	
KS	368	
West No. Central	2,768	9.2%

DE	81	
MD	525	
DC	11	
VA	657	
WV	114	
NC	851	
SC	393	
GA	743	
FL	1,646	
South Atlantic	5,021	16.7%

Location	Percentage	
KY	361	
TN	633	
AL	436	
MS	184	
East So. Central	1,614	5.4%

AR	283	
LA	475	
OK	429	
TX	2,096	
West So. Central	3,283	10.9%

MT	181	
ID	185	
WY	89	
CO	619	
NM	194	
AZ	550	
UT	338	
NV	226	
Mountain	2,382	7.9%

AK	97	
WA	678	
OR	417	
CA	2,837	
HI	80	
Pacific	4,109	13.7%

Total USA	29,994	
US Territories/APO/FPO	6	
Foreign	0	
Canada	0	
Mexico	0	
Total	30,000	100.0%