

Field Served:

PLUMBING & HVAC MAGAZINE serves Canada's plumbing, hydronic heating, warm air heating, ventilation, air conditioning and refrigeration industry, including mechanical contractors, wholesalers, distributors, consulting engineers, specification writers, building contractors who specify, distribute, sell, install and maintain plumbing, hydronic equipment and systems and HVAC/Refrigeration equipment and systems. Also served are educational and health care facilities; hospitality and food service companies; commercial and government facilities; gas and electric utilities.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 18,977



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	17,726	
Digital Only, See Par. 11(b)	397	
Print & Digital (Unduplicated), See Par. 11(c)	854	
Total Individual	18,977	
Total Average Qualified Nonpaid Circulation		18,977

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	1,700
Miscellaneous, Including Staff Copies, See Par. 11(d)	775
Total Average Nonqualified Circulation	2,475

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	18,972		18,972			18,972
Mar	18,879		18,879			18,879
Apr	18,998		16,463	812	1,723	18,998
May/Jun	19,059		16,590	775	1,694	19,059

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BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Units*	Classification by Job Title						
							A Top Management	B Purchasing/Finance	C Sales & Marketing	D Maintenance/Installation	E Other Management	F Engineering Specifying	G Other
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	13,483	70.7	11,992	436	1,047	10,686	8,319	581	653	2,090	1,245	247	348
WHOLESALE/DISTRIBUTORS:	2,733	14.4	2,318	136	304	1,685	844	262	862	128	526	52	59
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	1,853	9.7	1,535	128	185	1,603	975	47	28	116	208	429	50
FACILITY MANAGEMENT:	475	2.5	376	28	71	370	37	11	7	263	81	47	29
GOVERNMENT AND UTILITIES:	484	2.5	345	40	86	383	22	14	10	194	118	91	35
OTHERS ALLIED TO THE FIELD:	31	0.2	24	7	1	27	13	2	3	9		3	1
TOTAL QUALIFIED CIRCULATION:	19,059	100.0	16,590	775	1,694	14,754	10,210	917	1,563	2,800	2,178	869	522

*Definition of a Unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

JOB TITLES

- A. Top Management: Owners, Presidents, General Managers, Vice Presidents, Directors, Partners, CEO's
- B. Purchasing/Finance: VP Finance, Controller, VP Purchasing, Operation Managers, Secretary Treasurer, Purchasing Managers, Buyer, Accounting Managers, Accountant, Bookkeeper, Estimator.
- C. Sales & Marketing: VP Sales, Marketing Managers, Sales Managers, Salesman, Counter Representatives/Managers, Agent.
- D. Maintenance/Installation: Service Managers, Maintenance Managers, Technician, Mechanic, Electrician, Installation Managers, Gasfitter, Foreman, HVAC Managers, Journeyman, Serviceman, Mechanical Supervisors/Superintendents, Sheet Metal Worker, Contractor.
- E. Other Management: Branch Managers, Manager, Regional/District Managers, Supervisor, Superintendent, Department Head, Project Managers/Coordinators, Distribution Managers, Product Managers, Directors of Building Services, Building Managers, Physical Plant Managers, Facility Managers, Plant Services Manager, Plant Managers, Project/Product Managers.
- F. Engineering, Specifying, Design & Inspection: Consulting Engineer, CET, Mechanical Designer, Mechanical Engineer, Specification Writer, Inspectors.
- G. Other.

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SUPPLEMENTARY DATA FOR THE MAY/JUNE 2016 ISSUE

This is a multiple analysis of contractors, noncontractors who specify, select, or approve the purchases indicating one or more of the following types of products. (See questionnaire used to elicit data in Paragraph 11). Since any one recipient may have checked more than one response, the totals should not be added together as the total will exceed the total qualified. These data are presented for statistical and marketing data only.	SUPPLEMENTARY ANALYSIS OF QUALIFIED RECIPIENTS WHO SPECIFY, SELECT, OR APPROVE THE PURCHASE OF ONE OR MORE OF THE FOLLOWING TYPES OF PRODUCTS												
	Classification by Business & Industry	Plumbing	Hydronic Heating	Fire Protection	Air Conditioning	Ventilation/Sheet Metal	Controls/Instrumentation	Refrigeration	Warm Air Heating	Fireplaces	Drain Cleaning	Geo-thermal	IAQ
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	11,361	10,503	5,971	9,984	9,688	8,844	8,189	9,839	7,233	6,445	6,202	7,137	
WHOLESALE/DISTRIBUTORS:	2,258	2,121	1,307	1,942	1,856	1,833	1,581	1,894	1,319	1,180	1,310	1,457	
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	1,660	1,500	1,261	1,525	1,484	1,406	1,218	1,420	975	850	1,005	1,055	
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities	434	370	315	389	376	388	341	341	193	266	211	280	
GOVERNMENT AND UTILITIES:	421	371	300	351	343	345	299	362	188	211	208	255	
OTHERS ALLIED TO THE FIELD:	25	25	16	23	22	21	18	20	11	12	8	16	
TOTAL QUALIFIED CIRCULATION:	16,159	14,890	9,170	14,214	13,769	12,837	11,646	13,876	9,919	8,964	8,944	10,200	

SUPPLEMENTARY DATA FOR THE MAY/JUNE 2016 ISSUE

<p>This is a multiple analysis of qualified recipients who are active in one or more of the following markets. (See questionnaire used to elicit data in Paragraph 11). Since any one recipient may have checked more than one response, the totals should not be added together as the total will exceed the total qualified.</p>	SUPPLEMENTARY ANALYSIS OF CONTRACTORS AND NONCONTRACTORS ACTIVE IN ONE OR MORE OF THE FOLLOWING MARKETS						
	Residential	Industrial	New Construction	Commercial	Institutional	Retrofit/ Replacement	Other
Classification by Business & Industry							
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	10,177	7,140	7,804	10,469	5,921	7,722	108
WHOLESALE/DISTRIBUTORS	2,192	2,113	2,100	2,441	1,856	1,983	21
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors.....	1,067	1,265	1,184	1,461	1,074	1,069	12
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities.....	115	112	116	169	391	146	3
GOVERNMENT AND UTILITIES	219	249	239	332	317	268	9
OTHERS ALLIED TO THE FIELD	19	11	16	17	13	14	4
TOTAL QUALIFIED CIRCULATION	13,789	10,890	11,459	14,889	9,572	11,202	157

SUPPLEMENTARY DATA FOR THE MAY/JUNE 2016 ISSUE

<p>This is a multiple analysis of qualified recipients by number of employees (See questionnaire used to elicit data in Paragraph 11).</p>	NUMBER OF EMPLOYEES					
	1-4	5-9	10-19	20-49	50-99	100+
Business & Industry						
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities.....	5,194	2,816	2,285	1,727	646	643
WHOLESALE/DISTRIBUTORS	570	675	561	516	220	190
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors.....	576	275	338	310	147	178
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities.....	49	39	65	80	40	185
GOVERNMENT AND UTILITIES	40	51	76	65	50	186
OTHERS ALLIED TO THE FIELD	9	5	6	2	1	9
TOTAL QUALIFIED CIRCULATION	6,438	3,861	3,331	2,700	1,104	1,391

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Total Direct request from recipient:	16,590	775	1,694	15,618	3,441		19,059	100.0
Written	2,020	102	210	2,018	314		2,332	12.2
Telecommunication	11,554	4		8,864	2,694		11,558	60.7
Internet and E-mail	3,016	669	1,484	4,736	433		5,169	27.1
Total Direct request from recipient's company:								
Written								
Telecommunication								
Internet and E-mail								
Total Communication other than request:								
Written								
Telecommunication								
Internet and E-mail								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	16,590	775	1,694	15,618	3,441		19,059	100.0
Percent	87.0	4.1	8.9	81.9	18.1		100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							19,059	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	19,057	100.0	16,589	775	1,693
Individual by name only	2	0.0	1		1
Title or occupation only					
Company name only					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	19,059	100.0	16,590	775	1,694
Single Copy Sales					
Total Qualified Circulation	19,059				

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GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Qualified Nonpaid	Units
Alberta	1,882	97	216	2,195	1,683
British Columbia	1,452	95	179	1,726	1,419
Manitoba	459	22	53	534	469
New Brunswick	491	24	40	555	453
Newfoundland/Labrador	171	6	18	195	151
Northwest Territories	20	1	6	27	411
Nova Scotia	428	17	40	485	26
Nunavut	7			7	7
Ontario	8,908	364	878	10,150	7,540
Prince Edward Island	103	2	6	111	91
Quebec	2,230	126	207	2,563	2,088
Saskatchewan	424	19	45	488	396
Yukon Territory	15	2		23	20
Canadian Unclassified					
Total Canada	16,590	775	1,694	19,059	14,754
United States					
Military or Civilian Personnel Overseas					
Other International					
Total International					
E-Mail Address Only					
Other Unclassified					
Grand Total	16,590	775	1,694	19,059	14,754

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016**

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**
Reporting not required

10 **RENEWAL ANALYSIS OF PAID CIRCULATION**
Reporting not required

EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only individual subscriptions, averaging 17,726 copies per issue, represent copies served to individuals receiving the print version only of PLUMBING & HVAC MAGAZINE.

(b) Digital Only individual subscriptions, averaging 397 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of PLUMBING & HVAC MAGAZINE is made available to subscribers through an email notice with a link to the issue, sent to recipients notifying them of the availability of each issue.


(c) Print and Digital (Unduplicated) individual subscriptions, averaging 854 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital and print versions of PLUMBING & HVAC MAGAZINE. The digital version is made available to subscribers through an email notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 775 copies per issue, served to advertisers and agencies.

Definition of Recipient Qualification:

Qualified recipients are: individuals employed in the field served who have indicated that they specify, select or approve the purchase of products as identified in the Description of Supplementary Data. Qualified recipients are involved in one or more of the following job activities: plumbing, hydronic heating, warm air heating, ventilation, air conditioning, refrigeration, drain cleaning, fire protection, and related controls and instrumentation products.

QUESTIONNAIRE USED TO ELICIT SUPPLEMENTARY DATA:



Do you wish to receive/continue to receive Plumbing & HVAC Magazine? Yes or No?

Do you wish to receive Plumbing & HVAC Magazine in: Print Format Digital Format Both Formats?

Do you wish to receive the Plumbing & HVAC Magazine NEWSLETTERS? Yes No

SIGNATURE (MUST)

DATE

To activate your free subscription, please answer the following questions • Incomplete forms cannot be processed

Name _____ Title _____

Company Name _____

Company Address _____

City _____ Prov _____ P/C _____

Tel (_____) _____ Fax (_____) _____

E-mail _____

A. Primary Business Activity at your Location
 A. Plumbing, Hydronic Heating, HVAC/R Contractor
 B. Wholesale/Distributor/Manufacturer's Agent
 C. Consulting Engineer/Specification Writer/Building Contractor
 D. Schools/Hospitality/Hotel/Health Care and Related
 E. Government/Utilities
 F. Other (please specify) _____

B. Do you specify, select or approve the purchase of any of the following types of products?
 (check ALL that apply)
 01. Plumbing 08. Warm Air Heating
 02. Hydronic Heating 09. Fireplaces
 03. Fire Protection 10. Drain Cleaning
 04. Air Conditioning 11. Geothermal
 05. Ventilation/Sheet Metal 12. Indoor Air Quality (IAQ)
 06. Controls & Instrumentation 13. No Purchasing Authority
 07. Refrigeration

C. What markets are you active in?
 (check ALL that apply)
 1. Residential
 2. Industrial
 3. New Construction
 4. Commercial
 5. Institutional
 6. Retrofit/Replacement
 7. Other (please specify) _____

D. How many employees at this location?
 A. 1-4
 B. 5-9
 C. 10-19
 D. 20-49
 E. 50-99
 F. 100+

<p>We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.</p> <p>Parent Company: Marked Business Media Inc.</p> <p>PATRICIA GLIONNA MARK VREUGDENHIL Director of Circulation Publisher</p>	<p>Frequency: 8 times/year Format: Tabloid</p> <p>Established: 1991 AAM Member Since: 2010 Member No. 06-1434-8 CARD: 614</p> <p>Published by: Marked Business Media Inc. 451 Attwell Drive Toronto, ON M9W 5C4 T: (416) 996-1031 • F: (416) 614-8861 www.plumbingandhvac.ca</p> <p>Publisher: Mark Vreugdenhil Editor: Simon Blake</p>
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