



Established 2000
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Publication Overview

PHC News is dedicated to helping plumbing and mechanical contractors succeed in business. Our subscribers are primarily owners and upper management. They purchase and install products in the PLUMBING, HYDRONIC HEATING, PVF AND FIRE PROTECTION MARKETS.

Annual Audience Statement

January 2023

PHCProPros
6201 W Howard St
Ste 201
Niles, IL 60714
Tel. No.: (847) 564-1127
Fax No.: (847) 564-1264
www.phcpropros.com

Primary Business

	Total	Percent
Plumbing, Hydronic Heating, Mechanical Contractors	46,287	98.5%
Other	713	1.5%
Total	47,000	100.0%

Type of Contracting Work

	Total	Percent
Plumbing and/or Process Piping and/or Hydronic Heating	37,430	79.6%
Plumbing	29,770	63.3%
Hydronic Heat	23,676	50.4%
Bath/Kitchen Remodeling	15,973	34.0%
Process Piping	13,245	28.2%
Private Water Systems	11,144	23.7%
Sprinkler/Fire Protection	7,829	16.7%
Radiant Heat	18,251	38.8%
Other	9,338	19.9%

PHC News Geographic Breakdown

	Active Version			Subtotal	Active Version			Subtotal
	Print	Digital	Copies		Print	Digital	Copies	
New England								
Maine (039-049)	210		53	263				
New Hampshire (030-038)	246		90	336				
Vermont (050-059)	133		28	161				
Massachusetts (010-041)	1,065		312	1,377				
Rhode Island (028-029)	138		40	178				
Connecticut (060-069)	510		168	678				
New England Total:	2,302		691	2,993				
Middle Atlantic								
New York (005-149)	1,946		591	2,537				
New Jersey (070-089)	1,055		323	1,378				
Pennsylvania (150-196)	1,643		438	2,081				
Middle Atlantic Total:	4,644		1,352	5,996				
East North Central								
Ohio (430-459)	1,507		377	1,884				
Indiana (460-479)	727		201	928				
Illinois (600-629)	1,474		411	1,885				
Michigan (480-499)	1,080		279	1,359				
Wisconsin (530-549)	970		254	1,224				
East North Central Total:	5,758		1,522	7,280				
West North Central								
Minnesota (550-567)	732		220	952				
Iowa (500-528)	550		130	680				
Missouri (622-658)	868		220	1,088				
North Dakota (580-588)	159		34	193				
South Dakota (570-577)	147		43	190				
Nebraska (680-693)	366		92	458				
Kansas (660-679)	451		131	582				
West North Central Total:	3,273		870	4,143				
South Atlantic								
Delaware (197-199)	134		30	164				
Maryland (206-219)	764		244	1,008				
D. C. (200-205)	33		9	42				
Virginia (201-246)	980		277	1,257				
West Virginia (247-268)	154		37	191				
North Carolina (270-289)	1,252		371	1,623				
South Carolina (239-301)	616		203	819				
Georgia (300-398)	1,181		332	1,513				
Florida (320-349)	2,566		782	3,348				
South Atlantic Total:	7,680		2,285	9,965				
East South Central								
Kentucky (400-427)	475	132		607				
Tennessee (370-385)	702	249		951				
Alabama (350-369)	578	133		711				
Mississippi (386-397)	234	69		303				
East South Central Total:	1,989	583		2,572				
West South Central								
Arkansas (716-755)	340	85		425				
Louisiana (700-714)	596	151		747				
Oklahoma (730-749)	516	136		652				
Texas (750-799)	2,682	765		3,447				
West South Central Total:	4,134	1,137		5,271				
Mountain								
Montana (590-599)	161	61		222				
Idaho (832-838)	221	65		286				
Wyoming (820-834)	87	22		109				
Colorado (800-816)	697	224		921				
New Mexico (870-884)	256	87		343				
Arizona (850-865)	611	192		803				
Utah (840-853)	301	120		421				
Nevada (890-898)	256	99		355				
Mountain Total:	2,590	870		3,460				
Pacific								
Alaska (995-999)	106	31		137				
Washington (980-998)	573	175		748				
Oregon (970-979)	354	126		480				
California (900-961)	2,895	924		3,819				
Hawaii (967-968)	97	31		128				
Pacific Total:	4,025	1,287		5,312				
U.S. Possessions								
Guam (969-969)	1	0		1				
Puerto Rico (006-009)	4	2		6				
Virgin Islands (008-008)	0	1		1				
Total U.S. Possessions	5	3		8				
Total USA	36,400	10,600		47,000				