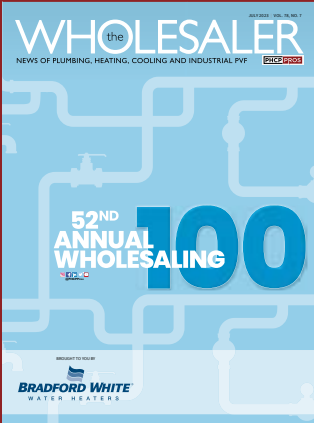




**OUR AUDIENCE IS  
YOUR AUDIENCE**

**EVERY PLATFORM TO REACH  
ENGINEERS, CONTRACTORS  
AND WHOLESALERS IN  
THE PHCP INDUSTRY!**





# OUR AUDIENCE IS TARGETED

With leading brands in print, digital, social and influencers /ambassadors we deliver your messaging to the most targeted audience of engineers, contractors and wholesalers throughout the PHCP markets. We've been doing this for over 30 years and **NO ONE** is as trusted as PHCProPros. You have tools to advertise but what you don't have is our **AUDIENCE**. Let us connect you to the market.

**PLUMBING, HEATING, COOLING, PIPING ... PERIOD!**





# THE AUDIENCE AND PLATFORMS THAT CONNECT **YOUR BRAND** TO THE KEY PHCP DECISION MAKERS:

PLUMBING ENGINEER MAGAZINE | 6

THE WHOLESALER MAGAZINE | 10

PHC NEWS MAGAZINE | 14

## **LEAD GENERATION**

CUSTOM E-BLAST, TRIGGER BLAST,  
VIDEO E-BLAST, WHITE PAPERS | 20

CASE STUDIES, CUSTOM CONTENT, WEBINARS | 21

## **BRANDING**

PAID EDITORIAL, MARKETING OVERLAY,  
PRINTED COVER STARBURST,  
TRADESHOWS & EVENTS,  
STORYTELLING PACKAGE | 22

E-NEWSLETTERS, E-NEWS AD RESERVE PROGRAM | 23

## **SPONSORSHIPS**

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"PROS REPS TIPS" CORNER, PODCASTS | 24

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## **PHCPros.com**

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**PRINT RATES & SPECS | 33**

# WHY PRINT SHOULD LEAD ALL MARKETING PLANS

*Do you know the process by which...*

*Engineers spec their products?*

*Wholesalers stock their products?*

*Contractors buy their products?*



Results from a recent READEX\* survey demonstrate that  
**"INDUSTRY-RELATED MAGAZINES – PRINT" LEAD THE WAY FOR HOW DECISION-MAKERS START AND GO THROUGH THEIR PROCESS.**

- START THINKING ABOUT PURCHASE
- BEGIN RESEARCHING OPTIONS
- NARROW DOWN CHOICES
- MAKE FINAL DECISION

*Industry-related magazines: print*

*Company websites*

## WHAT ARE "THEY" SAYING?

### COMPELLING EVIDENCE THAT PRINT IS STILL A VERY IMPORTANT MARKETING TOOL

**...So is print dead?** Far from it. It's currently enjoying a resurgence as one way for individuals to disconnect from a noisy online world. It's also a trusted and tangible medium that provides an emotional connection and longevity that you cannot replicate by screen.

In fact, it's safe to say that print has the potential to disrupt other digital media channels. It can prove quite useful for B2B marketers. It's unique enough to command the attention of your target audience and compel them to explore something they otherwise might not have. (Ironmark, June 2022)

**...Print is well positioned to take advantage of a growing phenomenon: "digital detox" time.** More people are beginning to schedule time away from devices and notifications, and many of them are looking for "tactile media" — good old-fashioned reading material. This is especially the case for many people on vacations, who have found that staying away from the web, even their smartphones, is a necessity in order to relax.

**...In a way, the idea that digital is overtaking print among readers has always been a bit overblown.** For publishers, the total number of people who access a publication in print vs. digital is only one metric. The time they spend reading can be just as important, or even more so. Surveys suggest that many readers commit more minutes to reading print than scrolling through articles online. This helps explain why you keep hearing about new niche magazines being launched.

**...While some people instinctively think of print as being almost exclusively for older people, about two-thirds of adults aged 18 to 34 said they love the touch and feel of printed magazines.** When we surveyed our readers, we found that they run the gamut in age, and two-thirds are under 45 years old. (FORTUNE, 5/25/2023)

\*READEX SURVEY, JUNE 2023



Don't take our word for it...

## SEE WHAT OUR AUDIENCE AND YOUR CUSTOMERS ARE SAYING ABOUT PRINT

### Plumbing Engineer

"I use the *Plumbing Engineer* magazine to remain up to date and seamlessly connected with all the dynamic occurrences within the industry, while embracing a perspective beyond the confines of the office environment."

— Megan Hessil, CAPM, Mechanical Discipline, SmithGroup

"I prefer the paperback version of *Plumbing Engineer*. With a physical book it feels like I actually own it and I like going through the pages. Even the advertisement pages because they offer products I have not seen before."

— Maya Paletova-Staneva, Plumbing Designer, McKinstry

"A huge part of building a successful career as a plumbing engineer is staying up to date with the latest developments, regulations, and trends affecting our industry. I'm thankful to have always had *Plumbing Engineer* magazine as a resource that I can turn to for professional insights and technical guidance to stay ahead of the curve. I can confidently say that many of my peers at Henderson Engineers are equally as appreciative for the great work that is undertaken by the publication."

— Warren Rosenbrook, PE, CPD, FASPE, Plumbing Technical Director at Henderson Engineers

"I have enjoyed reading about unique projects that other engineers work on and how they solve the challenges. *Plumbing Engineer* provides a great opportunity to see what other types of projects are being designed and to learn from them."

— Eric Busch, PE, LEED AP, Plumbing & Fire Protection Manager, IMEG

"After spending nine hours a day looking at computer screens, I don't feel like spending another hour or two reading a magazine online. I read *Plumbing Engineer* for the technical articles and appreciate the articles that you provide."

— Paul Baker, Senior Mechanical Engineer, Jacobs Engineering Group Inc.

"I love *Plumbing Engineer* magazine. It's the one I go through page-by-page and then I read Ron George's articles."

— John Koeller, PE, Koeller & Company

### WHOLESALER

"The *Wholesaler* magazine keeps us up to date with everything that's happening in the industry."

— Thomas Gallagher, President, Altherm Inc.

"I get a lot out of [The *Wholesaler*] Annual Wholesaling 100 issue and refer to it several times over the course of the year. I look forward to reading the updates and best practices from other wholesalers across the country and profiles of manufacturers and distributors are also quite beneficial."

— Jeff Pope, Owner and President, F.W. Webb Co.

"I enjoy reading *The Wholesaler* magazine cover to cover. It always has good articles pertinent to our industry."

— Chuck Schwabe, National Sales Manager, Liberty Pumps

### phc news

"I love *PHC News* magazine because it keeps me up to date on all the latest tools and fixtures for our field of work. It is absolutely wonderful to have a very nice physical, printed magazine to keep on hand."

— Wade Mills, Plumbing Manager, Obermanns

"I have been an avid reader of *PHC News* magazine for years. Always found useful articles to share with my team on new products, ways of doing things or technical items. Very useful tool for training!"

— Steve Murray, CPI Plumbing and Heating

"One of my mottos is to learn something new everyday And when I read my copy of *PHC News* each month I always learn something very valuable. I love the stories and the education I get from the content."

— Angie Simon, P.E., Executive Director & Co-Founder, Heavy Metal Summer Experience



PHCP PROS

# Plumbing Engineer

NEWS OF  
PLUMBING,  
HYDRONICS,  
FIRE  
PROTECTION  
AND PVF

THE ONLY PRINT OPTION in the plumbing, engineering and specifying markets.

IMPRESSIONS  
EACH MONTH:

112,353

PRINT AND  
DIGITAL  
QUALIFIED  
SUBSCRIBERS

25,000

WITH A BONUS  
DIGITAL  
QUALIFIED  
CIRCULATION

5,400

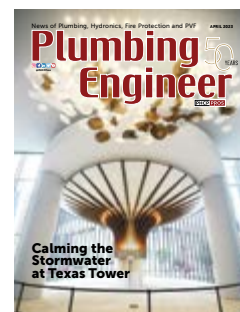
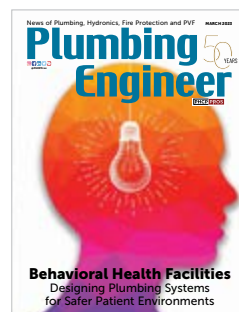
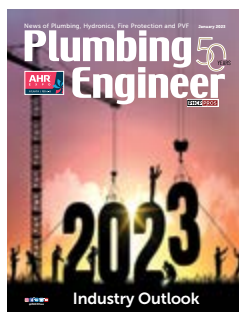
of those in  
the plumbing  
engineering field

87%

OF PLUMBING ENGINEER  
SUBSCRIBERS HAVE  
SPECIFYING AUTHORITY

## WHERE THEY WORK\*\*

- Consulting Engineering
- Design Engineering
- Architectural Engineering
- Mechanical Contracting
- Government
- Building Owners / Engineers
- Public Utilities



## SPECIFYING PERCENTAGE BY MARKET SEGMENT\*\*

### PLUMBING

<b>99%</b> Piping Systems	<b>95%</b> Water Heaters
<b>97%</b> Drains	<b>94%</b> Valves
<b>96%</b> Toilets	<b>90%</b> Pumps
<b>96%</b> Faucets	<b>89%</b> Water Cooler and Fountains
<b>95%</b> Flush Valves	

### HYDRONICS/RADIANT/ SOLAR

<b>99%</b> Boilers
<b>98%</b> Valves
<b>97%</b> Pumps
<b>92%</b> Radiant Systems
<b>86%</b> Plastic Pipe, PEX Tubing

### FIRE PROTECTION

<b>99%</b> Fire Protection Systems
<b>98%</b> Sprinkler Heads
<b>97%</b> Backflow Preventers
<b>92%</b> Piping
<b>87%</b> Pumps

## AUDIENCE SURVEYS\*

79% of engineers surveyed prefer to obtain their industry-related information from print/digital editions.

PREFERRED  
FORMAT

**79%**

Engineers spend on average 55 minutes reading an issue of *Plumbing Engineer* each month.

ENGAGEMENT

**55** MINS.

74% of engineers use magazines as a source when learning about new products and services.

SOURCES  
FOR FIRST  
LEARNING

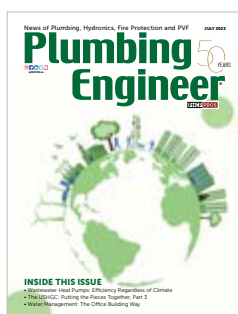
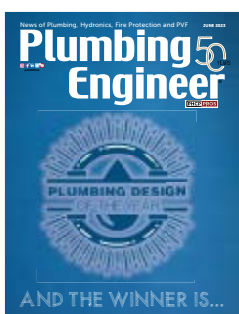
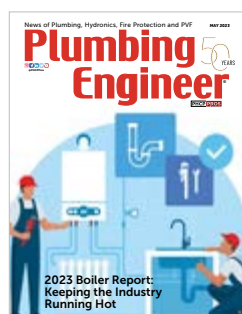
**74%**

84% of engineers indicate magazines are primary drivers to industry website visits.

SOURCES  
PROMPTING  
WEBSITE  
VISITS


**84%**

**BASED ON SURVEY RESULTS, PRINT AND DIGITAL SOURCES SUCH AS INDUSTRY RELATED MAGAZINES ARE KEY CHANNELS FOR LEARNING ABOUT NEW PRODUCTS AND SERVICES AND PRINT REMAINS THE KEY DRIVER TO WEBSITES.**



# Plumbing Engineer

JANUARY		FEBRUARY		MARCH	
ISSUE FOCUS					
New Construction Design		Vertical Market - Healthcare		Commercial Building Retrofit Designs	
FEATURES					
Industry Forecast AHR Convention Issue		Smart Plumbing Technology Spotlights / IBS & KBIS Convention Issue		Water Conservation	
PRODUCTS					
Boilers & Water Heaters / Valves / HVAC		Scald Prevention / Tankless / Kitchen & Bath Products		Piping / Pumps /Controls	
ADDED VALUE					
FREE Product Spotlight on phcppros.com for FULL page advertisers		ReadEx Ad Survey for all advertisers		FREE Month of Video on phcppros.com for FULL page advertisers	
BONUS DISTRIBUTION					
• AHR Expo, January 22-24 – Chicago, IL • WWETT Show, January 25-27 – Indianapolis, IN		• IBS / KBIS Conventions, February 27-29 – Las Vegas, NV		• MCAA Convention, March 17-21 – Orlando, FL	
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
12/7/23	12/14/23	1/9/24	1/16/24	2/6/24	2/13/24

APRIL		MAY		JUNE	
ISSUE FOCUS					
Multifamily Construction/ 2 for 1 Case Study <b>BONUS ISSUE</b>		Legionella Mitigation		Plumbing Design of The Year	
FEATURES					
Heat Pumps  *		Annual Boiler Report		Emergency & Safety Equipment / Fire Protection	
PRODUCTS					
PEX / Fittings / Backflow		PEX / Fittings / Backflow		PEX/Fittings/Backflow	
ADDED VALUE					
All FULL page advertisers receive a bonus page of client-supplied editorial to be used for special editorial or a case study.		FREE Box ad on phcppros.com for FULL page advertisers		FREE Month of Video on phcppros.com for FULL page advertisers	
BONUS DISTRIBUTION					
		<ul style="list-style-type: none"><li>• Emerging Water Technology Symposium, May 14-15 – Scottsdale, AZ</li><li>• Eastern Energy Expo, May 19-22 – Uncasville, CT</li></ul>		<ul style="list-style-type: none"><li>• NFPA Convention, June 16-18 – Orlando, FL</li></ul>	
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
3/6/24	3/13/24	4/3/24	4/10/24	5/8/24	5/15/24



**AMALIA DELIGIANNIS**  
**EDITOR**  
**AMALIA@PHCPPROS.COM**


Amalia Deligiannis has spent her career covering an array of industries. She joined PHCProPros as editor of *Plumbing Engineer* in 2021. Her goal is to provide relevant stories and features to plumbing engineers and specifiers.

\*See page 25 for sponsorships.  
 See page 33 for print specs.



## 2024 EDITORIAL CALENDAR

JULY		AUGUST		SEPTEMBER	
ISSUE FOCUS					
Annual Manufacturer Spotlight 2 for 1 BONUS ISSUE		Heating Season Preview		Vertical Market - Hospitality	
FEATURES					
Snow Melt Design / National Backflow Prevention		Water Conservation / Rep Directory Listing		Commercial Bathroom and Kitchen Trends	
PRODUCTS					
Revit / Drains / PVF		Controls / Pumps / Push Fittings		Hands Free Fixtures/Piping/Water Heating	
ADDED VALUE					
FULL Page advertisers receive additional ad page FREE in the issue		ReadEx Ad Survey for FULL page advertisers ONLY		FREE product spotlight on phcppros.com for all advertisers	
BONUS DISTRIBUTION					
				<ul style="list-style-type: none"><li>• IAPMO Annual Conference, September 22-26 – Las Vegas, NV</li><li>• PHCC CONNECT, October 7-9 – Birmingham, AL</li></ul>	
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
6/5/24	6/12/24	7/10/24	7/17/24	8/7/24	8/14/24

OCTOBER		NOVEMBER		DECEMBER	
ISSUE FOCUS					
Energy Efficiency Design		Vertical Market - Education		2024 Engineer of The Year	
FEATURES					
ASPE Convention Issue		Water Heating Report 		Building Automation Systems	
PRODUCTS					
PEX / Backflow / PVF		Leak Detection / Drains / Emergency Fixtures		Pumps / Commercial Boilers / Piping & Flexible Piping	
ADDED VALUE					
FREE ASPE Convention Product Deployment for all FULL page advertisers		FREE Month of Video on phccpros.com for FULL page advertisers		FREE Leaderboard Ad on phccpros.com for all FULL page advertisers	
BONUS DISTRIBUTION					
• ASPE Convention and Expo, October 18-23 – Columbus, OH		• ASA NETWORK, November 13-15 – Chicago, IL • HARDI Convention, December 7-10 – Atlanta, GA			
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
9/4/24	9/11/24	10/2/24	10/9/24	11/6/24	11/11/24

### [ PLUMBING ENGINEER TESTIMONIAL ]

“I like reading something I can mark up or dog-ear and show to the other guys.  
**I especially like *Plumbing Engineer* for the variety of content and the in-depth articles.”**

— Tim Smick, Plumbing Coordinator, Day Plumbing, Heating & Cooling

PHCP PROS

# the WHOLESALER

NEWS OF PLUMBING, HEATING, COOLING AND INDUSTRIAL PVF

**The Wholesaler magazine is the only PRINT** option in the industry which connects manufacturers to key decision-makers at PLUMBING, PVF and HVAC/R wholesale distribution firms throughout the United States.

**IMPRESSIONS  
EACH MONTH:**

**145,243**

**PRINT AND  
DIGITAL  
QUALIFIED  
SUBSCRIBERS**

**30,000**

**WITH A BONUS  
DIGITAL  
QUALIFIED  
CIRCULATION**

**5,400** of those in the  
wholesaling  
field

**23,061**

**OF THE WHOLESALER SUBSCRIBERS  
HAVE DECISION-MAKING AUTHORITY**



## READERSHIP JOB FUNCTION\*\*

### MANAGEMENT

President, Owner, VP, Partners, GM, Branch & Purchasing Managers

### SALES

Salesperson, Counter, Showroom Attendant

### PURCHASING

Purchasing Managers & VPs, Purchasing Agents & Buyers

### OTHER

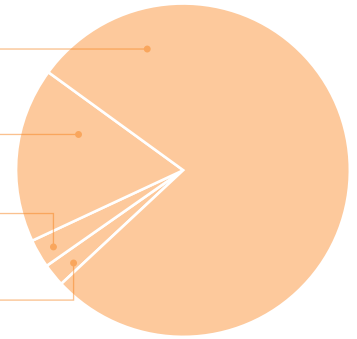
Qualified Personnel

76.8%

16.6%

2.8%

2%



## AUDIENCE SURVEYS\*

93% of wholesale distributors surveyed prefer to obtain their industry-related information from print/digital editions.

PREFERRED  
FORMAT

93%

Wholesale distributors spend on average 45 minutes reading an issue of *The Wholesaler* each month.

ENGAGEMENT

45 MINS.

66% of wholesale distributors use magazines as a source when learning about new products or services.

SOURCES  
FOR FIRST  
LEARNING

66%

72% of wholesale distributors surveyed are involved in the purchasing process for their wholesale firms.

PURCHASING  
INVOLVEMENT

72%

85% of wholesale distributors indicate magazines are primary drivers to industry website visits.

SOURCES  
PROMPTING  
WEBSITE  
VISITS


85%

**BASED ON SURVEY RESULTS, PRINT AND DIGITAL SOURCES SUCH AS MAGAZINES AND WEBSITES ARE KEY CHANNELS FOR LEARNING ABOUT NEW PRODUCTS AND SERVICES AND PRINT IS A KEY DRIVER TO WEBSITES.**





JANUARY		FEBRUARY		MARCH	
ISSUE FOCUS					
AHR Convention Issue		Showroom of The Year		Annual Supplier Profile <i>2 for 1 BONUS ISSUE</i>	
FEATURES					
Industry Forecast		IBS & KBIS Convention Issue		Trends in HVAC	
PRODUCTS					
Boilers & Water Heating / Valves / Pumps		Decorative Plumbing Fixtures / Drains / Piping		Sump Pumps/Mini Splits/Controls	
ADDED VALUE					
FREE Month of Video on phcppros.com for FULL page advertisers		ReadEx Ad Survey for all advertisers		FULL Page advertisers receive additional ad page FREE in the issue	
BONUS DISTRIBUTION					
<ul style="list-style-type: none"><li>• LPG Meetings, January 17-20 – San Antonio, TX</li><li>• IMARK Plumbing Annual Meeting, January 21-23 – San Antonio, TX</li><li>• AHR Expo, January 22-24 – Chicago, IL</li><li>• WWETT Show, January 25-27 – Indianapolis, IN</li></ul>		<ul style="list-style-type: none"><li>• IBS / KBIS Conventions, February 27-29 – Las Vegas, NV</li><li>• The Commonwealth Group Spring Meeting, March 4-7 – Dallas, TX</li></ul>		<ul style="list-style-type: none"><li>• MCAA Convention, March 17-21 – Orlando, FL</li><li>• AD PHCP Spring Network Meeting, March 19-22 – Washington, DC</li></ul>	
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
12/8/23	12/15/23	1/12/24	1/19/24	2/13/24	2/20/24

APRIL		MAY		JUNE	
ISSUE FOCUS					
Buying Group Spotlight		PVF Hall of Fame		Master Distribution	
FEATURES					
Tankless Water Heating 		Annual Boiler Report		Heat Pump Technology	
PRODUCTS					
Backflow / PEX / Leak Detection		Pipe Joining / Valves / Drains		Press Fittings / Hands Free Fixtures / Hand & Power Tools	
ADDED VALUE					
FREE Product Spotlight on phcppros.com for FULL page advertisers		FREE Leaderboard ad on phcppros.com for FULL page advertisers		FREE Month of Video on phcppros.com for FULL page advertisers	
BONUS DISTRIBUTION					
<ul style="list-style-type: none"><li>• ELEVATE2024, April 10-12 – Nashville, TN</li><li>• BLUE HAWK Annual Conference, April 28-30 – Denver, CO</li><li>• AD Decorative Brands Annual Meeting, May 6-8 – Dallas, TX</li></ul>		<ul style="list-style-type: none"><li>• WSA Annual Meeting, May 15-17 – Napa, CA</li><li>• EMERGE2024, May 22-24 – Boston, MA</li><li>• NCWA Convention, June 4-6 – Columbus, OH</li></ul>		<ul style="list-style-type: none"><li>• SWA Annual Convention, June 23-25 – Marco Island, FL</li></ul>	
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
3/10/24	3/17/24	4/10/24	4/17/24	5/15/24	5/22/24




**RUTH MITCHELL**  
**EDITOR**  
**RUTH@PHCPPROS.COM**

Ruth Mitchell has represented and supported PHCP wholesalers and manufacturers for more than 20 years. In her current role as editor of *The Wholesaler*, she puts a spotlight on the stories that matter, with the people making an impact, making way for the entire industry to grow.

\*See page 25 for sponsorships.  
 See page 33 for print specs.

## 2024 EDITORIAL CALENDAR

JULY		AUGUST		SEPTEMBER	
ISSUE FOCUS					
53rd Annual Wholesaling 100		42nd Annual Directory of Mfg. Reps		Heating Season Preview <b>2 for 1 Case Study BONUS ISSUE</b>	
FEATURES					
Legionella Mitigation		Kitchen and Bath Remodeling Trends		Rep Mobile Training Trucks	
PRODUCTS					
Software / Chemicals / Snow Melt		Backflow / Pumps / Inspection Tools		Boilers & Water Heaters / Valves / Fittings	
ADDED VALUE					
FREE Month of Video on phcppros.com for FULL page advertisers		ReadEx Ad Survey for FULL Page advertisers ONLY		All FULL page advertisers receive a bonus page of client-supplied editorial to be used for special editorial or a case study.	
BONUS DISTRIBUTION					
		<ul style="list-style-type: none"><li>• 2024 IMARK Invitational, Omni La Costa, Carlsbad, CA – September 8-10, 2024</li><li>• AIM/R Annual Convention, September 17-20 – Nashville, TN</li></ul>		<ul style="list-style-type: none"><li>• The Commonwealth Group Annual Shareholders Meeting, September 16-18 – Boston, MA</li></ul>	
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
6/16/24	6/23/24	7/18/24	7/20/24	8/11/24	8/18/23

OCTOBER		NOVEMBER		DECEMBER	
ISSUE FOCUS					
Water Conservation Update		Annual Water Heating Report		Wholesaler Person of The Year	
FEATURES					
ASA Convention Issue		HVAC Showcase / HARDI Convention 		Trends in Residential Building	
PRODUCTS					
High Efficiency Products / Leak Detection / Plumbing Fixtures		Combi Boilers / Heat Pumps / Controls		Cameras / PVF / Drains	
ADDED VALUE					
FREE Box ad on phcppros.com for FULL page advertisers		FREE Leaderboard Ad on phcppros.com for all FULL page advertisers		FREE Product Spotlight on phcppros.com for FULL page advertisers	
BONUS DISTRIBUTION					
• AD PHCP North American Meeting, October 14-17 – Chicago, IL • NETWORK ASA, November 13-15, Chicago		• HARDI Conference, December 7-10 – Atlanta, GA			
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
9/11/24	9/18/24	10/15/24	10/22/24	11/12/24	11/19/24

### [ THE WHOLESALER TESTIMONIAL ]

“Being a ‘newbie’ to the industry, I enjoy seeing new product updates and what is going on in the industry. **The Wholesaler magazine is the industry standard for the Plumbing, HVAC and Industrial PVF business.**”  
 — Brad Cheslock, Southern Regional Sales Manager, J.C. Whitlam Mfg.

# phc news

PLUMBING +  
HYDRONIC  
CONTRACTOR

PHC News is dedicated to helping the plumbing and mechanical contractor succeed in business.

**IMPRESSIONS  
EACH MONTH:**

**214,474**

**PRINT AND  
DIGITAL  
QUALIFIED  
SUBSCRIBERS**

**47,000**

**WITH A BONUS  
DIGITAL  
QUALIFIED  
CIRCULATION**

**26,000**

of those  
in the  
contracting  
field

**85%**

**OF PHC NEWS  
SUBSCRIBERS HAVE  
PURCHASING AUTHORITY**

**100%**

**OF PHC NEWS  
REMAINS  
DIRECT REQUEST\*\***

## CLASSIFICATION OF JOB FUNCTION\*\*

**84.5%**

President, Owner, Vice President,  
Secretary, Treasurer

**8.8%**

General Manager,  
Supervisor, Foreman

**5.6%**

Estimator, Salesman,  
Engineer





# RECIPIENT PROFILE\*\*

## BY TYPE OF CONTRACTING WORK

- 83%** Plumbing and/or Process Piping and/or Hydronic Heating
- 69%** Plumbing
- 51%** Hydronic Heating
- 41%** Radiant Heating
- 39%** Bath / Kitchen Remodeling
- 29%** Process Piping
- 28%** Private Water Systems
- 18%** Sprinkler / Fire Protection

## BY MARKET WHERE REVENUE IS SPENT

- 81%** Residential Construction
- 76%** Commercial Construction
- 39%** Industrial Construction

## BY TYPE OF CONSTRUCTION ACTIVITY

- 83%** Repair / Replace / Service
- 74%** New Construction
- 59%** Remodel / Modernization
- 42%** Mechanical Contracting

# AUDIENCE SURVEYS\*

80% of contractors surveyed prefer to obtain their industry information from magazines.

PREFERRED  
FORMAT

80%

Contractors spend on average 50 minutes reading an issue of *PHC News* each month.

ENGAGEMENT

50MINS.

77% of contractors surveyed use magazines as a source when learning about new products, “how to” and services.

SOURCES  
FOR FIRST  
LEARNING

77%

83% of contractors indicate magazines are primary drivers to industry website visits.


SOURCES  
PROMPTING  
WEBSITE  
VISITS

83%

**BASED ON SURVEY RESULTS, PRINT AND DIGITAL SOURCES SUCH AS MAGAZINES AND WEBSITES ARE KEY CHANNELS FOR LEARNING ABOUT NEW PRODUCTS AND SERVICES AND PRINT IS A KEY DRIVER TO WEBSITES.**



JANUARY		FEBRUARY		MARCH	
ISSUE FOCUS					
AHR Convention Issue		Prefabrication		MCAA Convention Issue	
FEATURES					
Industry Forecast		Commercial Plumbing / IBS & KBIS Convention Issue		Healthcare Construction Spotlight	
PRODUCTS					
Pumps / Boilers & Water Heaters / Valves / Power Tools		Plumbing Fixtures / PEX/Piping / Inspection Tools		Emergency Fixtures / Fittings / Backflow / Hand Tools	
ADDED VALUE					
FULL page advertisers receive a FREE box ad on phcppros.com		ReadEx Ad Survey for all advertisers		FREE Month of Video on phcppros.com for FULL page advertisers	
BONUS DISTRIBUTION					
• AHR Expo, January 22-24 – Chicago, IL • WWETT Show, January 25-27 – Indianapolis, IN		• IBS / KBIS Conventions, February 27-29 – Las Vegas, NV • MCAA Convention, March 17-21 – Orlando, FL			
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
12/15/23	12/22/23	1/16/24	1/23/24	2/9/24	2/16/24

APRIL		MAY		JUNE	
ISSUE FOCUS					
Heat Pumps		Annual BOILER REPORT <i>2 for 1 BONUS ISSUE</i>		Geothermal & Solar Design	
FEATURES					
Water Conservation  * WOMEN IN PHCP		Piping Trends		Smart Plumbing Technology	
PRODUCTS					
Leak Detection / Drains / Pipe Joining / Sump Pumps		Water Heaters/PVF/Venting/Hands Free Fixtures		Valves/Push Fittings/Controls/Power Tools	
ADDED VALUE					
FREE Product Spotlight on phcppros.com for FULL page advertisers		FULL Page advertisers receive additional ad page FREE in the issue		FREE Month of Video on phcppros.com for FULL page advertisers	
BONUS DISTRIBUTION					
• 2024 Emerging Water Technology Symposium, May 14-15 – Scottsdale, AZ		• Eastern Energy Expo, May 19-22 – Uncasville, CT • NFPA Convention, June 16-18 – Orlando, FL			
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
3/9/24	3/16/24	4/17/24	4/24/24	5/11/24	5/19/24




**STEVE SMITH**  
**EDITOR**  
**STEVE@PHCPPROS.COM**

Steve has been covering the industry from the vantage points of professional installers, specifiers and wholesale distributors. He started his PHCC career in 1990 and has been with PHCPro and chief editor of PHC News since 2015.

\*See page 25 for sponsorships.  
 See page 33 for print specs.

## 2024 EDITORIAL CALENDAR

JULY		AUGUST		SEPTEMBER	
ISSUE FOCUS					
Contractor Training		Annual Heating Season Preview		PHCC CONNECT Convention Issue	
FEATURES					
Legionella Mitigation / National Backflow Prevention		Leak Detection		Hospitality Spotlight	
PRODUCTS					
Pumps / Connected Products / Valves / Cameras		Boilers &Water Heating / Piping/Drains / Hand Tools		Hands Free Fixtures / Circulating Pumps / Backflow / Balancing Valves	
ADDED VALUE					
FREE Leaderboard Ad on phcppros.com for all FULL page advertisers		ReadEx Ad Survey for FULL Page advertisers ONLY		FREE Product Spotlight on phcppros.com for FULL page advertisers	
BONUS DISTRIBUTION					
				<ul style="list-style-type: none"><li>• IAPMO Annual Conference, September 22-26 – Las Vegas, NV</li><li>• PHCC CONNECT, October 7-9 – Birmingham, AL</li></ul>	
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
6/7/24	6/14/24	7/17/24	7/24/24	8/10/24	8/17/24

OCTOBER		NOVEMBER		DECEMBER	
ISSUE FOCUS					
Commercial Radiant / Snowmelt Design		Annual Water Heating Report		2024 Contractor of The Year	
FEATURES					
Drain Cleaning		Residential Bathrooms & Kitchens		2 for 1 BONUS ISSUE	
		<div><div>GENERATION PHCP</div><div></div><div><small>LOCAL BUILDING &amp; SERVICE FOR THE PLUMBING INDUSTRY PHCPROF. LOCAL BUILD &amp; SERVICE</small></div></div>			
PRODUCTS					
Tankless Water Heating/PEX/Pumps/Chemicals		Plumbing Fixtures / Fittings / Venting / Inspection Tools		Piping / Valves / Pumps / Wi-Fi Controls	
ADDED VALUE					
FREE Box ad on phcppros.com for FULL page advertisers				FULL Page advertisers receive additional ad page FREE in the issue	
BONUS DISTRIBUTION					
• ASPE Convention, October 18-23 – Columbus, OH		• NETWORK ASA, November 13-15 – Chicago, IL • HARDI Convention, December 7-10 – Atlanta, GA			
AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE	AD CLOSE	MATERIALS DUE
9/18/24	9/25/23	10/15/24	10/22/24	11/12/24	11/19/24

### [ PHC NEWS TESTIMONIAL ]

**"I enjoy reading and sharing the contents of the *PHC News* magazine because it helps bring awareness to our industry. I also prefer the printed magazine because it is easier to distribute and show others the articles."**

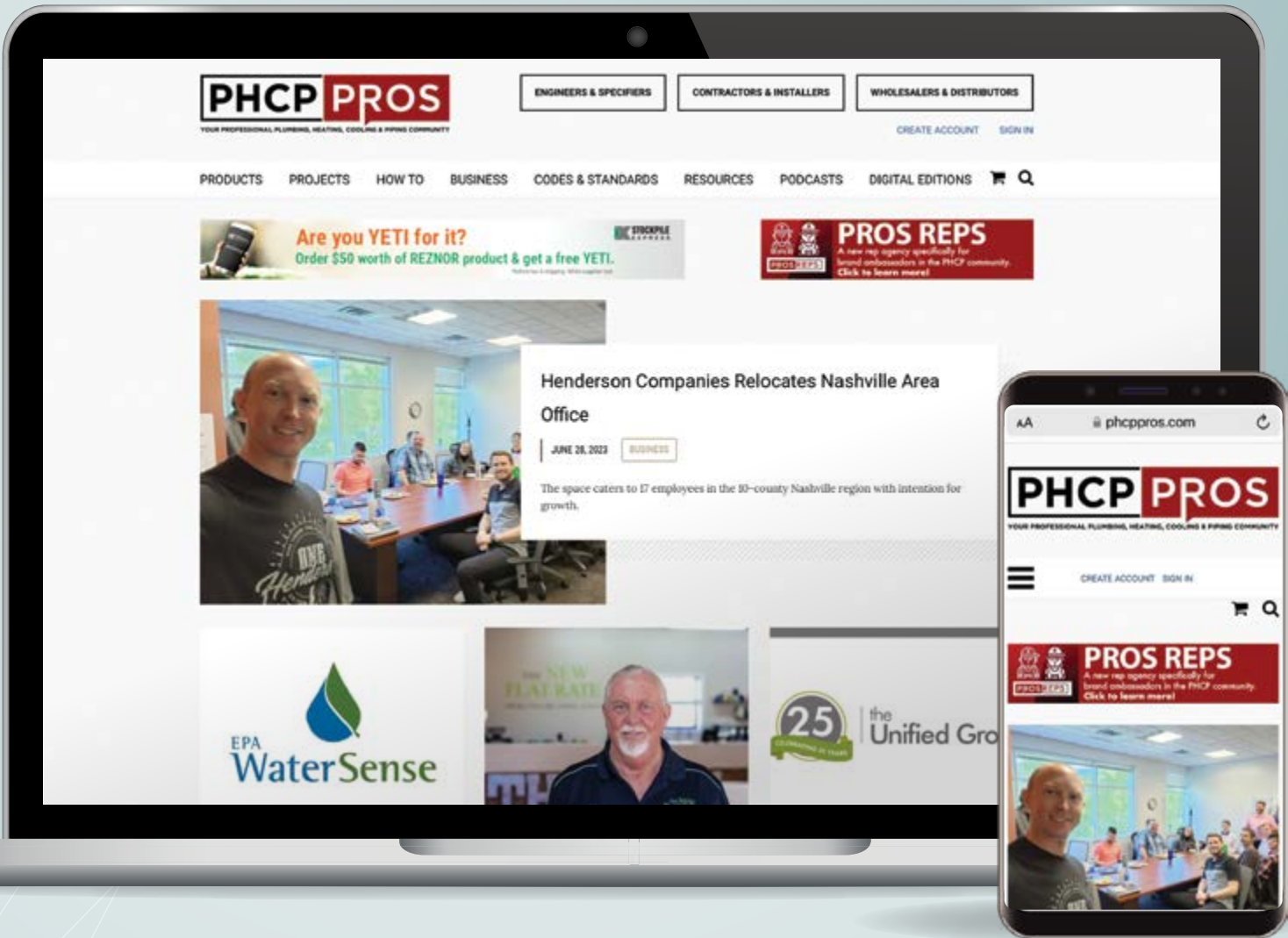
**— Wayne Gray, Project Manager/Commercial Estimator, B&D Plumbing**



# LEAD GENERATION, MARKETING & BRANDING

## PHCPPPros.com

- CUSTOM E-BLAST, TRIGGER BLAST, VIDEO E-BLAST, WHITE PAPERS
- CASE STUDIES, CUSTOM CONTENT, WEBINARS
- PAID EDITORIAL, MARKETING OVERLAY, PRINTED COVER STARBURST, TRADESHOWS & EVENTS, STORYTELLING PACKAGE
- E-NEWSLETTERS
- DIGITAL EDITION SPONSORSHIPS, "PROS REPS TIPS" CORNER, PODCASTS
- 2024 WOMEN IN PHCP OR GENERATION PHCP SPOTLIGHTS
- WEBSITE ADS
- SOCIAL MEDIA
- PROS REPS



#### DIGITAL AUDIENCE ENGAGEMENT:

**44,466**

MONTHLY USERS

**69,017**

MONTHLY PAGEVIEWS

**50,462**

MONTHLY SESSIONS

**58.67%**

DESKTOP

**39.72%**

MOBILE

**1.61%**

TABLET

**@PHCProS**  
SOCIAL MEDIA REACH

**90,050**

MONTHLY IMPRESSIONS

**2,546**

MONTHLY ENGAGEMENTS



**6,400+\***



**3,100+\***



**2,800+\***



**2,200+\***

\*All organic, as of 8/25/23

# LEAD GENERATION

## CUSTOM E-BLASTS

Leverage our behavioral data and thousands of qualified email recipients to generate high quality, sales ready leads. PHCPPros has a variety of lead generation products to help you with your marketing and branding goals.

Cost: Starting at \$2,500 NET/Based on scope

## TRIGGER BLAST

Your ad message is sent to an individual when they visit "specific" content (topics/themes/terms) on our website.

Monthly spend: \$3,500 NET

## VIDEO E-BLAST

Blast your video to a targeted audience. Video could be a product demo, “how-to,” chat or interview to showcase your products. Videos can also be housed on the PHCPPros “Pro Video’s” section. Your YouTube video is embedded on PHCPPros along with a title, short description and any link you would like to include.

Cost: Starting at \$2,500 NET/Based on scope

## WHITE PAPERS

Use white papers to provide persuasive and factual evidence that your product or services offer a better solution to their problem. White papers help to influence prospective customers with purchasing decisions.

White Papers: Starting at \$2,500 NET/Based on scope

# Little GIANT

## RATED EASIEST TO INSTALL AMONG CONTRACTORS

Spring means rain, snow melt and excess water. Little Giant Sump Pumps are ready to tackle it all — providing reliable and efficient performance that you and your customers can count on, drop after drop.



**6EC SERIES**

Gump and light effluent pump for clear or effluent gray water with up to 1/2" electrical semi-seals.



**6 SERIES**

Best for dewatering and water transfer in shallow and small basin applications.



**5.5 SERIES**

Gump pump for lighter duty applications such as basements and rooftops.

### KEY COMPONENTS OF THE 6 SERIES



Little GIANT

▶ [CLICK TO WATCH](#)

### SAFE CONNECTIONS. STAY SAFE. WHAT'S THE DIFFERENCE?



Little GIANT

▶ [CLICK TO WATCH](#)

Powered by:  Mitsubishi Electric

© 2014 Little Giant Corporation

The advertisement features a dark background with a large, stylized 'SVF' logo in the center. To the right of the logo, the text 'STAINLESS VERTICAL FIRETUBE' is visible. Below the logo, the text 'Advanced Controller Platforms' is displayed, with a play button icon overlaid on the word 'Controller'. The top of the ad has a dark banner with 'PHCP PROS' in white and 'VIDEO SPOTLIGHT' in yellow. The Weil-McLain logo is positioned at the top left. Below the logo, the text 'Weil-McLain's SVF Commercial Boiler Portfolio' is written in white. At the bottom, a red banner contains the text 'Watch Now' in white. The bottom of the ad features a row of social media icons: Facebook, Twitter, YouTube, LinkedIn, and Instagram.



<https://shop.ameclic.com/vendor/vnu/signon?thisPC=checkbox&thisCS=SE&thisC>

## Why Having a Strong Digital Presence is Crucial for Distributors in Today's New Market

[DOWNLOAD NOW >](#)



**WHITE PAPER**  
The Importance of Having a Strong Digital Presence in Today's New Market

**Key Takeaways:**

- The shopping journey has significantly shifted over the past year, with an undeniable need to enhance the online customer experience.
- More customers are looking for a website that delivers rich product content, filtered navigation, advanced search capabilities, and a superior, connected customer portal.
- For distributors to keep up with their customers' changing needs, having an ERP-connected website that creates a seamless shopping experience is imperative.

[Download this white paper](#) to learn why uniting your ERP's information with a powerful eCommerce platform allows distributors to exceed customer expectations and remain their vendor of choice.

[DOWNLOAD WHITE PAPER](#)







## CASE STUDIES

Tell a detailed and technical story of how your company/product was used on a specific project or job site. After the first deployment has been sent we will then set up a "trigger" email which will go out to all those who request additional information or to all those who didn't engage in the first deployment.

Cost: Starting at \$2,500 NET/Based on scope

## CUSTOM CONTENT

Tell us your campaign goal (awareness, lead gen, product launch, etc.), timeline and your target audience and we will customize a good, better, best campaign plan for you.

Cost: Based on scope

## WEBINARS

Have PHCProPros host your next webinar! Webinars can be editorial and sponsored or they can be entirely yours. We'll find the right audience, sign them up and give you the leads.

Sponsorship opportunities include:

- Prominent branding and exposure featuring company logo via print ads, our website, social media, e-newsletters and custom e-blasts
- In-webinar promotion, including display of company logo and commercials

Cost: Starting at \$4,000 NET



Agencies add 15%



# BRANDING

## PAID EDITORIAL

Copy provided by client that is run as editorial in the magazine. Page will be labeled “advertorial.”

Cost: \$3000/Per Page NET

## MARKETING OVERLAY

300 x 400 or 400 x 300

Target your message to visitors on PHCPro.com who meet your specific market using behavioral data 25,000 to 30,000 impressions per month.

Cost: \$3,300/Month NET

## PRINTED COVER STARBURST

Use our cover with a 3” round starburst to call out your ad, new product or breaking news.

Cost: \$5,000/Month NET

## TRADE SHOWS AND EVENTS

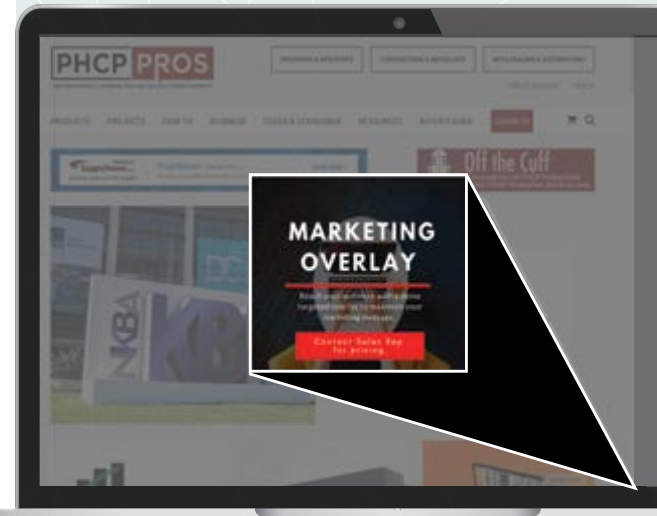
Talk to us about special interview and video opportunities, booth experiences like brand ambassador meet-and-greets, giveaways, and more!

Cost: Based on Scope

## STORYTELLING PACKAGE

Does your company have a story to tell? Whether you are releasing a new product, opening a new facility, celebrating an anniversary, or have something else in mind, we can provide and execute an integrated strategy to get the word out. This can include total production of professional video services, editorial features, social media posts, custom e-blasts, brand ambassadors, merchandise, contests and giveaways, and more. Let’s brainstorm!

Cost: Based on Scope



Printed  
Cover  
Starburst

## E-NEWSLETTERS

Deliver your content to an audience across the widest range of pre-qualified and engaged readers in the industry. PHCPros offers **SEGMENTED** e-newsletters to an email listing we have curated for nearly two decades.

### FIRST SECTION BANNER AD

468 x 60 \$1,900 NET

### SECOND SECTION BANNER AD

300 x 250 \$1,900 NET

### THIRD SECTION BANNER AD

300 x 250 \$1,500 NET

### FOURTH SECTION BANNER AD

468 x 60 \$1,500 NET

POPULAR  
BRANDING  
VALUE

## E-NEWS AD RESERVE PROGRAM

468 x 60 and 300 x 250

Guaranteed 10 e-newsletter placements throughout the year \$8,000 NET.\*  
 Advertisers can choose which audience but not dates.

\*Commitment and payment must be made by January 31, 2024.

## CLEAN LISTS MEAN ENGAGED READERS!

HVAC  
(MON)

16,674

HYDRONICS  
(TUES)

23,345

PLUMBING  
(WED/THURS)

49,117

PVF  
(FRI)

53,684

See pages 32 for email specs.  
 Agencies add 15%

## ON AVERAGE:

DELIVERY  
RATE

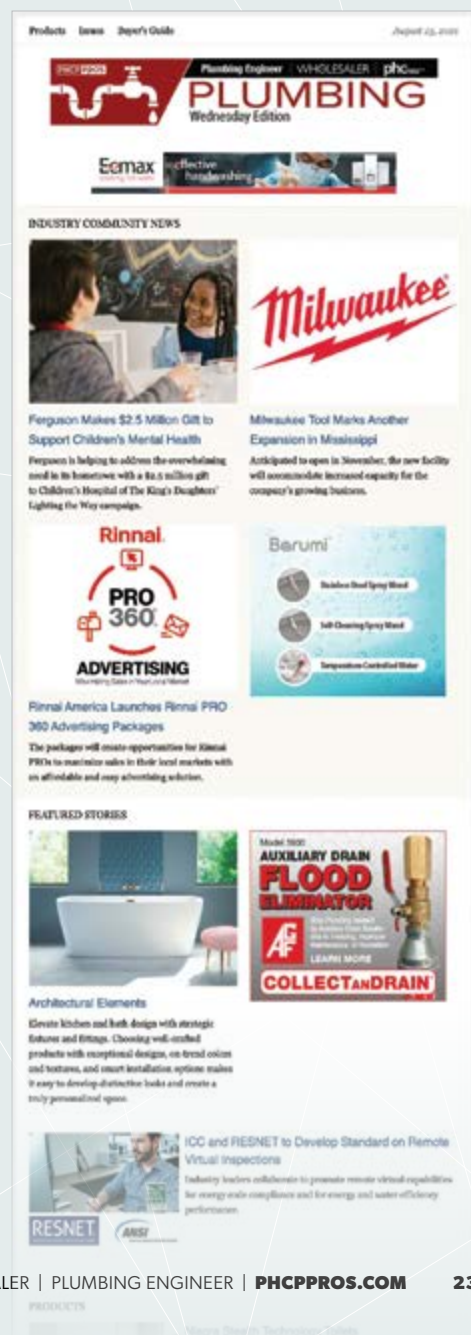
99%

OPEN  
RATES

30%

CLICK  
RATES

1%





# SPONSORSHIPS

## DIGITAL EDITION SPONSORSHIPS

Distributed to our digital circulation and instantly available to visitors, our digital editions offer the ultimate in reach and frequency. Readership has increased more than 300% over the last two years and continues to be popular with our readers.

### TYPES OF EXCLUSIVE SPONSORSHIPS:

- **INTERSTITIAL** — these widgets are most-commonly used as interstitial ads (images that must be clicked out of in order to see the digital publication content).
- **BANNERS** — static image, rotation of images placed in traditional banner advertisement spots (top or bottom of screen).
- **PAGE ZERO** — full-page ad based on the typical dimensions of the print pages that is published ahead of page 1 on the interface.
- **RICH MEDIA** — video- or audio-based ads can be triggered.

Monthly Sponsorship: \$2,500 NET/Magazine

## "PROS REPS TIPS" CORNER

Each month, one of our Ambassadors will share a tip for other contractors. This will be highlighted in PHC News and online. Sponsors will receive a message "sponsored by" as well as their logo.

Monthly Sponsorship: \$2,500 NET

## PODCASTS

### STORIES FROM THE MECHANICAL ROOM / OFF THE CUFF / BEHIND THE WALL

PHCProPros will thank the sponsoring company in podcast episode and description as well as:

- Include two commercials for sponsor in podcast episode (optional). This can be supplied audio or a script given to PHCProPros to read.
- Feature company logo and mention on all promotional materials.
- Provide episode promotion on/in:
  - » PHCProPros website
  - » Minimum of one PHCProPros e-newsletter
  - » Minimum of one custom e-blast
  - » Minimum of 8 total social media posts

Cost: \$2,500/Episode

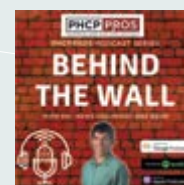
## TOTAL DIGITAL REACH:

### PER MAGAZINE

Plumbing Engineer	12,171
the WHOLESALER	12,754
phc news	51,696

### PER SEGMENT

HVAC	17,257
HYDRONICS	23,527
PLUMBING	49,117
PVF	53,298



184  
AVERAGE  
LISTENERS

1 MILLION+  
POTENTIAL  
BRAND  
IMPRESSIONS



**INTERESTED IN BEING THE SOLE SPONSOR OF ONE OF OUR PODCASTS?** Talk to us about our 3-month, 6-month, and 12-month opportunities, which include all of the above for every single podcast episode released throughout your sponsorship, a monthly full-page podcast print ad featuring company logo and name, and prominent branding on the front page of our website. **COST:** Based On Number of Episodes.

## 2024 WOMEN IN PHCP OR GENERATION PHCP SPOTLIGHTS

Show your support of women or young professionals in our industry with opportunities in our annual honorary listings and monthly e-newsletters!

### PRINT

- Annual *EXCLUSIVE SPONSORSHIP* Cover and feature will include your company's branding and thank you as a sponsor.
- Option to include individuals from your company in honorary listing.
- Your company's logo would be included on any 2024 Women In PHCP or Generation PHCP merch, including the special gift we give to each honoree.

Cost: \$6,000

*Includes Feature in Plumbing Engineer, The Wholesaler & PHC News*

### DIGITAL

- 1-month, 3-month, 6-month, and 12-month opportunities available for Women In PHCP and Generation PHCP e-newsletter ads and branding on our website.
- Feature individuals at your company in up to three of our monthly e-newsletters (dependent on sponsorship duration).

Cost: \$2,000 /Month

### SPIN OFFS



We worked with AB&I Foundry to highlight four women at their company in a special issue of Plumbing Engineer that also tied into Breast Cancer Awareness month. We can easily customize a similar experience for your company in any of our magazines!

Cost: Starting at \$3,000/Based on Scope

## DIGITAL EXCLUSIVES AND PRINT FEATURES

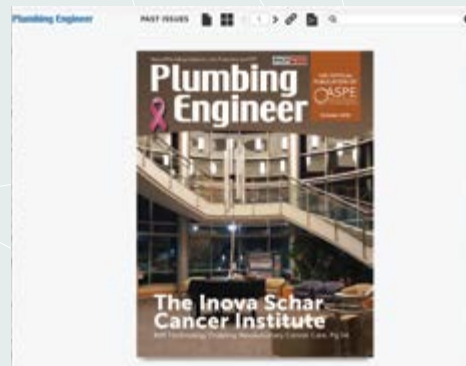
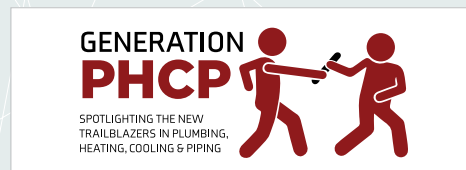
Sponsor editorial content on our website and/or print magazines with your company's name and logo. This can be supplied by your company or through a collaboration with our editors and columnists. (Check out our quarterly "Plumbers Giving Back" series sponsored by IAPMO for inspiration in the July 2023 issue of PHC News.)

Cost: \$4,200

## SPONSORED WEBSITE CONTENT

Highlight your message on PHCPros.com with sponsored content.

Cost: \$2,500/Month



Spin Offs



Digital Exclusives and Print Features



Sponsored Website Content

# PHCPPros.com

THE ONLY WEBSITE serving engineers, contractors and wholesalers.

## WEBSITE ADS

### LEADERBOARD AD

728 x 90

TOP OF PAGE

3 months	\$4,400 NET
6 months	\$6,700 NET
12 months	\$9,800 NET
(+1,250 gross for expandable)	

### LEADERBOARD AD

728 x 90

MIDDLE OF PAGE

3 months	\$3,800 NET
6 months	\$6,100 NET
12 months	\$8,400 NET
(+1,250 for expandable)	

### BOOM BOX AD

300 x 250

3 months	\$3,700 NET
6 months	\$6,000 NET
12 months	\$8,200 NET
(+1,250 for expandable)	



See pages 32 for digital ad specs.  
Agencies add 15%



# IMPACTFUL PRINT OPTIONS

## FAUX COVER (2-PAGE COVER TIP)

Call out new products, special offers or events on this piece before the reader opens the magazine.

**Specifications:** Full size of cover

## REMOVABLE BOOKMARK COVER

Contoured die-cut edges **draw attention** to cover graphics and create a tactile element that engages readers as soon as they pick up the magazine.

**Specifications:** Bookmark flap 3.5" wide

## 8 PAGE TIP IN POSTER

An alternate method of adhering a poster premium onto a magazine page involves the use of easy to remove glue tacks or strips.

**Specifications:** Flat size 14.75" x 19" / folded size 7.5" x 9.5"

## 6 PAGE REVERSE GATE FOLD INSERT

Reverse gate engages readers and **triples** advertiser square footage allowing for more imagery and content.

## FULL SIZE BRC INSERT

A **tried and true** response device for advertisers to gauge the reach and effectiveness of their content.

## BELLY BAND

A belly band is **hard to ignore** - it requires the reader to remove it in order to access the magazine content. It's the perfect vehicle to deliver a targeted message or announce an event or new product.

**Specifications:** 21.25" x 4.75" includes 1/8" bleed on all sides

	PE	TW	PHC
2 page cover tip	\$9,200	\$11,500	\$13,400
Removable Bookmark Cover	11,000	13,500	15,500
8 page Tip in Poster	13,100	13,900	14,500
6 page Gatefold Insert	11,000	13,000	14,000
Full Size BRC Insert	14,000	15,000	16,000
Belly Band	10,500	12,500	14,500

**VIEW QUAD LOOK BOOK FOR SAMPLES**

Agencies add 15%





# SOCIAL MEDIA

Our campaigns can be as complex, simple, short or long as you desire, and we're happy to help you brainstorm ideas! Check out some of the other ways we've highlighted products, case studies, initiatives and videos on PHCPro's social media channels.

Check out some recent examples!

Cost: Based on Scope

## GENERAL PIPE CLEANERS

PHCPro's maximized video views and drove traffic to a landing page with regular monthly Facebook video spotlights.

## INTERNATIONAL CODE COUNCIL

PHCPro's provided video editing and copywriting services to maximize video views across its social media channels for three months.

## ARMSTRONG FLUID TECHNOLOGY

PHCPro's created graphics and provided copywriting services to drive traffic to a case study for two months.

## SOCALGAS

PHCPro's shared product images and copy provided by SoCalGas to encourage distributors to sign up for a water heating rebate program.

## PRODUCT SPOTLIGHTS

### Matco-Norca

PHCPro's created graphics and shared video from Matco-Norca to increase awareness of a new product line.

### ARISTON GROUP

PHCPro's shared product images and copy provided by Ariston across its social media channels for one year to increase awareness and drive traffic to different landing pages.



General Pipe Cleaners



Armstrong Fluid Technology



Product Spotlights / Matco-Norca



International Code Council



SoCalGas



Ariston Group

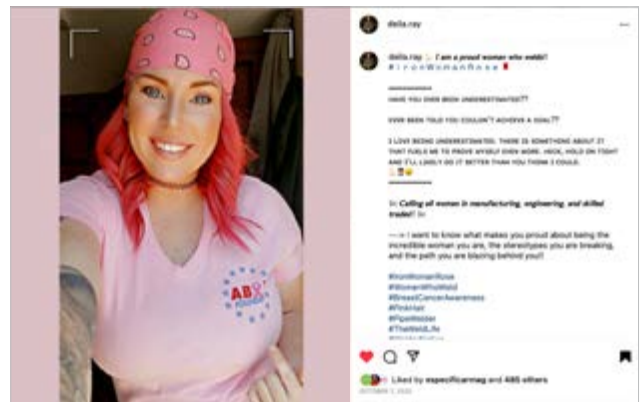
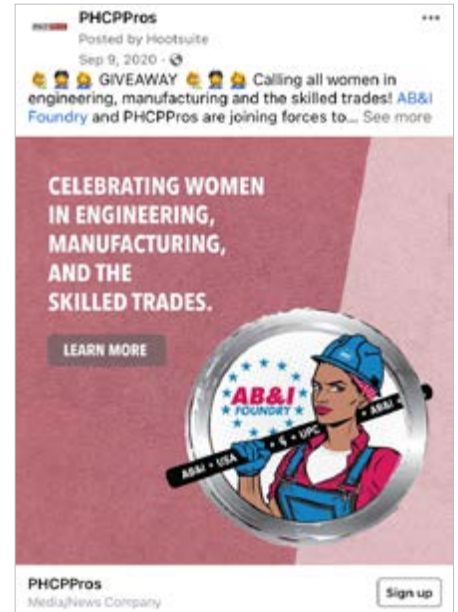
## CASE STUDY: AB&I FOUNDRY

AB&I Foundry, in celebration of women in engineering, manufacturing, and the skilled trades, developed an Iron Woman character named "Rose." In order to provide full coverage of this character and celebration, PHCPPros developed an integrated marketing campaign for the company heavily focused on social media.

Through three months of promotion on PHCPPros' social media channels, we drove traffic to AB&I press releases, collected leads by encouraging our Facebook and Instagram followers to enter an AB&I t-shirt giveaway, and maximized engagement by spotlighting female AB&I employees and reposting women who shared photos of themselves once they received their free t-shirts.

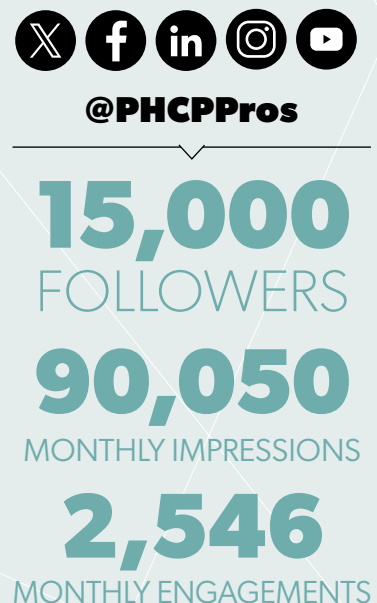
Our social media portion of this integrated campaign received 100,000 impressions and 3,000 engagements for AB&I.

## 100,000 IMPRESSIONS and 3,000 ENGAGEMENTS



Our social media experts can put together custom campaigns to meet any of your goals! Whether you need copywriting or graphic design services — or want to supply us with finalized media and copy — we'll share your message with our social media audience to achieve any of the following:

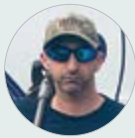
- Drive traffic to your landing page
- Collect leads
- Increase brand awareness through maximizing impressions
- Generate engagement
- Boost video views



## OUR TRADESPEOPLE ARE TRUSTED, TRIED-AND-TRUE TASTEMAKERS

In 2023, we launched **PROS REPS**, a new rep agency specifically for brand ambassadors in the trades. PROS REPS clients include highly skilled and influential professionals who showcase their profession, love of the trades, and the products they use and install to their thousands of social media followers.

PROS REPS can connect your company with the individuals below to create custom brand ambassador campaigns. Opportunities include product demos/installs/testimonials, giveaways, social media takeovers, challenges and contests, trade show opportunities, and more — the sky's the limit!



**TRAVIS ABAIRE**  
**@t.a.p.plumbingandheating**  
15K Followers

Travis owns T.A.P. Plumbing And Heating and has over 23 years of residential, commercial and industrial plumbing experience. He has been featured as a SupplyHouse.com TradeMaster of the Month and has shared his expertise through industry publications.

[FOLLOW TRAVIS](#)



**GEORGE DeJESUS**  
**@georgetheplumber**  
150K Followers

George is the owner of George's Drains LLC. George shares his daily drain cleaning, piping and hydronic work and loves to post all-things plumbing. He has also been featured on American Plumber Stories.

[FOLLOW GEORGE](#)



**ARMANDO RAMOS**  
**@miploeroenphoenix**  
280K Followers

Armando is the owner of Plomero en Phoenix, a leading plumbing company in Phoenix Valley. He has leveraged his massive social media following to create influential content for both Spanish and English speaking communities.

[FOLLOW ARMANDO](#)



**KESUQS LOPEZ**  
**@the\_greatest\_tradesman**  
3K Followers

Kesuqs is an entrepreneur and plumber who promotes the trades with the goal to help his peers become the greatest tradesmen they can be.

[FOLLOW KESUQS](#)



**BOB BAKER**  
**@baker.plumbing**  
39.5K Followers

Bob owns the Canadian-based family business Baker Plumbing Heating & Gasfitting. He specializes in content related to drain cleaning, plumbing services, HVAC and furnace repairs to boiler maintenance, and more.

[FOLLOW BOB](#)



**JAMIE CHRISTENSEN**  
**@northwest\_hvac**  
32K Followers

Jamie owns Elevated Mechanical LLC and posts all-things heating, ventilating and air conditioning and tools. He has spoken on HVACR social media panels at AHR Expo and been featured as a SupplyHouse.com TradeMaster of the Month.

[FOLLOW JAMIE](#)



**MICHAEL FLYNN**  
**@flynnstone1**  
106K Followers

Mike is an HVAC & Plumbing Supervisor. He shares daily posts of HVAC and boiler installs mixed with tools of the trade. Mike has been featured in several industry publications and spoken on HVACR social media panels at AHR Expo.

[FOLLOW MIKE](#)



**KYLE HATCH**  
**@hvac\_hatch**  
48.5K Followers

Kyle has been working at family business R&W Heating Energy Solutions since 2007. He installs, services and performs maintenance on a wide variety of HVAC equipment. He is currently in the home stretch of finishing a new training center on his company's property called Tech to Tech Training Center of New England.

[FOLLOW KYLE](#)



**AIDEN DIVELBISS**  
**@aiden\_kid\_av**  
2K Followers

Aiden is a young HVAC and audiovisual technician based in Ohio.

[FOLLOW AIDEN](#)



**COLIN CONNOLLY**  
**@Colin.does.electric**  
14.5K Followers

Colin is a 4th Year Apprentice, Industrial/Commercial Electrician with a big enthusiasm for tools.

[FOLLOW COLIN](#)



**ADRIAN GARCIA**  
**@reliablehvacr**  
25K Followers

Adrian runs an HVACR business with his dad where I specialize in HVACR. He started the Reliable HVACR brand to showcase everyday work in skilled trades.

[FOLLOW ADRIAN](#)



**ZACH CAMPBELL**  
**@hvaczach\_**  
16K Followers

Zach is a service technician who specializes in commercial refrigeration and HVAC in addition to residential service and installs.

[FOLLOW ZACH](#)

[WWW.PHCPPROS.COM/PROSREPS](http://WWW.PHCPPROS.COM/PROSREPS)





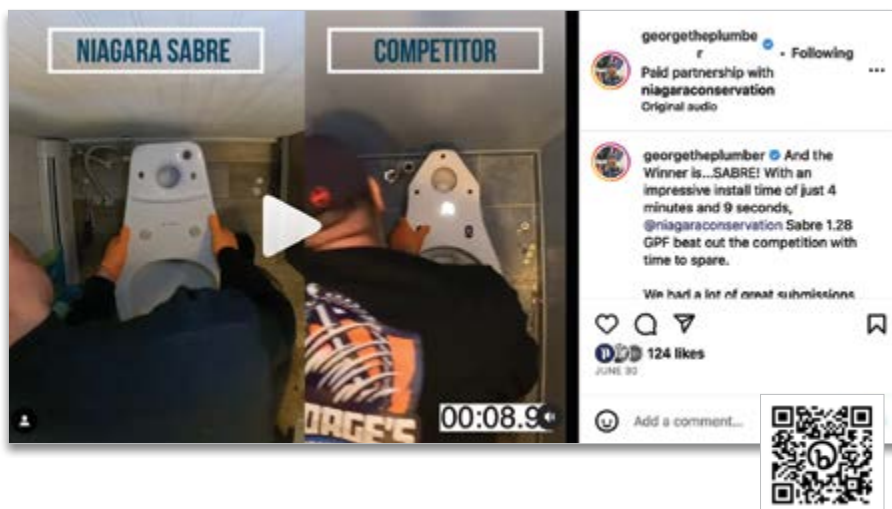
## CASE STUDY: NIAGARA'S RACE TO FLUSH

Before we formally launched PROS REPS, in 2021 we connected Niagara Conservation with our client George DeJesus (@georgetheplumber). Since then, George has worked on multiple campaigns for the company and has become a loyal, genuine long-term ambassador for the brand.

In our most recent 'Race to the Flush' campaign, George and PROS REPS created a video comparing the installation of a Niagara toilet with an unnamed competitor. Leading up to the release of the video, George promoted the event across his social media channels with several graphics and a giveaway, directing his followers to guess how fast they think the winner would be installed on a landing page.



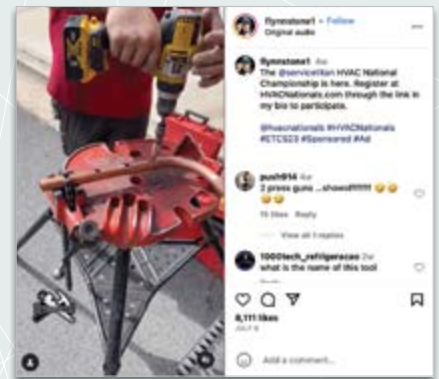
**George achieved Niagara's lead generation goals, while also gaining 16,000+ VIDEO VIEWS and 350 POST ENGAGEMENTS**



Throughout all of his work with Niagara, George achieved lead generation goals, helped double the company's Instagram followers, and gained more than 50K video views and 1.5K post engagements.

**50,000+ VIDEO VIEWS and 1.5K POST ENGAGEMENTS**

**Micheal Flynn (@flynnstone1)**  
promoting the ServiceTitan HVAC National Championship



**586K** Video Views,  
**8K+** Engagements,  
Lead Generation



**George DeJesus (@georgetheplumber)**  
promoting DEWALT's new battery



**69.7K** Video Views,  
**1.8K+** Engagements



**Travis Abaire (@t.a.p.plumbingandheating)**  
promoting Matco-Norca's faucet through a challenge and giveaway



**4.5K** Video Views,  
**225+** Engagements,  
Lead Generation





# DIGITAL & EMAIL SPECS

## DIGITAL AD SPECS

**Basic:** .gif, .png and .jpg

**Static:** .jpg/.png and animated .gif files accepted

**Animated ads:** 15-second maximum or three times looping maximum (five seconds per loop).

- Creative with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content.
- File size must be under 100kb.

## THIRD-PARTY EMAIL SPECS

### COPY SPECIFICATIONS FOR DEPLOYMENT

Please ensure you read our Technical Specifications carefully before submitting your HTML copy. It is crucial that these guidelines are followed so your campaign is deployed on the scheduled date. Campaign deployment is subject to delay if copy does not adhere to our specifications.

### DEADLINES & PREREQUISITES

All materials must be submitted a **minimum of 2 business days before the schedule send date.**

If materials are received after this deadline, we cannot guarantee the email will deploy on the scheduled day.

Please ensure you specify a subject line and a suppression list (if applicable) when submitting the HTML Copy. Emails must be designed to render correctly across all devices - Desktop, Mobile and Tablet. Contact your account manager if you would like further details about our in-house responsive email design build service.

### HTML SPECIFICATIONS

All emails must be designed taking into account these considerations:

HTML	All emails must be coded in HTML. Copy not built in this way will have code automatically adapted by the ESP resulting in visible changes to the original design.
DIMENSIONS & FILE SIZE	<ul style="list-style-type: none"><li>• Max 600 pixels width, must be center aligned.</li><li>• Max 1750 pixels height.</li><li>• Max file size 100kb.</li></ul>
CSS	USE INLINE CSS ONLY. <b>DO NOT</b> link e.g. <link rel="stylesheet" type="text/css" href="styles.css">. <b>DO NOT USE JAVASCRIPT.</b>
ENCODING	Files must be saved with UTF-8 encoding to avoid special characters or accents causing display or upload errors. To encode the file in UTF-8, set the meta tag in the header of the HTML source code, i.e. <meta charset="UTF-8" http-equiv="Content-Type">. For details go to <a href="http://www.w3.org">www.w3.org</a> .
IMAGES	<b>Images must be publicly hosted</b> in order for them to correctly display. Include the full link when referencing them in the code. <b>DO NOT</b> use background images. Only use JPEG, PNG and GIF (static images only). Emails must not be built entirely of images. Blocked images can result in emails that do not communicate anything or even appear to be broken - if you don't have any ALT text set up for your imagery, the email simply appears blank.
DESIGN EDITOR	Ensure the editor used is appropriate for the HTML you want to create, avoid editors which do not fully support the HTML language. Suitable editors: Dreamweaver, Sublime Text Editor v3 or Notepad ++. <b>DO NOT</b> use Microsoft Word.
TRACKING	Do not use website coding and tracking. Our ESP does not support website and data tracking codes.

# PRINT RATES & SPECS

Plumbing  
Engineer

the WHOLESALE

phc news

	PRINT RATES / FULL COLOR														
	1X			3X			6X			9X			12X		
	PE	TW	PHC	PE	TW	PHC	PE	TW	PHC	PE	TW	PHC	PE	TW	PHC
Full Page	4612	4790	5051	4426	4637	4848	4201	4401	4601	3946	4134	4322	3668	3843	4018
1/2 Island	3518	3686	3853	3333	3492	3650	3163	3315	3466	2973	3115	3257	2734	2867	2693
1/2 Horizontal	2982	3121	3263	2835	2970	3104	2691	3116	2947	2528	2649	2769	2354	2466	2578
1/2 Vertical	2632	2757	2883	2500	2618	2738	2377	2490	2604	2233	2339	2445	2076	2175	2274
1/3 Square	1949	2042	2135	1915	1951	2040	1770	1854	1938	1660	1738	1817	1504	1576	1647
1/3 Vertical	1584	1660	1735	1504	1576	1647	1428	1496	1564	1341	1339	1470	1243	1302	1361
1/4 Page	1168	1224	1279	1116	1169	1222	1052	1102	1152	988	1035	1082	968	962	1006

\*All rates are net.

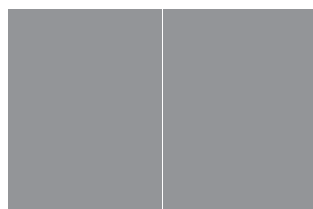
## PRINT SPECIFICATIONS

### TRIM SIZE:

8.25" w x 10.75" h

### LIVE AREA:

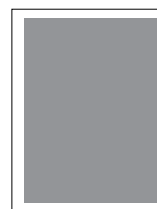
7.75" w x 10.25" h



Full Page Spread  
17" x 11"



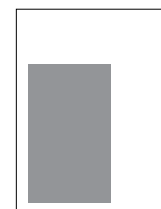
Full Page Bleed  
8.5" x 11"



Full Page Non-bleed  
7" x 10"



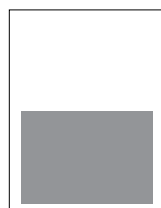
2/3 Page  
4.5" x 10"



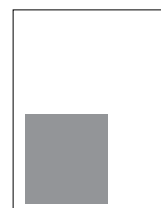
1/2 Island  
4.5" x 7.5"



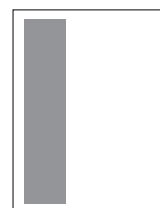
1/2 Vertical  
3.25" x 10"



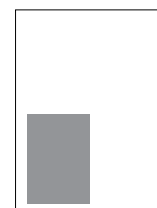
1/2 Horizontal  
6.75" x 5"



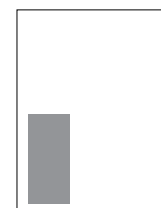
1/3 Square  
4.5" x 4.75"



1/3 Vertical  
2.25" x 10"



1/4  
3.375" x 4.875"



1/6  
2.25" x 4.875"

### PDF GUIDELINES



Submit PDF-X1a files via Dropbox at <https://tinyurl.com/tmb-ads>. All files must include/embed all fonts and artwork. Max density (total area coverage) is 300. Image resolution is 300 dpi, line illustration is 2400 dpi. CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK. Files must be properly trapped. Files must be single pages or spreads, no multipage files. Do not nest PDF files in other PDFs, EPS files in other EPSs. Ads should be built at 100% trim size. Bleed ads, extend bleed to 1/8" beyond trim on all sides. Keep live matter within bleed safety dimensions. Registration and crop marks not required.

### QUESTIONS?

Please contact Mark Bruno, Digital Media/Prepress Manager via e-mail at [mark@phcppros.com](mailto:mark@phcppros.com) or call (847) 564-1127.

\*Agencies add 15%



Plumbing  
Engineer

WHOLESALE

phc news

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