

WHOLESALE^{the}R

Established 1945
12 Issues Per Year

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	25,145	83.8%
Manufacturer	2,492	8.3%
Manufacturer's Sales Department	32	0.1%
Manufacturer's Agent/Rep	2,006	6.7%
Other	325	1.1%
Total	30,000	100.0%

The Wholesaler Geographic Breakdown

	Active Version		Subtotal Copies	Active Version	
	Print	Digital		Print	Digital
New England					
Maine (039-049)	113	33	146		
New Hampshire (030-038)	168	68	236		
Vermont (050-059)	68	18	86		
Massachusetts (010-041)	635	243	878		
				East South Central	
				Kentucky (400-427)	237 99
				Tennessee (370-385)	412 178
				Alabama (350-369)	286 122
				Mississippi (386-397)	108 67

Annual Audience Statement

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