

PLUMBING & HVAC  
January/February 2017



Conducted By

**SIGNET**  
RESEARCH INC.

267 S. Dean St., Englewood, NJ 07631  
201.945.6903 | signetresearch.com

<b>2</b>	<b>Introduction</b>
<b>3</b>	<b>Scores Used in this Report</b>
<b>4</b>	<b>Reader Profile</b>
<b>9</b>	<b>Publication Verbatim Comments</b>
<b>12</b>	<b>Top 5 AdStudy® Scores</b>
<b>13</b>	<b>Advertiser Scores by Rank</b>
<b>15</b>	<b>Size Chart</b>
<b>15</b>	<b>Reader Traffic Flow Chart</b>
<b>16</b>	<b>Publication Norms</b>

This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the January/February 2017 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 231 respondents. The scores for the advertisement appearing in Ontario are based only on respondents from Ontario. 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.

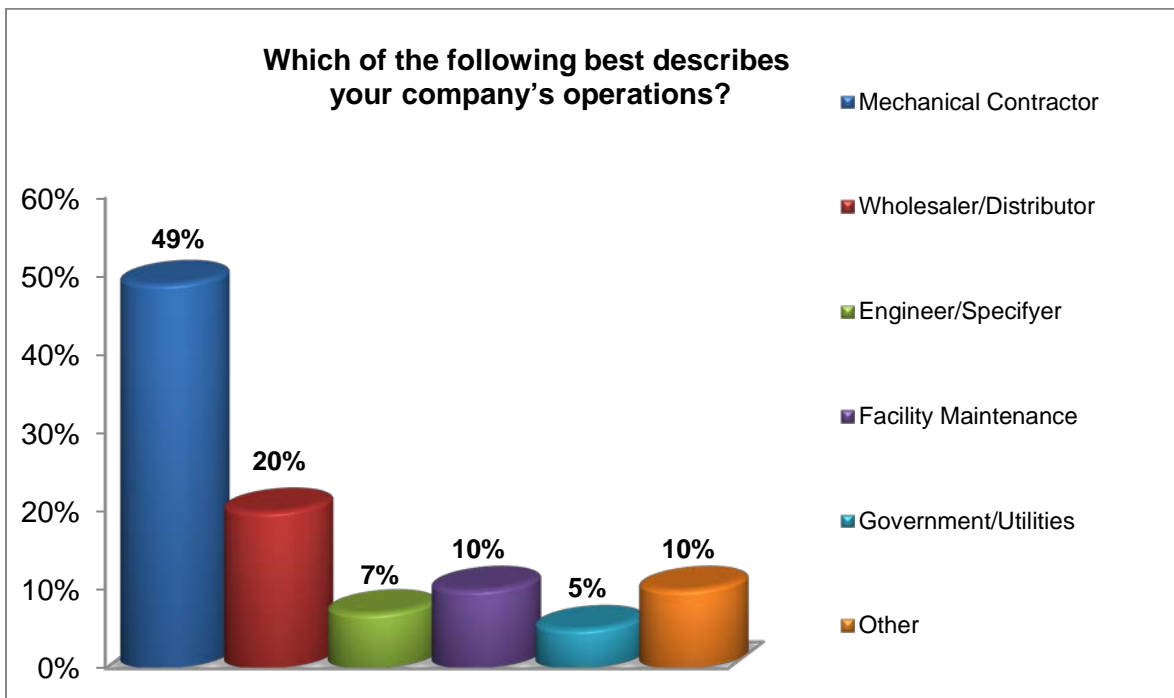
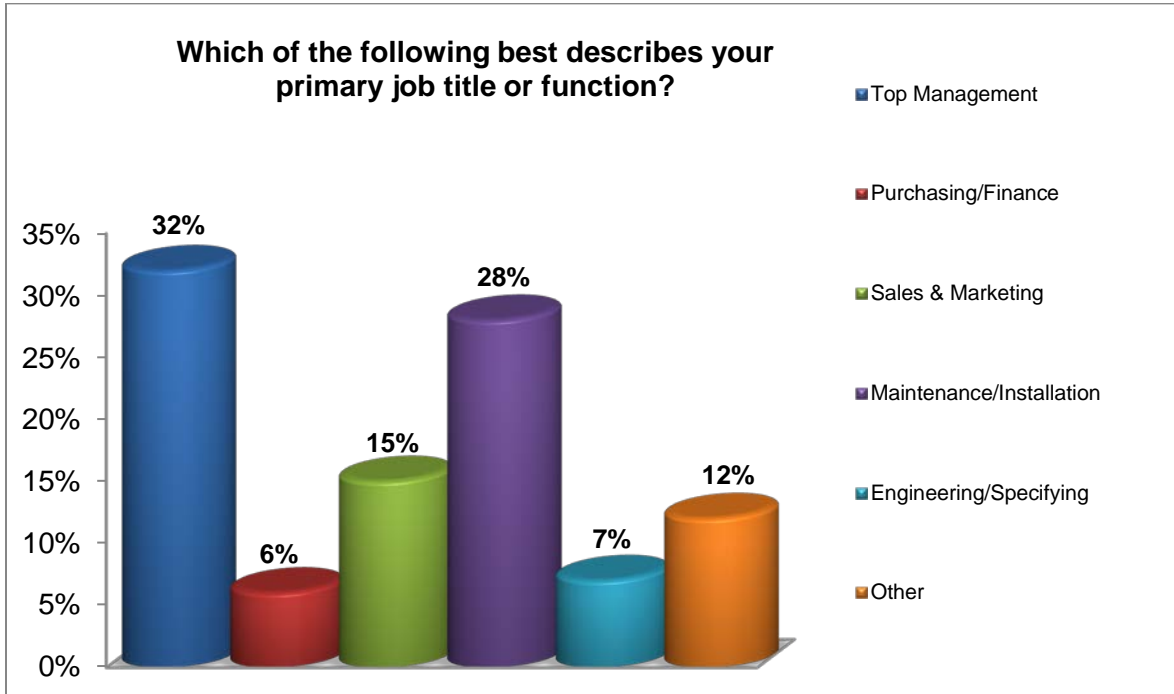
## AdStudy® Score

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

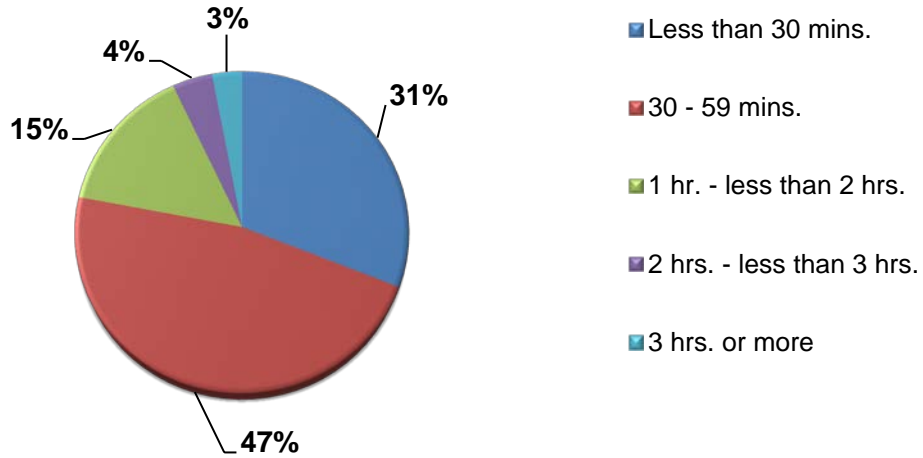
## Have Seen Sales Representation

- 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**

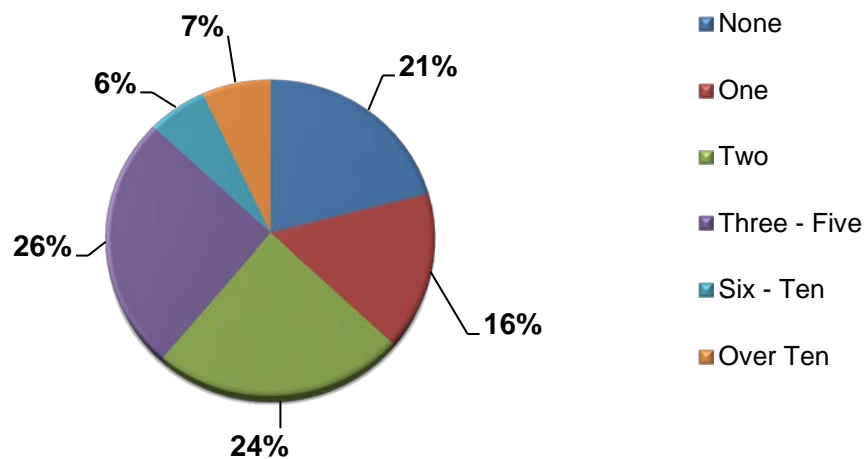


**Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of *PLUMBING & HVAC*?**



**Mean: 52 minutes**

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



**Mean Pass Along: 3.0 people**  
**Total Readers Per Copy: 4.0 people**

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

HPAC	54%
Mechanical Business	60%
None of the Above	27%

**Unduplicated Readership -  
 Receive *PLUMBING & HVAC* only: 27%**

*Multiple responses permitted*

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

Plumbing & HVAC	92%
HPAC	44%
Mechanical Business	52%
None of the Above	4%

*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	76%
Hydronic Heating	71%
Air Conditioning	65%
Controls/Instrumentation	52%
Refrigeration	42%
Warm Air Heating	69%
Drain Cleaning	36%
Fire Protection	24%
Ventilation/Sheet Metal	62%

**Involved in One or More: 96%**

*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	50%
Recommended/specified products	43%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	35%
Discussed an ad/article with someone else in the company	43%
Requested additional information from a company, sales representative or distributor	24%
Visited an advertiser's Website	48%

**Took One or More Actions: 88%**

*Multiple responses permitted*

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

Print	59%
Digital publication (Replica of print publication in digital format)	5%
Online/html (Content on <i>plumbingandhvac.ca</i> )	3%
Both print and digital publication	22%
Both print and online/html (Content on <i>plumbingandhvac.ca</i> )	4%
Both digital and online/html (Content on <i>plumbingandhvac.ca</i> )	2%
No preference	4%

***Which of the following statements would you agree with?***

The advertising in <i>PLUMBING &amp; HVAC</i> educates and is an important part of the publication.	69%
I read through <i>PLUMBING &amp; HVAC</i> as much for the advertising as for the articles.	55%
Companies that advertise build trust and are seen as a reliable source.	27%
None of the Above	6%

*Multiple responses permitted*



***Which of the following industry trade publications do you consider a must-read each month?***

HPAC	39%
Mechanical Business	47%
Plumbing & HVAC	87%
None of the Above	7%

*Multiple responses permitted*

***Would you be interested in receiving a monthly newsletter from PLUMBING & HVAC informing you of all the free training opportunities available from manufacturers, wholesalers, and associations?***

Yes	70%
No	30%

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

- It's a good source of information. Also there is an opportunity to say that I would suggest publishing more articles and troubleshooting, questions and answers regarding Heat pump system....thanks if you consider it for all mechanical techs.
- I subscribe to P&HV in part to keep up with new technology and ideas, and to be introduced to new ones. I'll check out advertisers' websites if I see something that's appealing, new or innovative that relates to my work.
- I read to get up to date on products and new ways to do things.
- Very-useful.
- It is great to keep contractors like myself up-to-date with new products.
- I like it. It is so important to see new products and keep up.
- Helps keep up with new products.
- The publication keeps me current with what is going on in the industry and keeps me in tune with all the new innovative products on the market.
- Awesome info. Reliable sources. Always enjoyed the material, information and layouts are easy to follow. Thanks Team. :-).
- Very useful.
- All the New Technology coming out. Use the new Equipment for our Facility.
- It keeps me updated on product knowledge.
- Keeps me updated with new products.
- Literature for customers.
- Trade information, new products coming.
- Good tool.
- New products.
- New products and articles re: Code and Standard changes.

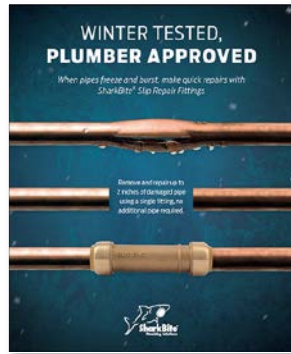
## PUBLICATION VERBATIMS

- Lots.
- Give us ideas and keeps us up to date with new products in the industry.
- I like finding out about new products in my field of work.
- Confirm beliefs, business support, Tech tips, and new products. Innovations.
- PLUMBING & HVAC is very useful because it keeps us informed about new products and techniques, which in turn helps our company offer customer's leading edge technology for their upcoming projects.
- Research new product and technology.
- Great company read for me and customers on the counter.
- It keeps me updated to facts that apply to me.
- As a guide to new products and ways to save on Labor.
- Very useful in keeping up to date on products and changes to the HVAC and plumbing industry.
- I like to see what the competition is using!
- I appreciate getting exposure to products that I haven't seen before. Articles are also a beneficial way to learn new things.
- Enjoy reading every month.
- Updated info. for HVAC and plumbing products.
- Look for new innovative products.
- I get more info regarding products and business practice. Also use in my business and get more leads with the info.
- The magazine gives me the latest product to apply in my jobs and gives me the names of supplier I can look into for specifications.
- Keeps me current.
- The most important point is the new products that I view and read.

## PUBLICATION VERBATIMS

- Reference it regularly and post specific articles for others to review.
- Very, keeps me on the cutting edge of the industry.
- Good paper.
- It educates me on the new technology regarding technical matters.
- Love the reviews on all the tools and products out there.
- Read code articles.
- Very for new products and advice.
- Learn some new technology.
- Useful and helpful.

**TOP 5 ADSTUDY® SCORES\***



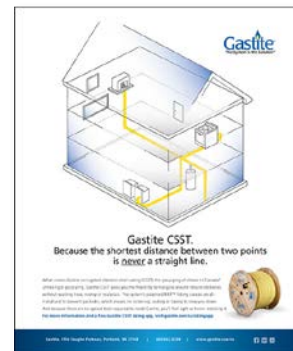
**SharkBite Plumbing Solutions/Cash Acme: 169**

**RIDGID, Inc.: 154**

**Giant Inc.: 147**

**SmithsGastite: 142**

**Taco Comfort Solutions: 141**



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

**ADVERTISER SCORES**

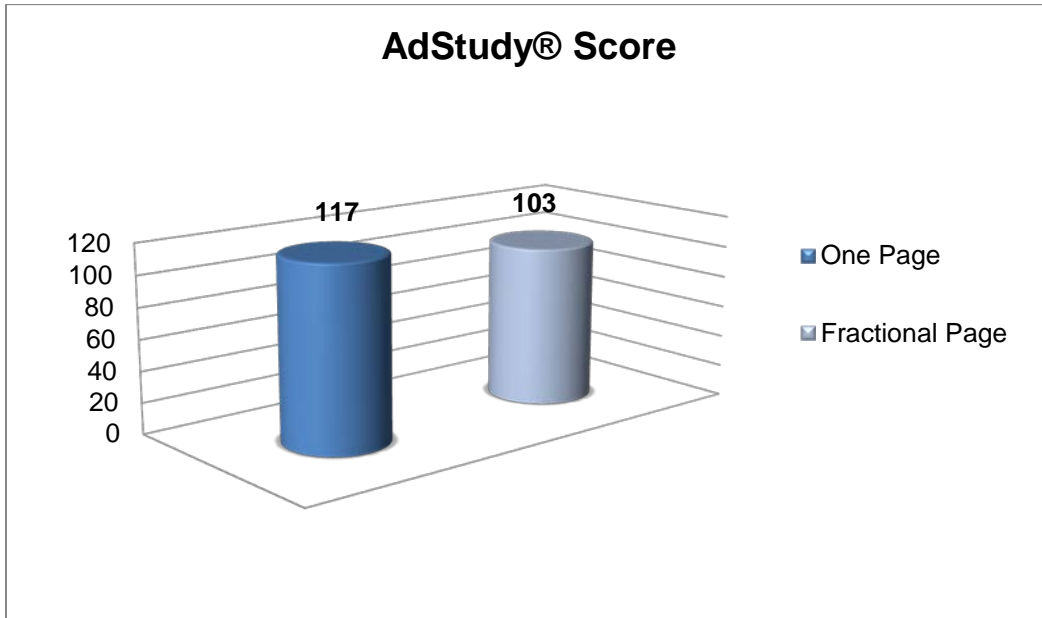
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson
SharkBite Plumbing Solutions/Cash Acme	1 page	26	169	86%	83%	29%
RIDGID, Inc.	1 page	C.4	154	80%	74%	27%
Giant Inc.	1/2 page	27	147	79%	68%	21%
SmithsGastite	1 page	C.3	142	75%	67%	25%
Taco Comfort Solutions	1 page	22	141	76%	65%	23%
John Wood	1 page	16	131	71%	60%	24%
Bradford White	1 page	10	127	67%	60%	22%
General Pipe Cleaners	1 page	C.2	127	69%	58%	8%
Woodford Manufacturing Company	1 page	14	127	66%	61%	10%
International Comfort Products	1 page	49	125	69%	56%	18%
Viega	1 page	28	123	68%	55%	15%
Viessmann	1 page	20	123	68%	55%	13%
IPEX Inc.	1/2 page	37	122	66%	56%	27%
Caleffi Hydronic Solutions	1 page	8	119	68%	51%	16%
Ford Motor Company	1 page	6	119	66%	53%	10%
Air Heat Supplies	1 page	38	118	64%	54%	7%
Noritz	1 page	32	116	65%	51%	8%
Duravent	1/3 page	33	108	58%	50%	6%
IBC Boilers	1 page	4	108	60%	48%	12%
Napoleon	1 page	45	107	61%	46%	12%
Navien	1 page	25	106	58%	48%	18%

## ADVERTISER SCORES

Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson
Redmond/Williams	1 page	18	103	56%	47%	4%
Watco	1/2 page	11	101	55%	46%	9%
Bibby-Ste-Croix	1 page	34	97	55%	42%	8%
Centrotherm Eco Systems	1/6 page	35	96	53%	43%	10%
Zoeller	1/2 page	9	95	52%	43%	5%
Fieldpiece	1/2 page	44	94	53%	41%	10%
Riobel	1/2 page	47	94	50%	44%	18%
Xylem Inc.	1/2 page	7	89	49%	40%	9%
Mitsubishi Electric	1 page	40	86	50%	36%	4%
Daikin North America LLC	1 page	42	85	50%	35%	7%
Stelpro	1/2 page	43	82	45%	37%	8%
Danfoss	1 page	36	77	46%	31%	8%
Fujitsu	1 page	30	68	37%	31%	8%
<b>TOTAL ISSUE AVERAGE</b>			<b>113</b>	<b>62%</b>	<b>51%</b>	<b>14%</b>
<b>SIZE AVERAGES</b>		<b>NO. OF ADS</b>				
One Page		24	117	64%	53%	14%
Fractional Page		10	103	56%	47%	12%

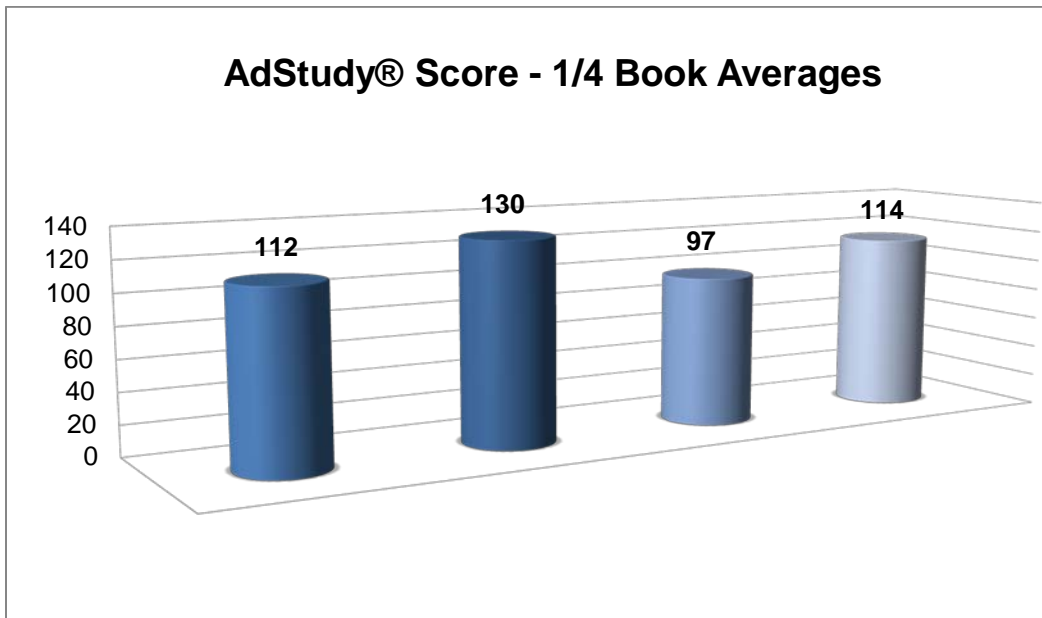
\*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.  
Percentages may not add up due to rounding.

**SIZE AVERAGES**



*The above are averages for the sizes of ads in this issue*  
(i.e. 117 is the average score for the One Page 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 JANUARY/FEBRUARY 2017

	<b>AdStudy® Score*</b>	<b>Recall Seeing</b>	<b>Recall Reading</b>	
<b>Total Issue Average</b>	<b>110</b>	<b>61%</b>	<b>49%</b>	
<b>One Page or More</b>	<b>117</b>	<b>64%</b>	<b>52%</b>	
<b>Fractional Page</b>	<b>99</b>	<b>55%</b>	<b>44%</b>	
	<b><u>1st Qtr.</u></b>	<b><u>2nd Qtr.</u></b>	<b><u>3rd Qtr.</u></b>	<b><u>4th Qtr.</u></b>
<b>Reader Traffic Flow (1/4 Book Averages)</b>	<b>113</b>	<b>111</b>	<b>107</b>	<b>111</b>

<b>Total Ads Assessed: 432</b>
--------------------------------

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