

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 19,319



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	16,214	
Digital Only, See Par. 11(b)	1,173	
Print & Digital (Unduplicated), See Par. 11(c)	1,932	
Total Individual.	19,319	
Total Average Qualified Nonpaid Circulation		19,319

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions.	300
Miscellaneous, Including Staff Copies, See Par. 11(d)	1,276
Total Average Nonqualified Circulation	1,576

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

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	19,444		16,719	925	1,800	19,444
Mar	19,447		16,658	957	1,832	19,447
Apr	19,431		16,624	965	1,842	19,431
May/Jun	18,955		14,855	1,846	2,254	18,955

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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	12,970	68.4	10,422	1,139	1,409	10,212	8,063	514	637	2,054	1,158	242	302
WHOLESALE/DISTRIBUTORS:	2,835	15.0	2,115	286	434	1,710	924	245	927	136	474	70	59
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	2,089	11.0	1,627	250	212	1,751	1,090	41	44	129	229	512	44
FACILITY MANAGEMENT:	462	2.5	326	48	88	358	50	9	5	251	79	40	28
GOVERNMENT AND UTILITIES:	477	2.5	314	57	106	373	37	11	9	179	112	110	19
OTHERS ALLIED TO THE FIELD:	122	0.6	51	66	5	114	74	4	6	15	10	7	6
TOTAL QUALIFIED CIRCULATION:	18,955	100.0	14,855	1,846	2,254	14,518	10,238	824	1,628	2,764	2,062	981	458

*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 2017 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	10,999	10,152	5,799	9,679	9,400	8,580	7,860	9,385	6,861	6,230	5,903	6,827	
WHOLESALE/DISTRIBUTORS:	2,317	2,191	1,335	2,017	1,936	1,905	1,604	1,918	1,303	1,198	1,325	1,469	
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	1,865	1,653	1,425	1,682	1,637	1,574	1,354	1,543	1,094	1,015	1,163	1,213	
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities	420	360	310	371	363	371	327	329	193	277	219	281	
GOVERNMENT AND UTILITIES:	419	374	304	366	348	355	304	362	207	230	224	267	
OTHERS ALLIED TO THE FIELD:	99	73	65	92	82	81	64	75	49	52	44	65	
TOTAL QUALIFIED CIRCULATION:	16,119	14,803	9,238	14,207	13,766	12,866	11,513	13,612	9,707	9,002	8,878	10,122	

SUPPLEMENTARY DATA FOR THE MAY/JUNE 2017 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						
	Classification by Business & Industry	Residential	Industrial	New Construction	Commercial	Institutional	Retrofit/Replacement
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	9,875	6,904	7,421	10,123	5,709	7,364	93
WHOLESALE/DISTRIBUTORS:	2,247	2,187	2,148	2,502	1,922	2,007	16
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors.....	1,174	1,408	1,224	1,607	1,156	1,119	11
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities	111	109	123	172	384	154	5
GOVERNMENT AND UTILITIES	229	257	241	335	325	261	6
OTHERS ALLIED TO THE FIELD	76	61	54	83	45	61	6
TOTAL QUALIFIED CIRCULATION	13,712	10,926	11,211	14,822	9,541	10,966	137

SUPPLEMENTARY DATA FOR THE MAY/JUNE 2017 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					
	Business & Industry	1-4	5-9	10-19	20-49	50-99
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	4,797	2,747	2,237	1,690	656	663
WHOLESALE/DISTRIBUTORS	570	654	565	510	213	289
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	577	355	378	361	153	228
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities	55	31	58	72	49	182
GOVERNMENT AND UTILITIES	35	45	81	60	53	197
OTHERS ALLIED TO THE FIELD	45	17	21	9	8	20
TOTAL QUALIFIED CIRCULATION	6,079	3,849	3,340	2,702	1,132	1,579

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:	14,855	1,846	2,254	14,702	4,253		18,955	100.0
Written	843	33	84	473	487		960	5.1
Telecommunication	11,246	1,179	961	10,580	2,806		13,386	70.6
Internet and E-mail	2,766	634	1,209	3,649	960		4,609	24.3
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	14,855	1,846	2,254	14,702	4,253		18,955	100.0
Percent	78.4	9.7	11.9	77.6	22.4		100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							18,955	

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	18,955	100.0	14,855	1,846	2,254
Individual by name only					
Title or occupation only					
Company name only					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	18,955	100.0	14,855	1,846	2,254
Single Copy Sales					
Total Qualified Circulation	18,955				

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GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Qualified Nonpaid	Units
Alberta	1,528	222	252	2,002	1,600
British Columbia	1,215	208	223	1,646	1,385
Manitoba	436	37	59	532	472
New Brunswick	436	52	58	546	453
Newfoundland/Labrador	164	26	22	212	172
Northwest Territories	19	2	4	25	24
Nova Scotia	417	33	45	495	425
Nunavut	8			8	7
Ontario	7,354	957	1,237	9,548	7,217
Prince Edward Island	86	8	10	104	88
Quebec	2,821	242	279	3,342	2,267
Saskatchewan	357	53	61	471	388
Yukon Territory	14	6	4	24	20
Canadian Unclassified					
Total Canada	14,855	1,846	2,254	18,955	14,518
United States					
Military or Civilian Personnel Overseas					
Other International					
Total International					
E-Mail Address Only					
Other Unclassified					
Grand Total	14,855	1,846	2,254	18,955	14,518

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2017

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

06-1434-8	Analyzed Issue Date	05-06/01/17
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	