

B2B Media

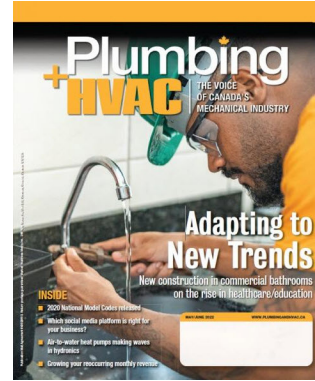
Publisher's Statement

6 months ended June 30, 2022

Subject to Audit

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 and 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 NONPAID CIRCULATION		23,476
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		14,030
Qualified Nonpaid Individual - Digital		2,988
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		2,795
Total Qualified Nonpaid Individual		19,813
Qualified Nonpaid Multicopy Same Addressee - Print		3,663
Total Average Qualified Nonpaid Circulation		23,476

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Market Coverage Copies - Print		548
Total Nonqualified Market Coverage Copies		548
Nonqualified Allocated for Shows & Conventions - Print		1,250
Total Nonqualified Allocated for Shows & Conventions		1,250
Total Average Nonqualified Circulation		1,798

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	17,494	3,002	2,928	23,424
Mar	17,524	3,013	2,923	23,460
Apr	18,334	2,902	2,487	23,723
May/June	17,419	3,036	2,842	23,297

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	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	13,800	59.2	9,866	2,054	1,880	10,322	8,384	238	678	2,424	1,753	308	15
WHOLESALE/DISTRIBUTORS	2,580	11.1	1,748	382	450	1,579	1,006	129	817	115	423	79	11
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	1,992	8.6	1,254	425	313	1,569	1,030	27	34	143	264	492	2
FACILITY MANAGEMENT	376	1.6	263	44	69	285	48	5	3	188	95	31	6
GOVERNMENT AND UTILITIES	430	1.8	273	72	85	328	44	4	9	183	117	70	3
OTHERS ALLIED TO THE FIELD	284	1.2	180	59	45	274	224	7	14	10	16	11	2
MULTICOPY SAME ADDRESSEE	3,835	16.5	3,835			101							
Total Qualified Circulation	23,297	100.0	17,419	3,036	2,842	14,458	10,736	410	1,555	3,063	2,668	991	39

*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.

SUPPLEMENTARY DATA

Classification by Business & Industry	SUPPLEMENTARY ANALYSIS OF QUALIFIED RECIPIENTS WHO SPECIFY, SELECT, OR APPROVE THE PURCHASE OF ONE OR MORE OF THE FOLLOWING TYPES OF PRODUCTS												
	Plumbing	Hydronic Heating	Fire Protection	Air Conditioning	Ventilation/ Sheet Metal	Controls/ Instrumentation	Refrigeration	Warm Air Heating	Fireplaces	Drain Cleaning	Geothermal	IAQ	No Purchase Authority
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	11,611	11,235	7,369	11,112	10,714	9,689	9,084	9,712	7,437	7,466	6,954	7,868	
WHOLESALE/DISTRIBUTORS	2,226	2,196	1,520	2,060	1,997	1,817	1,705	1,738	1,402	1,383	1,398	1,444	
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	1,831	1,733	1,461	1,739	1,685	1,573	1,415	1,469	1,189	1,145	1,163	1,220	
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/ hospitality and related facilities	342	304	267	325	308	296	265	271	184	220	197	232	
GOVERNMENT AND UTILITIES	390	354	291	344	333	317	300	314	237	257	253	268	
OTHERS ALLIED TO THE FIELD	67	61	43	71	69	60	52	52	35	37	36	47	
Total Qualified Circulation	16,467	15,883	10,951	15,651	15,106	13,752	12,821	13,556	10,484	10,508	10,001	11,079	

SUPPLEMENTARY DATA (Continued)

This is a multiple analysis of qualified recipients who are active in one or more of the following markets. 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.

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	Other
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	10,879	7,514	7,211	10,700	6,058	6,767	50
WHOLESALERS/DISTRIBUTORS	2,097	2,080	1,865	2,252	1,724	1,720	34
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	1,317	1,428	1,229	1,621	1,142	1,069	13
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities	95	96	83	144	303	87	6
GOVERNMENT AND UTILITIES	208	222	219	270	315	212	7
OTHERS ALLIED TO THE FIELD	100	78	64	102	42	38	93
Total Qualified Circulation	14,696	11,418	10,671	15,089	9,584	9,893	203

SUPPLEMENTARY DATA

This is a multiple analysis of qualified recipients by number of employees.

NUMBER OF EMPLOYEES

Classification by Business & Industry	1-4	5-9	10-19	20-49	50-99	100+
MECHANICAL CONTRACTORS: Contractors involved in plumbing, hydronic heating, air conditioning, refrigeration, warm air heating and related job activities	4,606	2,918	2,510	1,817	714	911
WHOLESALERS/DISTRIBUTORS	426	568	551	437	217	357
SPECIFIERS: Mechanical consulting engineers, specification writers and building contractors	482	319	380	320	206	279
FACILITY MANAGEMENT/MAINTENANCE: Schools, commercial, health care, hotels/hospitality and related facilities	38	24	42	69	53	139
GOVERNMENT AND UTILITIES	32	42	66	49	33	204
OTHERS ALLIED TO THE FIELD	113	67	36	19	16	23
Total Qualified Circulation	5,697	3,938	3,585	2,711	1,239	1,913

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	13,584	3,036	2,842	16,569	31	2,862	19,462	83.5
Written								
Telecommunication	12,003	2,605	2,006	14,402		2,212	16,614	71.3
Internet and Email	1,581	431	836	2,167	31	650	2,848	12.2
Total Direct Request From Recipient's Company	3,835			3,835			3,835	16.5
Written	3,835			3,835			3,835	16.5
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	17,419	3,036	2,842	20,404	31	2,862	23,297	100.0
Percent	74.8	13.0	12.2	87.6	0.1	12.3	100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	13,584	3,036	2,842	19,462	83.5
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee	3,835			3,835	16.5
Total Qualified Subscriptions	17,419	3,036	2,842	23,297	100.0
Total Qualified Circulation	17,419	3,036	2,842	23,297	100.0

GEOGRAPHIC ANALYSIS					
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units
Alberta	1,661	225	254	2,140	1,376
British Columbia	1,454	263	236	1,953	1,426
Manitoba	530	60	60	650	442
New Brunswick	419	63	63	545	368
Newfoundland/Labrador	169	26	19	214	153
Northwest Territories	11		3	14	14
Nova Scotia	558	54	56	668	364
Nunavut	1	1	1	3	3
Ontario	9,504	1,692	1,647	12,843	7,369
Prince Edward Island	76	11	6	93	80
Quebec	2,462	589	443	3,494	2,425
Saskatchewan	555	51	52	658	418
Yukon Territory	19	1	2	22	20
Canadian Unclassified					
TOTAL CANADA	17,419	3,036	2,842	23,297	14,458
United States					
Military or Civilian Personnel Overseas					
Other International					
Total International					
E-mail Address Only					
Other Unclassified					
GRAND TOTAL	17,419	3,036	2,842	23,297	14,458

NOTES

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, geothermal, IAQ, and related controls and instrumentation products.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Multicopy Same Addressee : Represent copies distributed in bulk to 92 Wolseley Canada branches across Canada excluding Quebec to be distributed to Wolseley customers.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May/Jun issue.

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.

Frequency: 8 times/year
Format: Standard

Established: 1991
AAM Member Since: 2010
Member #: 06-1434-8
CARD: 614

Parent Company: Marked Business Media Inc.

Published by:
Marked Business Media Inc.
286 King Street West, Suite 203
Oshawa, ON L1J 2J9
T: (289) 638-2133
www.plumbingandhvac.ca

MARK VREUGDENHIL
Publisher

LEAH DEN HARTOGH
Editor