

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**PHC NEWS** is the plumbing and hydronic contractor's source for product information and applications, with a focus on improving job performance and business operations.

#### FIELD SERVED

**PLUMBING & HYDRONIC CONTRACTOR NEWS** serves the Plumbing, Hydronic Heating and Mechanical Contractor markets including plumbing, heating, and mechanical contractors, others allied to the field and unknown as reported herein.

#### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals identified by title as reported in paragraph 3a, including: Presidents, Owners, Vice Presidents, Secretaries, Treasurers, General Managers, Supervisors, Foremen, Estimators, Salesmen, Engineers, and other titled and non-titled personnel.

#### PURPOSE

Included herein are supplementary analyses of types of contracting work at qualified recipients' company.

## CHANNELS

### PLUMBING & HYDRONIC CONTRACTOR NEWS



6 issues in the period  
47,000 average circulation

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>PLUMBING &amp; HYDRONIC CONTRACTOR NEWS</b> (6 issues in the period)	47,000	-	47,000

(See Paragraph 3b for Format Type and Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	666
Allocated for Trade Shows and Conventions	-
All Other	1,131
<b>TOTAL</b>	<b>1,797</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,000	100.0	47,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,000</b>	<b>100.0</b>	<b>47,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Total Qualified
July	36,400	10,600	47,000
August	36,400	10,600	47,000
September	36,400	10,600	47,000
October	36,406	10,594	47,000
November	36,493	10,507	47,000
December	36,400	10,600	47,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Title				Employee Size				Unknown/No Response
					President/Owner/Vice President/Secretary/Treasurer	General Manager/Supervisor/Foreman	Estimator/Salesman/Engineer	Other titled and non-titled personnel	Less than 10	10-19	20-99	100 or Greater	
Plumbing, Hydronic Heating and Mechanical Contractors	46,421	98.8	36,025	10,396	37,103	6,607	2,577	134	27,373	8,784	8,263	2,001	-
Others Allied to the Field and unknown	579	1.2	468	111	188	68	188	135	182	74	140	183	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,000</b>	<b>100.0</b>	<b>36,493</b>	<b>10,507</b>	<b>37,291</b>	<b>6,675</b>	<b>2,765</b>	<b>269</b>	<b>27,555</b>	<b>8,858</b>	<b>8,403</b>	<b>2,184</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>77.6</b>	<b>22.4</b>	<b>79.3</b>	<b>14.2</b>	<b>5.9</b>	<b>0.6</b>	<b>58.6</b>	<b>18.9</b>	<b>17.9</b>	<b>4.6</b>	<b>-</b>

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2020**

This is an analysis of 46,985 or 99.9% of respondents by the type of contracting work (See the link to the questionnaire used to elicit this data on back page of this report). Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Type of Work	Total Respondents	Percent of Total
Plumbing and/or Process Piping and/or Hydronic Heating	39,149	83.3
Plumbing	31,194	66.4
Hydronic Heating	24,361	51.8
Bath/Kitchen Remodeling	16,953	36.1
Radiant Heating	19,064	40.6
Process Piping	13,510	28.7
Private Water Systems	12,086	25.7
Sprinkler/Fire Protection	8,334	17.7
Other	8,477	18.0

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualified Within

Qualification Source	1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. <b>TOTAL</b> – Direct Request:	<b>34,645</b>	<b>12,355</b>	-	<b>36,493</b>	<b>10,507</b>	<b>47,000</b>	<b>100.0</b>
a. Written	674	137	-	696	115	811	1.7
b. Telecommunication	30,868	11,481	-	32,746	9,603	42,349	90.1
c. Electronic	3,103	737	-	3,051	789	3,840	8.2
II. <b>TOTAL</b> – Request from recipient’s company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. <b>TOTAL</b> – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. <b>TOTAL</b> – Communication (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,645</b>	<b>12,355</b>	-	<b>36,493</b>	<b>10,507</b>	<b>47,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.7</b>	<b>26.3</b>	-	<b>77.6</b>	<b>22.4</b>	<b>100.0</b>	

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*	July – December 2020*
Total Audit Average Qualified:	47,000	47,000	47,000	47,000	47,000	47,000
Qualified Non-Paid:	47,000	47,000	47,000	47,000	47,000	47,000
Print:	47,000	47,000	47,000	47,000	41,693	36,416
Digital:	-	-	-	-	5,307	10,584
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – December 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	202	59	261		Kentucky	488	120	608	
New Hampshire	245	85	330		Tennessee	696	218	914	
Vermont	118	30	148		Alabama	562	134	696	
Massachusetts	1,061	266	1,327		Mississippi	267	68	335	
Rhode Island	136	33	169		EAST SO. CENTRAL	2,013	540	2,553	5.4
Connecticut	541	169	710		Arkansas	335	93	428	
NEW ENGLAND	2,303	642	2,945	6.3	Louisiana	560	145	705	
New York	2,170	621	2,791		Oklahoma	493	143	636	
New Jersey	1,075	345	1,420		Texas	2,692	789	3,481	
Pennsylvania	1,724	414	2,138		WEST SO. CENTRAL	4,080	1,170	5,250	11.2
MIDDLE ATLANTIC	4,969	1,380	6,349	13.5	Montana	169	52	221	
Ohio	1,536	362	1,898		Idaho	201	66	267	
Indiana	826	226	1,052		Wyoming	85	27	112	
Illinois	1,468	401	1,869		Colorado	680	239	919	
Michigan	1,102	313	1,415		New Mexico	255	78	333	
Wisconsin	973	255	1,228		Arizona	599	183	782	
EAST NO. CENTRAL	5,905	1,557	7,462	15.9	Utah	284	120	404	
Minnesota	766	212	978		Nevada	241	80	321	
Iowa	571	132	703		MOUNTAIN	2,514	845	3,359	7.1
Missouri	866	222	1,088		Alaska	104	23	127	
North Dakota	163	33	196		Washington	535	160	695	
South Dakota	141	47	188		Oregon	343	115	458	
Nebraska	341	101	442		California	2,809	958	3,767	
Kansas	450	112	562		Hawaii	90	19	109	
WEST NO. CENTRAL	3,298	859	4,157	8.8	PACIFIC	3,881	1,275	5,156	11.0
Delaware	137	27	164		UNITED STATES	36,487	10,504	46,991	100.0
Maryland	733	230	963		U.S. Territories	6	3	9	
Washington, DC	26	16	42		Canada	-	-	-	
Virginia	982	260	1,242		Mexico	-	-	-	
West Virginia	151	34	185		Other International	-	-	-	
North Carolina	1,254	362	1,616		APO/FPO	-	-	-	
South Carolina	621	184	805						
Georgia	1,119	338	1,457						
Florida	2,501	785	3,286						
SOUTH ATLANTIC	7,524	2,236	9,760	20.8					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,493</b>	<b>10,507</b>	<b>47,000</b>	<b>100.0</b>

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### FOR A SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION, PLEASE VISIT THE FOLLOWING LINK:

<https://www.cdsreportnow.com/renew/now?phc>

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Cate Brown, Vice President

Brad Burnside, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 23, 2021

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County Cook

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#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.