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INTRODUCTION

This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the September 2020 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 361 respondents. The scores for the advertisements appearing in certain regions are based only on respondents from those regions. 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 on 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.

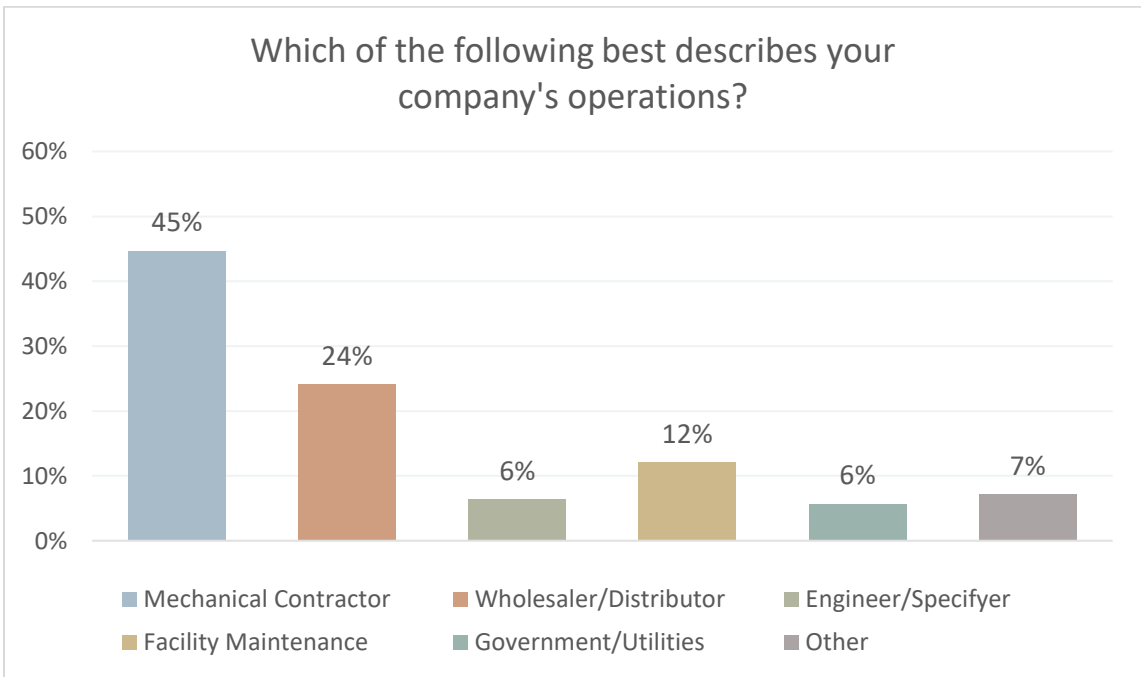
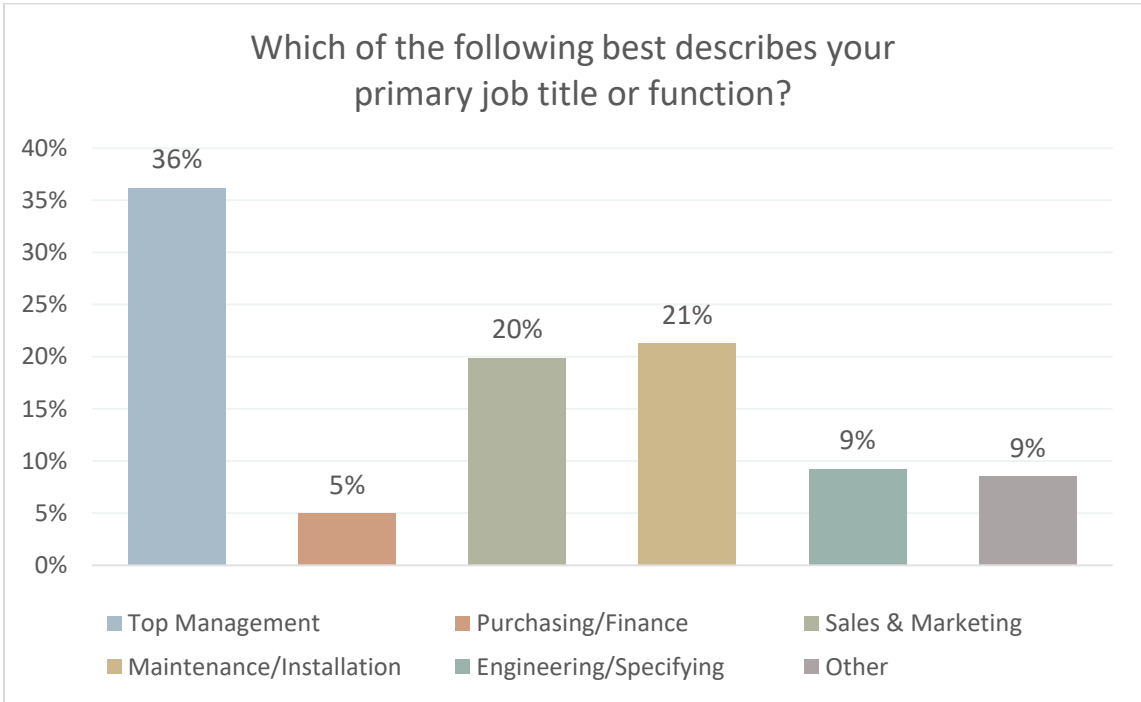
AdStudy® Score

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

Have Seen Sales Representation

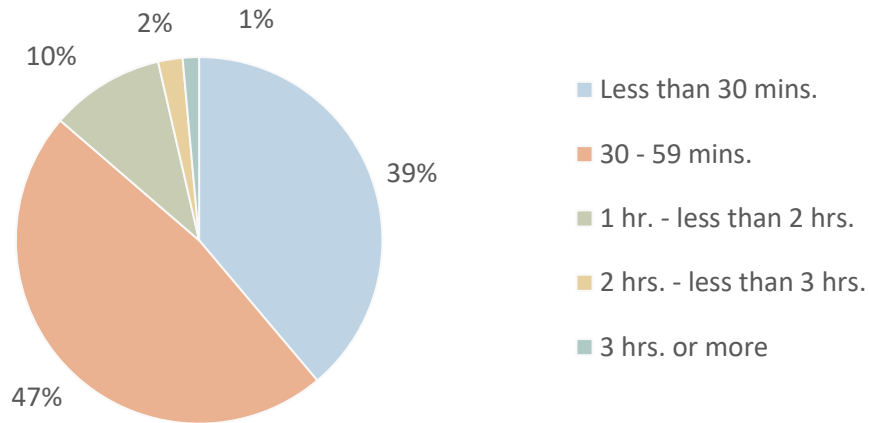
- the percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised in the past six months.

READER PROFILE



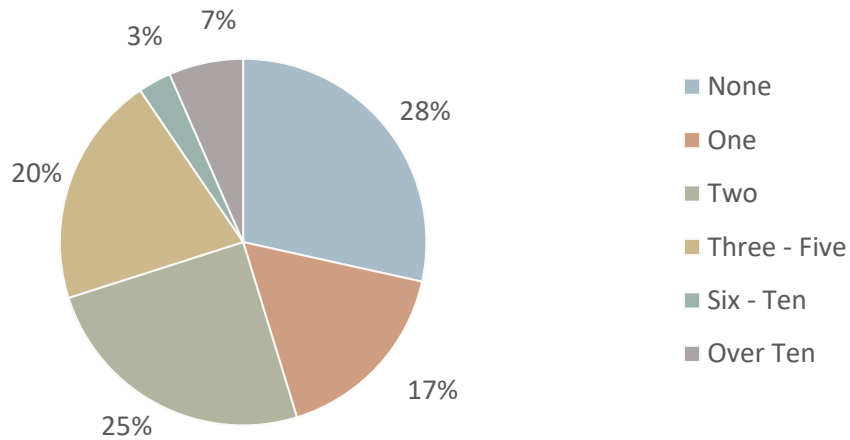
READER PROFILE

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: 42 minutes

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



Mean Pass Along: 2.5 people
Total Readers Per Copy: 3.5 people

READER PROFILE

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

HPAC	65%
Mechanical Business	68%
None of the Above	20%

**Unduplicated Readership -
 Receive *PLUMBING & HVAC* only: 20%**

Multiple responses permitted

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

Plumbing & HVAC	96%
HPAC	49%
Mechanical Business	61%
None of the Above	1%

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	72%
Hydronic Heating	67%
Air Conditioning	65%
Controls/Instrumentation	51%
Refrigeration	39%
Warm Air Heating	60%
Drain Cleaning	37%
Fire Protection	20%
Ventilation/Sheet Metal	54%

Involved in One or More: 93%

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	38%
Recommended/specified products	42%
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	39%
Requested additional information from a company, sales representative or distributor	26%
Visited an advertiser's Website	48%

Took One or More Actions: 86%

Multiple responses permitted

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

Print	51%
Digital publication (Replica of print publication in digital format)	10%
Online/html (Content on <i>plumbingandhvac.ca</i>)	1%
Both print and digital publication	34%
Both print and online/html (Content on <i>plumbingandhvac.ca</i>)	3%
Both digital and online/html (Content on <i>plumbingandhvac.ca</i>)	2%
No preference	-

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.	80%
I read through <i>PLUMBING & HVAC</i> as much for the advertising as for the articles.	53%
Companies that advertise build trust and are seen as a reliable source.	39%
None of the Above	7%

Multiple responses permitted

READER PROFILE

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

HPAC	47%
Mechanical Business	55%
Plumbing & HVAC	88%
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	67%
No	33%

What is your age?

Under 35 years	7%
35-44	18%
45-54	22%
55-64	35%
65+	18%

Mean: 53 years

What is your gender?

Male	93%
Female	6%
Non-Binary	-
Prefer not to disclose	1%

PUBLICATION VERBATIMS

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

- It is very useful, especially now more than any other time with COVID-19 there are no more tradeshow, so it is helpful to know what is out there and reading the article is good training to.
- New product on the market.
- Give ideas to new products and tools.
- I look forward to each publication to keep me updated.
- Just keeps me in touch. You can't possibly see every sales rep. and know about every product. But it allows me to reach out to the right manufacturer when I am curious.
- I enjoy reading it by staying up to date with what is happening in the industry and particularly to see what trends are taking place in the industry and especially what products are new and innovative.
- I find it informative, great advertising. I have found articles in it useful in my job.
- Shows us new products.
- Some articles are very informing.
- I am retired and enjoy seeing what is new and improved in the trade.
- I resource some of the materials and can keep up to date with new products.
- Source for new equipment, tools and procedures.
- I watch for new trends.
- It is very informative to our team members and tech in the plumbing and heating department ... If an article pertains to something they are doing/or plan on doing at the time they like to read about it.
- I will often come across an article that will be either on a topic that provides a useful refresh on an existing facet of the industry or it is introducing a new technology, product or even theory. I find this very useful in keeping up to date with the latest trends in industry as well as keeping track of the knowledge that has helped get me where I am today.

PUBLICATION VERBATIMS

- Helps to keep me up to date with new innovations and processes.
- Read it for new tech and products.
- Shows new trends and products.
- Like to read the articles and suggest or bring to the attention of the technicians any product that may benefit them.
- Very useful. Helps introduce new products.
- Share new products.
- Very useful.
- Pass time waiting for a customer etc., thumb through it quickly when it arrives.
- Makes me aware of new products and new ideas.
- I take what I read and use it in my everyday operations.
- Keep abreast of the trade and products.
- Good to see new products.
- Let's me know what is in the ever-changing industry.
- I use it as a reference. I needed a float switch once and followed up from an article. I also needed to contact a vendor and found the contact info in the ads. The articles are really important to stay current with new trend and products. Or away from certain products. (black flushometers).
- To choose the products for the projects.
- It is the news source for the plumbing and heating industry.
- News information and product card.
- It keeps me up to date in current news and events which is helpful for making future decisions.

PUBLICATION VERBATIMS

- Always read & often referred-to when educating Clients.
- Good articles that educate and cause me to research more.
- A mild manner source for new products. But we well know what we need to carry on.
- I use materials to show my students in the shop and classroom.... all will be future journeypersons to the plumbing and heating trades.
- I like it.
- Great technical articles.
- Gives me a view of what's out there.
- I use your issues for competitive intel, product knowledge, and who's moving around in the industry.
- Arguably the best editorial content - I use it for social media posts and to stay on top of industry trends.
- Very informative, keeping up with new products.
- Great.
- As a reference during my project works.
- Very.
- Somewhat useful, keeps us apprised of new products.
- It is nice to see how things are updating in all industries.
- I typically have at least one "Oh, interesting" moment while reading. Learn something new each time.
- It gives me new technology.

TOP 5 ADSTUDY® SCORES*

1. Bradford White: 146



2. RIDGID, Inc.: 145



2. SharkBite Plumbing Solutions/EvoPex: 145



4. AO Smith: 144



5. Taco Canada LTD.: 136



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

ADVERTISER SCORES

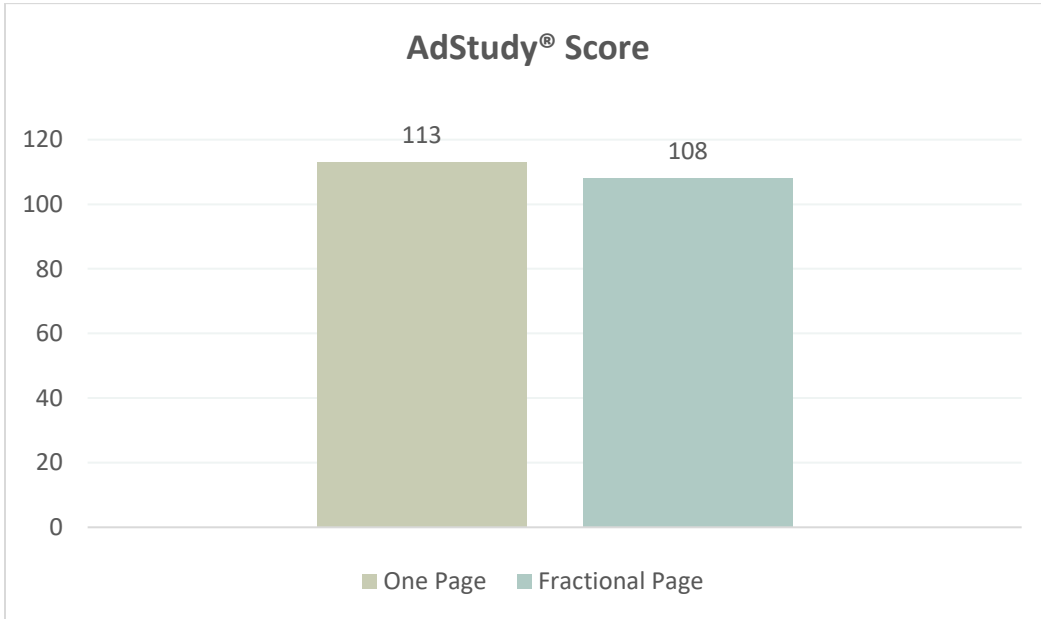
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson
Bradford White	1 page	12	146	80%	66%	14%
RIDGID, Inc.	1 page	40	145	80%	65%	14%
SharkBite Plumbing Solutions/EvoPex	1 page	46	145	79%	66%	17%
AO Smith	1 page	14	144	78%	66%	16%
Taco Canada LTD.	1 page	42	136	74%	62%	17%
Navien	1 page	9	133	75%	58%	21%
John Wood	1 page	18	128	70%	58%	13%
Viessmann Manufacturing Co. US	1 page	24	124	72%	52%	18%
General Pipe Cleaners	1 page	C.4	123	68%	55%	4%
Bibby Ste. Croix	1 page	38	121	71%	50%	8%
Fluidmaster	1 page	26	121	67%	54%	7%
Delta	1 page	28	118	66%	52%	18%
TPI Canada	1/2 page	41	116	62%	54%	10%
Wolseley Canada	1 page	48	112	62%	50%	22%
AquaTech	1 page	16	111	64%	47%	14%
Canarm	1/2 page	8	108	61%	47%	7%
Honeywell International Inc.	1 page	44	106	59%	47%	10%
IBC	1 page	4	106	57%	49%	8%
Napoleon	1 page	21	104	59%	45%	9%
Thermo Manufacturing	1/2 page	47	101	55%	46%	7%
Liberty Pumps	1 page	C.2	98	54%	44%	8%
Eco-King	1 page	30	85	50%	35%	7%
Danfoss	1 page	34	83	50%	33%	5%

ADVERTISER SCORES

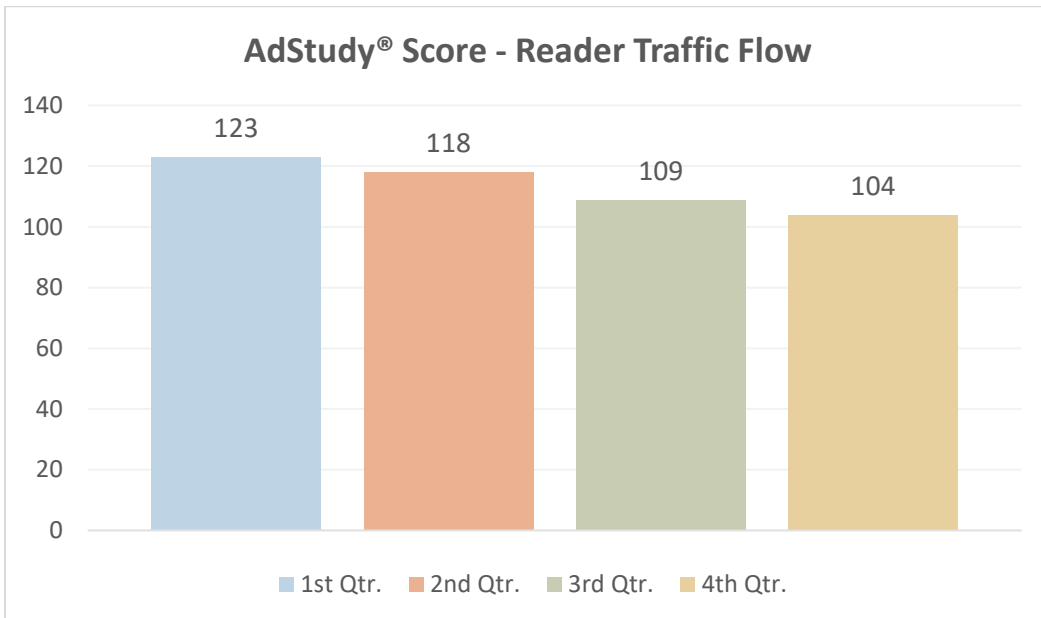
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson
Noble	1 page	52	81	45%	36%	18%
Flocor	1 page	36	76	45%	31%	3%
Serenity Drains	1 page	C.3	59	33%	26%	3%
TOTAL ISSUE AVERAGE			113	63%	50%	11%
SIZE AVERAGES		NO. OF ADS				
One Page		23	113	63%	50%	12%
Fractional Page		3	108	59%	49%	8%

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

SIZE/PLACEMENT AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 113 is the average score for the One Page ads)



The above are averages per 1/4 of the magazine
(i.e. 123 is the average score for the first 1/4 of the book)

PUBLICATION NORMS THROUGH SEPTEMBER 2020

	AdStudy® Score*	Recall Seeing	Recall Reading	
Total Issue Average	110	61%	49%	
One Page or More	116	64%	52%	
Fractional Page	98	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)	114	110	108	111

Total Ads Assessed: 666

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