

WHOLESALE

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!

Primary Business

	Total	Percent
Wholesaler or Distributor	25,760	85.9%
Manufacturer	2,188	7.3%
Manufacturer's Sales Department	30	0.1%
Manufacturer's Agent/Rep	1,743	5.8%
Other	279	0.9%
Total	30,000	100.0%

The Wholesaler Geographic Breakdown

Copies		Copies	
New England		East South Central	
Maine (039-049)	120	Kentucky (400-427)	372
New Hampshire (030-038)	218	Tennessee (370-385)	682
Vermont (050-059)	79	Alabama (350-369)	466
Massachusetts (010-041)	793	Mississippi (386-397)	200
Rhode Island (028-029)	131	East South Central Total:	1,720
Connecticut (060-069)	418	West South Central	
New England Total:	1,759	Arkansas (716-755)	294
Middle Atlantic		Louisiana (700-714)	531
New York (005-149)	1,362	Oklahoma (730-749)	390
New Jersey (070-089)	775	Texas (750-799)	2,184
Pennsylvania (150-196)	1,572	West South Central Total:	3,399
Middle Atlantic Total:	3,709	Mountain	
East North Central		Montana (590-599)	157
Ohio (430-459)	1,344	Idaho (832-838)	189
Indiana (460-479)	711	Wyoming (820-834)	72
Illinois (600-629)	1,230	Colorado (800-816)	588
Michigan (480-499)	1,116	New Mexico (870-884)	181
Wisconsin (530-549)	671	Arizona (850-865)	608
East North Central Total:	5,072	Utah (840-853)	385
West North Central		Nevada (890-898)	239
Minnesota (550-567)	548	Mountain Total:	2,419
Iowa (500-528)	426	Pacific	
Missouri (622-658)	854	Alaska (995-999)	87
North Dakota (580-588)	102	Washington (980-998)	617
South Dakota (570-577)	139	Oregon (970-979)	361
Nebraska (680-693)	275	California (900-961)	2,734
Kansas (660-679)	383	Hawaii (967-968)	73
West North Central Total:	2,727	Pacific Total:	3,872
South Atlantic		Total USA 50 States	29,994
Delaware (197-199)	67	U.S. Possessions	
Maryland (206-219)	525	Puerto Rico (006-009)	6
D. C. (200-205)	13	Total U.S. Possessions	6
Virginia (201-246)	638	Total USA	
West Virginia (247-268)	118	30,000	
North Carolina (270-289)	970		
South Carolina (239-301)	455		
Georgia (300-398)	843		
Florida (320-349)	1,688		
South Atlantic Total:	5,317		

Annual Audience Statement

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