

PLUMBING & HVAC
September 2015



Conducted By

SIGNET
RESEARCH INC.

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This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the September 2015 issue of *PLUMBING & HVAC*.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdStudy®** is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 201 respondents. In order to reduce respondent fatigue a split sample technique was used, so that each respondent rated a portion of the studied advertisements, with the objective being a minimum base of 100 respondents per ad. In addition, in order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return of investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

SCORES USED IN THIS REPORT

Recall Seeing

- the percentage of respondents who recalled seeing the advertisement in the issue.

Recall Reading

- the percentage of respondents who read the advertisement.

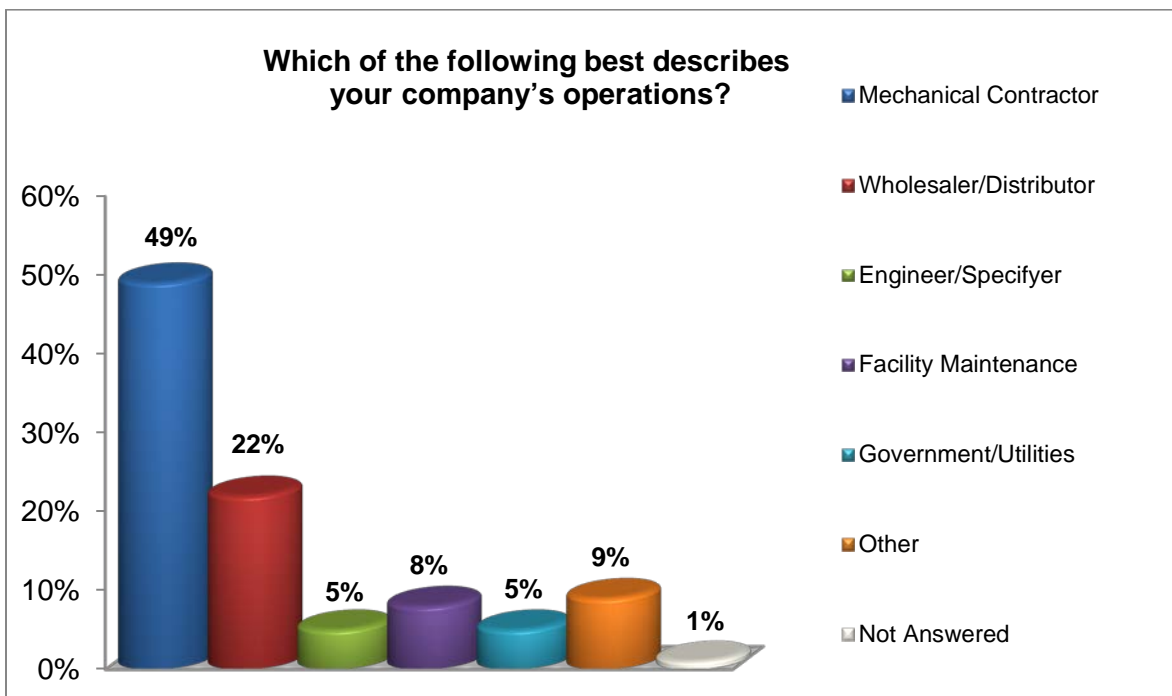
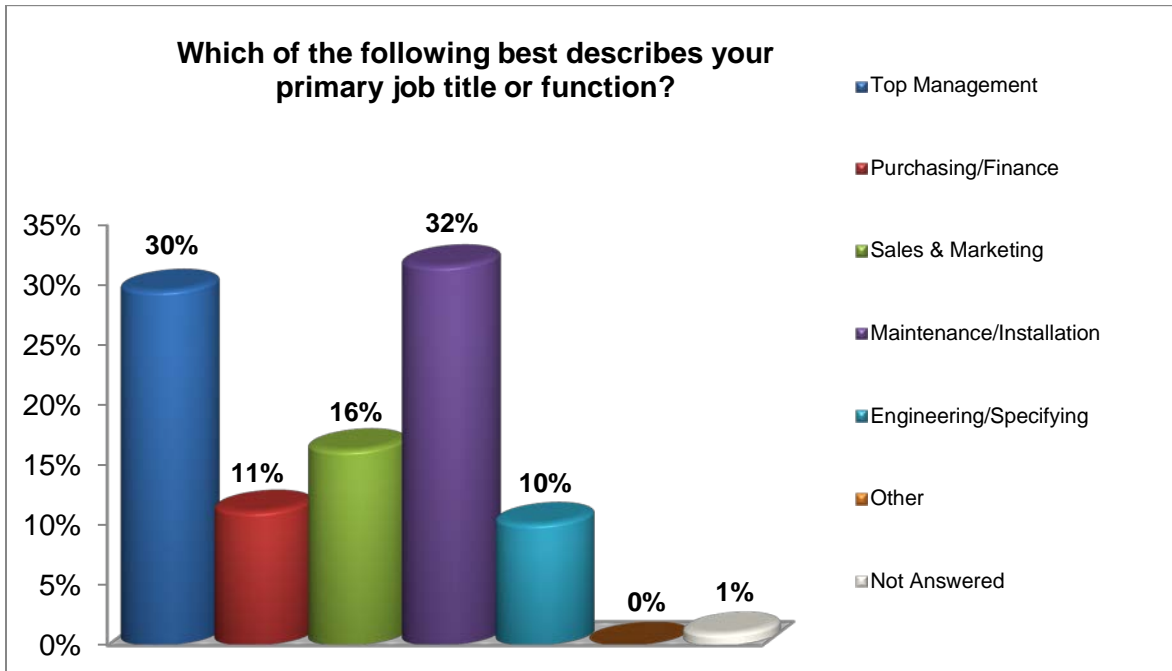
AdStudy® Score

- a measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

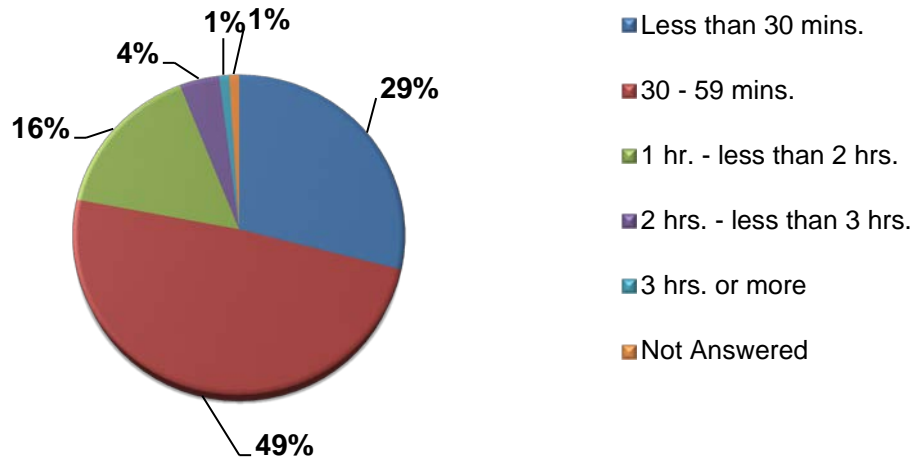
Have Seen Sales Representation

- the percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised in the past six months.

READER PROFILE

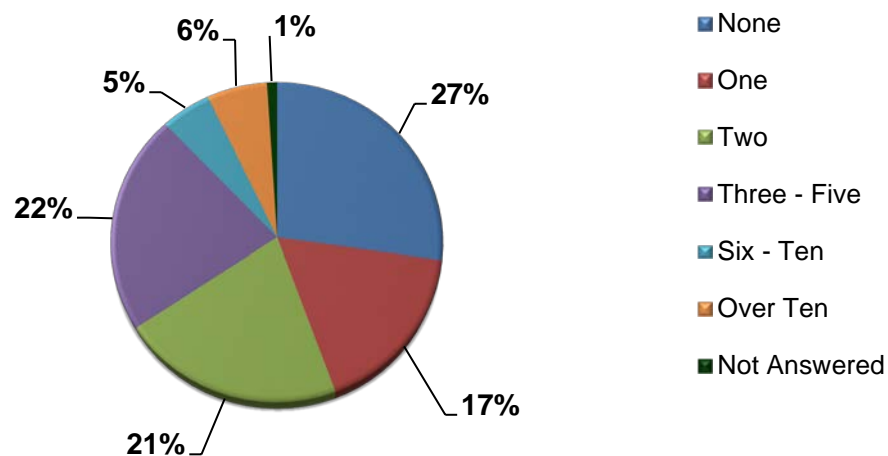


Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of *PLUMBING & HVAC*?



Mean: 49 minutes

How many people, other than yourself, usually read or look through your issue of *PLUMBING & HVAC*?



Mean Pass Along: 2.7 people
Total Readers Per Copy: 3.7 people

Which of the following trade publications, other than *PLUMBING & HVAC*, do you receive personally addressed to you?

HPAC	61%
Mechanical Business	59%
None of the Above	21%

**Unduplicated Readership -
 Receive *PLUMBING & HVAC* only: 21%**

Multiple responses permitted

Which of the following trade publications do you read regularly, that is 3 out of 4 issues?

Plumbing & HVAC	96%
HPAC	52%
Mechanical Business	55%

Multiple responses permitted

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

Plumbing	62%
Hydronic Heating	73%
Air Conditioning	64%
Controls/Instrumentation	45%
Refrigeration	36%
Warm Air Heating	69%
Drain Cleaning	31%
Fire Protection	19%
Ventilation/Sheet Metal	54%

Involved in One or More: 92%

Multiple responses permitted

What action(s) have you taken during the past year as a result of advertisements and/or articles in PLUMBING & HVAC?

Bought products or services advertised	41%
Recommended/specified products	46%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	31%
Discussed an ad/article with someone else in the company	44%
Requested additional information from a company, sales representative or distributor	35%
Visited an advertiser's Website	58%

Took One or More Actions: 81%

Multiple responses permitted

In what format would you prefer to receive PLUMBING & HVAC?

Print	59%
Digital publication (Replica of print publication in digital format)	7%
Online/html (Content on <i>plumbingandhvac.ca</i>)	4%
Both print and digital publication	20%
Both print and online/html (Content on <i>plumbingandhvac.ca</i>)	3%
Both digital and online/html (Content on <i>plumbingandhvac.ca</i>)	1%
No preference	1%
Not Answered	4%

Which of the following statements would you agree with?

The advertising in <i>PLUMBING & HVAC</i> educates and is an important part of the publication.	67%
I read through <i>PLUMBING & HVAC</i> as much for the advertising as for the articles.	66%
Companies that advertise build trust and are seen as a reliable source.	40%

Multiple responses permitted

Tell us how useful *PLUMBING & HVAC* is to you and how you use it in your job.

- Very good.
- A good read filled with valuable trade info & good up-to-date info. Very pleased with all issues.
- Very important.
- Good publication, keep up the good work.
- It is a very useful tool that helps keep us up to date with products.
- Great job guys.
- We all read it and I have been advised on issues that I didn't know about by the articles.
- Mostly for reference.
- I like showing customers info out of the magazine.
- Let's me know what is out there.
- To keep up to date on new and old products; lots of information and where to find it; it requires a great tool.
- It's good for keeping in touch with the products out in the marketplace.
- Info retrieval of products.
- Keep up to date with new ways of doing things and available equipment.
- Somewhat useful.
- Keeps me updated to new products and installation ideas.
- Articles are great.
- It helps a lot as there is so much competition; it's great to know what new products are out there to help our customers.
- It helps me to stay current with technology and solutions.

PUBLICATION VERBATIMS

- Very useful.
- Very helpful, it keeps me in touch with what is going on out there.
- Let's me in on some updates to new equipment coming out.
- It helps to keep up with current and innovative new products.
- Keeps me updated on new products and information.
- It helps keep me informed in the trade tools and products available.
- It is useful in keeping abreast of what is new in the industry, what problems/solutions have surfaced in the near past, and what is going on currently within the industry.
- Sometimes provides information that I haven't heard about.
- Keeps me up to date for new products and educates me with technical information.
- Information.
- Helps keep me aware of the equipment and techniques.
- Great read, specifically on certain equipment and techniques. Enjoy seeing different products and industry options as well.
- I read the articles and forward the information to others when deemed relevant. I also flag product information for others to view as this may affect how we operate or make recommendations based on the product information.
- Gives me more knowledge.
- A resource that is often relevant and interesting.
- Articles are informative and present new ideas and perspectives.
- New products on the market.
- If they're in the book they seem reliable.
- Has interesting things in it that I may not otherwise hear about, such as new things, new products and education.

PUBLICATION VERBATIMS

- Keeps me informed of industry trends and provides interesting articles.
- Great place to see the latest and greatest.

TOP 5 ADSTUDY® SCORES*



- Viega: 152
- Saniflo: 151
- Dodge Ram: 148
- John Wood: 145
- Flir Systems: 144



*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.

ADVERTISER SCORES

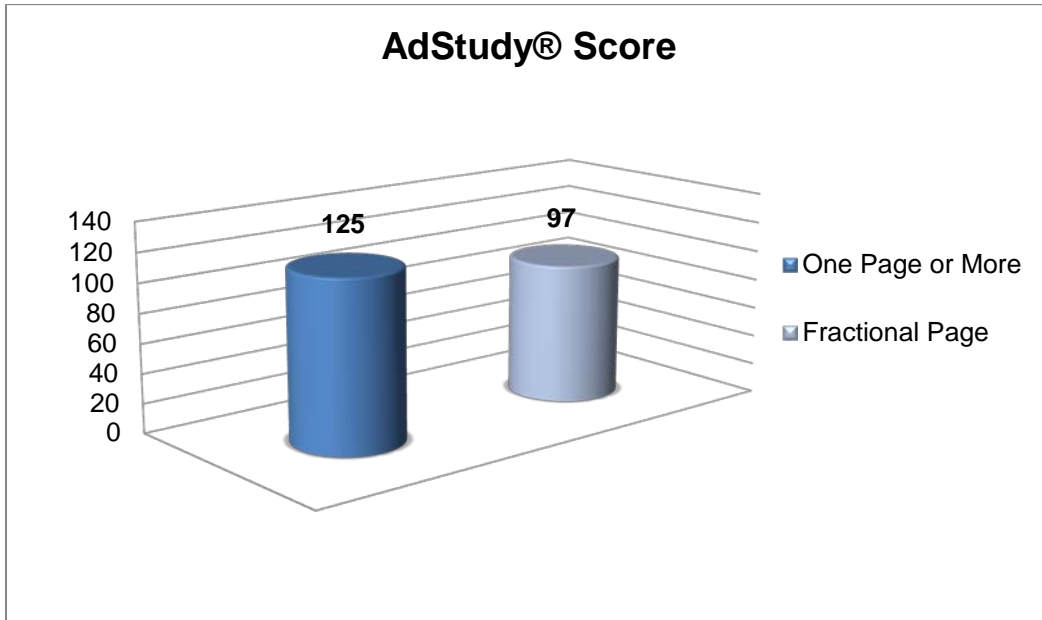
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson
Viega	1 page	42	152	81%	71%	19%
Saniflo	1 page	36	151	80%	71%	13%
Dodge Ram	1 page	16	148	79%	69%	3%
John Wood	1 page	6	145	78%	67%	18%
Flir Systems	1/2 page	31	144	78%	66%	6%
Navien NCB	1 page	9	142	77%	65%	20%
Bibby-Ste-Croix	1 1/3 page	27, 29	141	76%	65%	8%
Bradford White	1/2 page	25	139	73%	66%	16%
RIDGID, Inc.	1 page	C.4	139	73%	66%	16%
Uponor	1 page	C.3	133	71%	62%	22%
Viessmann	1 page	18	128	69%	59%	21%
FieldPiece	1/3 page	13	126	69%	57%	5%
NTI	1 page	32	124	69%	55%	16%
Liberty Pumps, Inc.	1 page	46	121	66%	55%	12%
Napoleon	1 page	24	120	67%	53%	8%
General Pipe Cleaners	1 page	4	118	65%	53%	7%
Mitsubishi Electric	1 page	14	118	63%	55%	3%
Victaulic Company	1/2 page	41	115	62%	53%	13%
International Comfort Products	1/2 page	26	110	60%	50%	21%
Noritz	1 page	38	108	60%	48%	10%
hilmor, Newell Rubbermaid	1 page	40	107	62%	45%	4%
Holdrite	1/2 page	45	104	56%	48%	9%

ADVERTISER SCORES

Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson	
Allied Air Enterprises LLC	2/3 page	15	103	60%	43%	8%	
Mitsubishi Electric	1 page	20	101	56%	45%	9%	
Cash Acme	1/2 page	8	92	50%	42%	10%	
Honeywell International Inc.	1 page	10	89	51%	38%	13%	
Camus Hydronics Ltd.	1/2 page	11	89	48%	41%	5%	
Allied Air Enterprises LLC	2/3 page	33	86	50%	36%	4%	
Ford	1 page	C.2	85	49%	36%	4%	
Brant Radiant	1/4 page	19	83	46%	37%	3%	
Zoeller	1/2 page	21	82	45%	37%	5%	
Stelpro	1/2 page	35	80	44%	36%	5%	
Duravent	1/3 page	23	77	44%	33%	9%	
Security Chimneys	1/3 page	47	77	43%	34%	3%	
Success Group International	1/2 page	51	76	42%	34%	2%	
Eco-King	1/2 page	54	71	41%	30%	3%	
TOTAL ISSUE AVERAGE			112	61%	51%	10%	
SIZE AVERAGES			NO. OF ADS				
One Page or More			19	125	68%	57%	12%
Fractional Page			17	97	54%	44%	7%

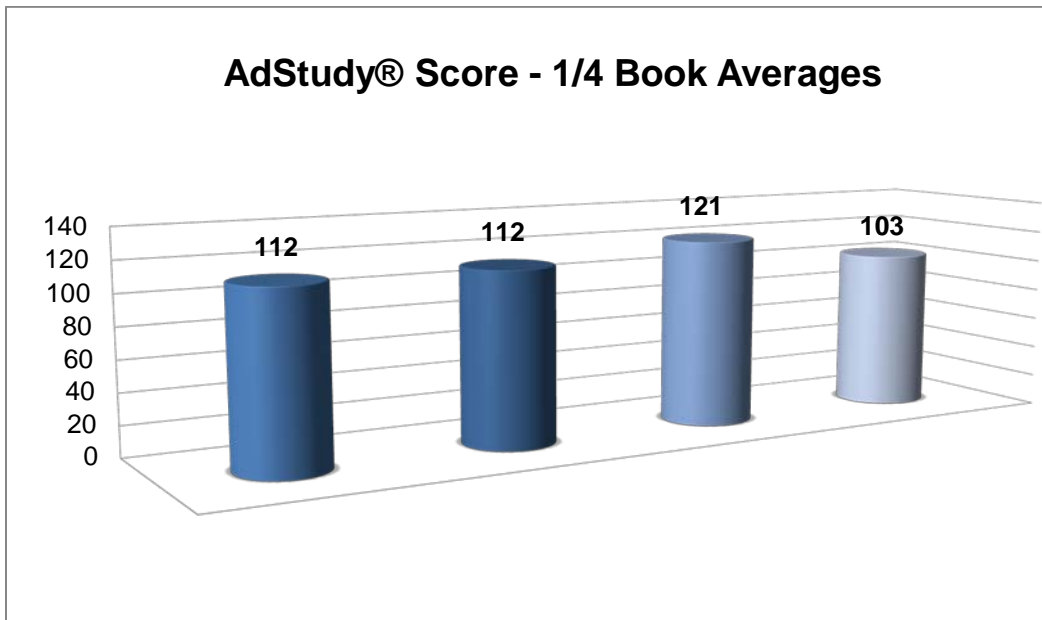
*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages. Percentages may not add up due to rounding.

SIZE AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 125 is the average score for the One Page or More ads)

READER TRAFFIC FLOW CHART



The above are averages per 1/4 of the magazine
(i.e. 112 is the average score for the first 1/4 of the book)

PUBLICATION NORMS THROUGH SEPTEMBER 2015

	AdStudy® Score*	Recall Seeing	Recall Reading	
Total Issue Average	109	60%	49%	
One Page or More	117	65%	52%	
Fractional Page	99	55%	44%	
	<u>1st Qtr.</u>	<u>2nd Qtr.</u>	<u>3rd Qtr.</u>	<u>4th Qtr.</u>
Reader Traffic Flow (1/4 Book Averages)	113	108	109	109

Total Ads Assessed: 320

*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.