

AdEffect™ Report

Plumbing & HVAC
May-June 2023



Conducted By
SIGNET
RESEARCH INC.

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INTRODUCTION

This report contains the results of an **AdEffect™**, conducted by SIGNET RESEARCH, INC. using ads from the May/June 2023 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 AdEffect™** Study is to provide feedback on the effectiveness 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 314 respondents. 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

Effectiveness of Message

- the percentage of respondents who rated the ads as Excellent, Good, Fair, Poor.

Effectiveness of Creative

- the percentage of respondents who rated the ads as Excellent, Good, Fair, Poor.

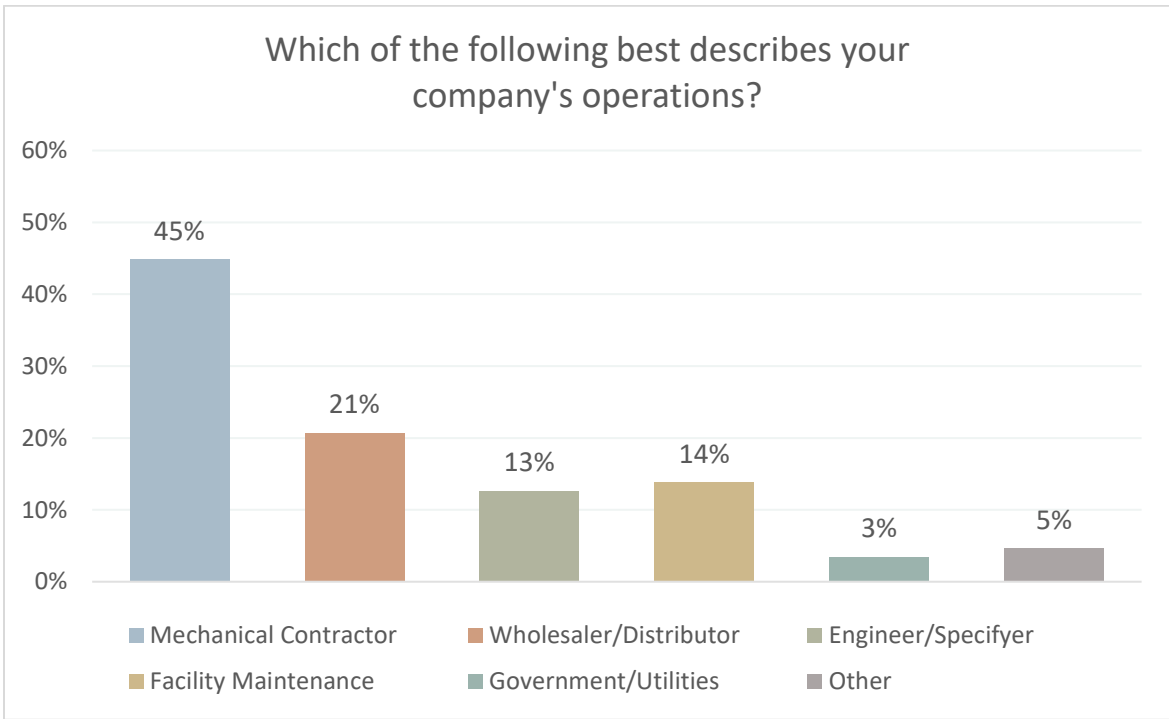
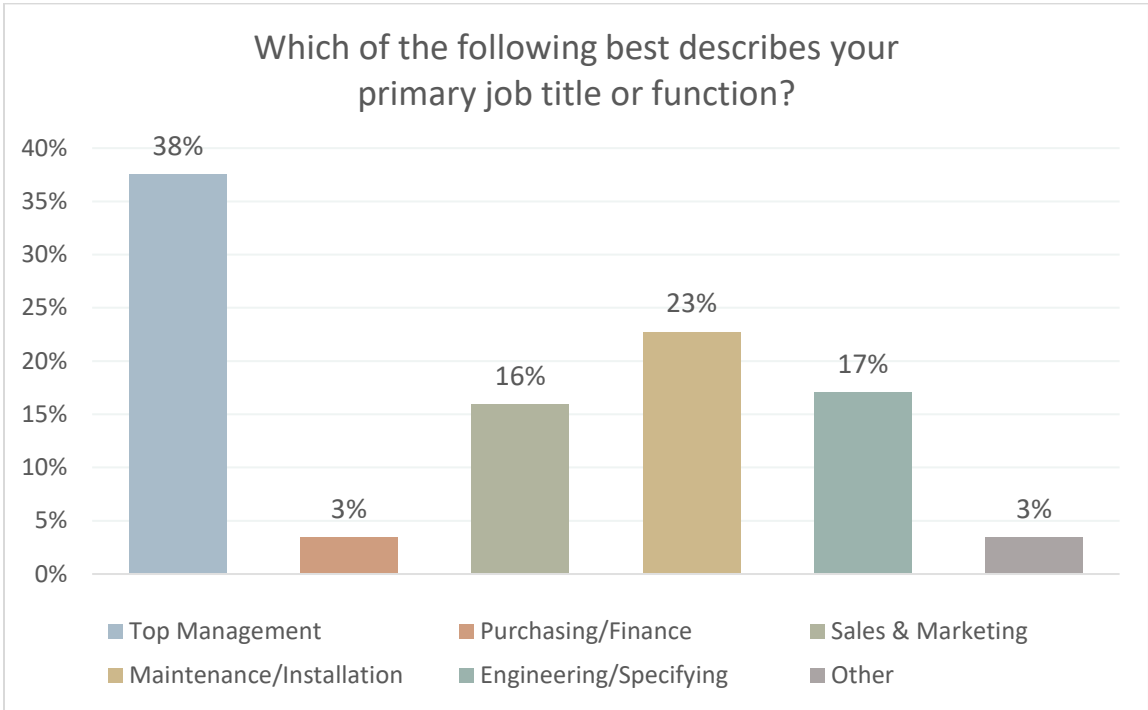
AdEffect™ Score

- a measure of Ad Effectiveness – average of Effectiveness of Message (Excellent/Good) and Effectiveness of Creative (Excellent/Good) scores.

Effects: the percentage of respondents who...

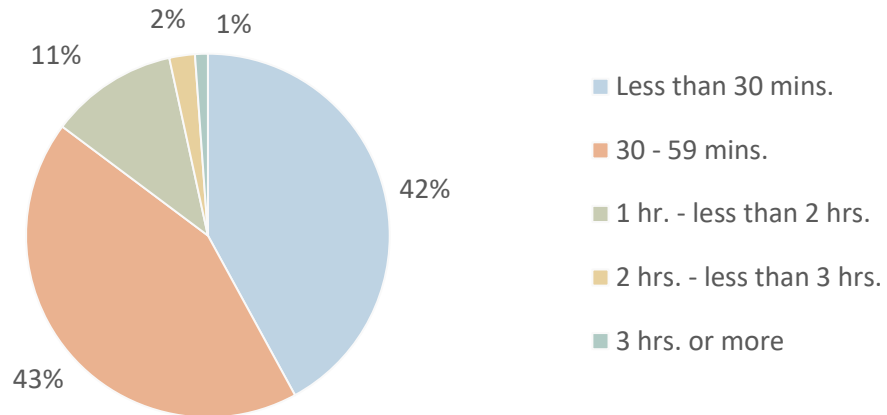
- Provided Awareness** - were made aware of something about the company or its products that they did not know before.
- Caused Action** - took or planned some action and/or suggested a solution to a problem or a better way of doing things.
- Built Preference** - had positive feelings about the product intensified and/or were helped to decide that this company's product is better than other products.
- Kept Customers Sold** - were reminded of something they already knew about the company or its products/services.

READER PROFILE



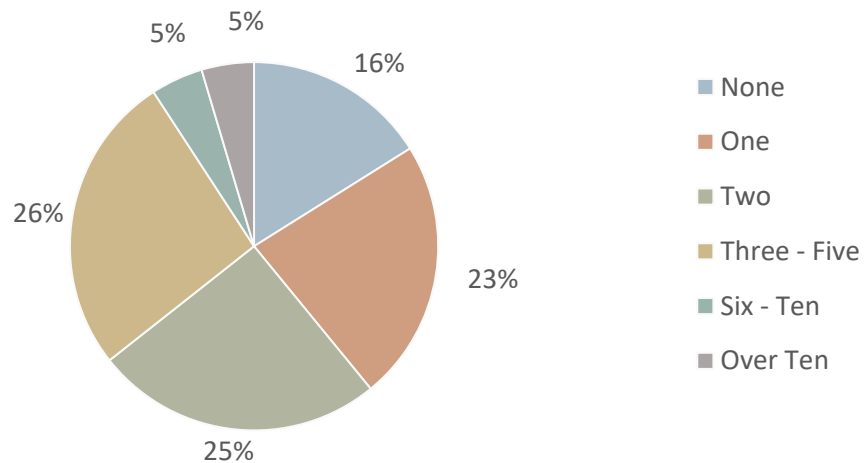
READER PROFILE

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: 41 minutes

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



Mean Pass Along: 2.7 people
Total Readers Per Copy: 3.7 people

READER PROFILE

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

HPAC	57%
Mechanical Business	72%
None of the Above	16%

**Unduplicated Readership -
Receive PLUMBING & HVAC only: 16%**

Multiple responses permitted

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

Plumbing & HVAC	92%
HPAC	51%
Mechanical Business	60%
None of the Above	6%

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	67%
Hydronic Heating	64%
Air Conditioning	72%
Controls/Instrumentation	49%
Refrigeration	41%
Warm Air Heating	61%
Drain Cleaning	28%
Fire Protection	17%
Ventilation/Sheet Metal	53%

Involved in One or More: 97%

Multiple responses permitted

READER PROFILE

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	42%
Recommended/specified products	45%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	32%
Discussed an ad/article with someone else in the company	42%
Requested additional information from a company, sales representative or distributor	25%
Visited an advertiser's Website	55%

Took One or More Actions: 92%

Multiple responses permitted

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

Print	38%
Digital publication (Replica of print publication in digital format)	11%
Online/html (Content on <i>plumbingandhvac.ca</i>)	5%
Both print and digital publication	33%
Both print and online/html (Content on <i>plumbingandhvac.ca</i>)	8%
Both digital and online/html (Content on <i>plumbingandhvac.ca</i>)	3%
No preference	1%

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.	63%
I read through <i>PLUMBING & HVAC</i> as much for the advertising as for the articles.	70%
Companies that advertise build trust and are seen as a reliable source.	37%
None of the Above	9%

Multiple responses permitted

READER PROFILE

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

HPAC	42%
Mechanical Business	51%
Plumbing & HVAC	85%
None of the Above	9%

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	60%
No	40%

What is your age?

Under 35 years	3%
35-44	14%
45-54	22%
55-64	30%
65+	31%

Mean: 55 years

What is your gender?

Male	89%
Female	10%
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.

- Product information.
- Technical magazines keep me up to date on new products and their Canadian availability.
- See who's who and what's new in the industry.
- Very useful for product recommendations.
- I read most of the publications and if required for more information, I would look back in my File Manager, pull up the spec sheet to see if would be applicable for any future jobs or projects.
- Learn new things coming out.
- Related articles and subject matter are brought up at staff meetings and useful links are passed on.
- Keeps me informed of the latest products and gain knowledge through reading various articles.
- Information, new products.
- It is critical to know your products.
- Keeping up to date on products and solutions to problems and related issues.
- Interesting information.
- Keeps me informed of the latest trends and products.
- I regularly read it. To discover new products and solutions for my customers.
- Informative, new products and systems.
- Advertising in it.
- The only one I read. I use it to find out new information about products usually then look up on their web pages.

PUBLICATION VERBATIMS

- I like to stay on top of new products that are coming to the market, and see the effects of products affecting overall building efficiency.
- Enjoy seeing ads with new products.
- Informative.
- It helps keep me informed.
- It will always keep me informed about the latest technology, controls, new equipment and most of all what new products are available.
- Awesome.
- Keep up the GOOD work!
- Information & knowledge is power.
- Consulting engineering firm and we recommend solutions to our clients. We read your material which gives us updates on service and products.
- Helps keep the different manufacturers at the fore front of our thoughts when considering purchasing.
- I read articles for the subject matter, and other people's expertise and experiences. I read the ads to learn about new products and new technologies.
- Products in the market.
- Articles are used for educating myself and staff.
- I use it as an informational tool. It helps me stay current and up to speed with trends and changes in the industry.
- Bring awareness of new products and good articles.
- Very useful in keeping informed of HVAC and plumbing products.
- It's another tool in the toolbox.
- Utilize the information in the articles extensively, particularly the ones about hydronic heating, air conditioning, heat pumps and new products.

TOP 5 ADEFFECT™ SCORES*

1. SharkBite Max: 90



2. CB Supplies: 88



3. Viega: 83



3. EMCO Corporation: 83



5. Navien: 82



*Average of Effectiveness of Message (Excellent/Good) and Effectiveness of Creative (Excellent/Good) scores.

ADVERTISER SCORES

Advertiser	Size	Page	AdEffect™ Score*	Message Effectiveness		Creative Effectiveness	
				Excellent	Good	Excellent	Good
SharkBite Max	1 page	18	90	38%	53%	36%	53%
CB Supplies	1 page	C.4	88	29%	59%	33%	54%
Viega	1 page	12	83	37%	44%	31%	54%
EMCO Corporation	1 page	46	83	28%	56%	31%	50%
Navien	1 page	9	82	30%	53%	29%	51%
Giant	1/2 page	25	81	24%	57%	25%	56%
Viega	1 page	C.3	81	27%	55%	26%	53%
Ecco Supply	1 page	26	80	24%	56%	26%	53%
LynCar	1 page	22	80	26%	54%	27%	52%
NEXT Supply	1 page	50	79	27%	54%	29%	47%
Triangle Tube	1 page	2	78	24%	56%	20%	56%
Aerco	1 page	32	78	21%	58%	29%	47%
American Standard	1 page	24	78	25%	55%	27%	48%
KeepRite Heating & Cooling	1/2 page	11	77	13%	66%	14%	61%

ADVERTISER SCORES

Advertiser	Size	Page	AdEffect™ Score*	Message Effectiveness		Creative Effectiveness	
				Excellent	Good	Excellent	Good
Bradford White Canada	1 page	14	75	24%	55%	23%	48%
Master	1 page	30	74	20%	57%	18%	53%
Wolseley Canada	1 page	40	74	29%	48%	23%	47%
Flocor	1 page	16	73	26%	48%	26%	46%
PVI	1 page	4	70	23%	48%	20%	49%
Taco Comfort Solutions	1 page	36	69	18%	54%	17%	48%
Honeywell	1 page	44	68	20%	50%	22%	44%
Sluyter	1/4 page	13	63	20%	44%	20%	42%
IPEX	1 page	28	63	16%	46%	17%	46%
Enbridge	1 page	48	60	21%	43%	19%	37%
Viessmann	1 page	38	60	18%	44%	13%	45%

ADVERTISER SCORES

Advertiser	Size	Page	AdEffect™ Score*	<u>Message Effectiveness</u>		<u>Creative Effectiveness</u>	
				Excellent	Good	Excellent	Good
Intertek	1/4 page	49	54	11%	44%	11%	42%
TOTAL ISSUE AVERAGE			74	24%	52%	24%	49%
SIZE AVERAGES							
		NO. OF ADS					
		22	75	25%	52%	25%	49%
		4	69	17%	53%	18%	50%

*Average of Effectiveness of Message (Excellent/Good) and Effectiveness of Creative (Excellent/Good) scores.

AD EFFECTS

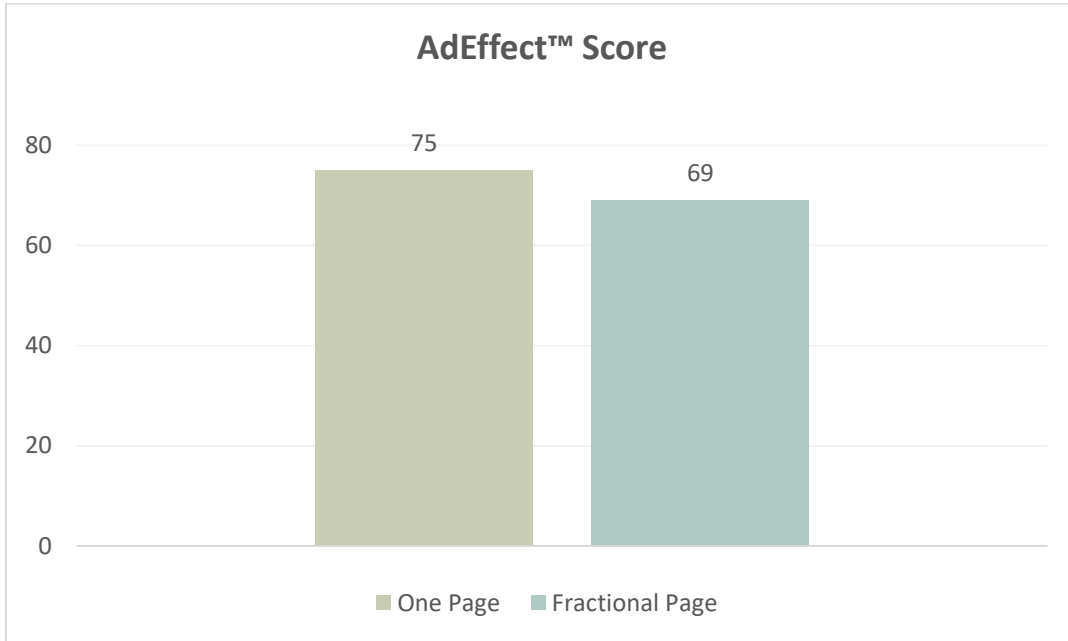
<u>Page</u>	<u>Advertiser</u>	<u>Net Effectiveness**</u>	<u>Provided Awareness*</u>	<u>Caused Action*</u>	<u>Built Preference*</u>	<u>Kept Customers Sold*</u>
18	SharkBite Max	89%	39%	17%	24%	39%
C.4	CB Supplies	79%	48%	11%	14%	28%
40	Wolseley Canada	77%	40%	7%	12%	35%
C.3	Viega	76%	41%	10%	19%	29%
9	Navien	75%	32%	11%	18%	38%
12	Viega	75%	43%	13%	17%	25%
24	American Standard	74%	38%	8%	12%	35%
26	Ecco Supply	74%	43%	12%	10%	30%
22	LynCar	74%	47%	12%	15%	29%
14	Bradford White Canada	72%	39%	12%	17%	31%
36	Taco Comfort Solutions	72%	46%	15%	12%	20%
46	EMCO Corporation	71%	39%	11%	15%	35%
2	Triangle Tube	71%	41%	10%	11%	25%
32	Aerco	70%	41%	10%	11%	27%

AD EFFECTS

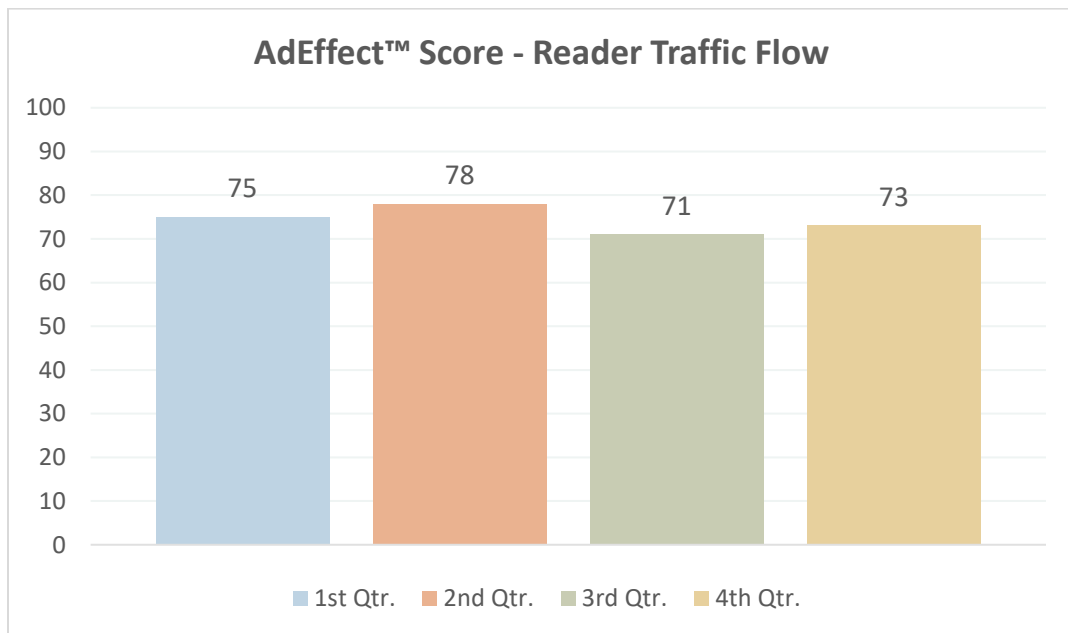
<u>Page</u>	<u>Advertiser</u>	<u>Net Effectiveness**</u>	<u>Provided Awareness*</u>	<u>Caused Action*</u>	<u>Built Preference*</u>	<u>Kept Customers Sold*</u>
25	Giant	69%	23%	11%	15%	43%
11	KeepRite Heating & Cooling	69%	30%	12%	15%	33%
4	PVI	68%	53%	9%	12%	13%
44	Honeywell	67%	40%	12%	10%	27%
30	Master	66%	41%	10%	16%	23%
50	NEXT Supply	64%	42%	8%	14%	26%
13	Sluyter	63%	36%	6%	8%	28%
48	Enbridge	62%	43%	14%	6%	16%
28	IPEX	61%	23%	10%	13%	33%
16	Flocor	59%	30%	9%	9%	29%
38	Viessmann	59%	32%	10%	14%	22%
49	Intertek	54%	30%	13%	5%	23%
TOTAL ISSUE AVERAGE		70%	38%	11%	13%	29%

**The percentage of respondents who selected one or more of the above effectiveness traits.

SIZE/PLACEMENT AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 75 is the average score for the One Page ads)



The above are averages per 1/4 of the magazine
(i.e. 75 is the average score for the first 1/4 of the book)

PUBLICATION NORMS THROUGH MAY/JUNE 2023

	AdEffect™	Message Effectiveness		Creative Effectiveness	
	Score*	Excellent	Good	Excellent	Good
Total Issue Average	76	28%	50%	27%	48%
One Page or More	76	29%	50%	27%	48%
Fractional Page	75	25%	53%	24%	49%
		<u>1st Qtr.</u>	<u>2nd Qtr.</u>	<u>3rd Qtr.</u>	<u>4th Qtr.</u>
Reader Traffic Flow (1/4 Book Averages)	76	78	76	74	

Total Ads Assessed: 74

*Average of Effectiveness of Message (Excellent/Good) and Effectiveness of Creative (Excellent/Good) scores.