

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: 248.362.3700  
Fax No.: 248.362.0317  
[www.supplyht.com](http://www.supplyht.com)

Official Publication of: American Supply Association  
Established: 1958  
Issues Per Year: 12

**FIELD SERVED**

SUPPLY HOUSE TIMES serves firms that are engaged in plumbing, heating, piping, or air conditioning, supply houses and wholesalers, manufacturers and their sales personnel, manufacturers' agents and representatives as shown in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals with management, purchasing, or sales titles as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	9
Advertiser and Agency _____	1,001
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	798
<b>TOTAL</b>	<b>1,808</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	27,010	100.0	26,992	99.9	18	0.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,010</b>	<b>100.0</b>	<b>26,992</b>	<b>99.9</b>	<b>18</b>	<b>0.1</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
July _____	63	63	27,010
August _____	210	210	27,010
September _____	192	192	27,010
October _____	111	111	27,010
November _____	191	191	27,010
December _____	60	60	27,010
<b>TOTAL</b>	<b>827</b>	<b>827</b>	

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	15,112	8,249	7,034	1.17	00:56	01:43
August _____	15,049	7,592	6,401	1.19	00:51	01:43
September _____	15,984	8,803	7,515	1.17	01:00	01:51
October _____	17,570	10,775	9,532	1.13	01:02	01:41
November _____	16,829	10,449	9,255	1.13	01:08	01:49
December _____	17,054	9,899	8,691	1.14	01:02	01:49
<b>AVERAGE:</b>	<b>16,266</b>	<b>9,295</b>	<b>8,071</b>	<b>1.16</b>	<b>01:00</b>	<b>01:46</b>

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**  
**This issue is equal to the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Recipients who have indicated that they are engaged in Plumbing, Heating, Piping or Air Conditioning Field	CLASSIFICATION BY TITLE				
				Management	Purchasing	Sales		Other Qualified Personnel
				Chairmen, Presidents, Vice Presidents, Secretaries, Treasurers, Owners, Partners, General Managers, Branch Managers, Office Managers, Credit Managers, Warehouse Managers, Showroom Managers, Department Managers, Other Managers & Assistant Managers	Vice Presidents and Managers of Purchasing, Purchasing Agents & Buyers	Vice Presidents of Sales and Marketing, Sales Managers, Marketing Managers & Supervisors	Inside Sales, Countermen, Salesmen & Showroom Attendants	
1. Plumbing, Heating, Piping or Air Conditioning Supply Houses or Wholesalers _____	21,085	78.1	15,860	16,279	849	1,098	2,859	-
2. Manufacturers & their Sales Personnel _____	2,536	9.4	2,201	1,450	40	818	228	-
3. Manufacturers' Agents & Representatives _	3,389	12.5	3,102	2,516	38	312	523	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,010</b>	<b>100.0</b>	<b>21,163</b>	<b>20,245</b>	<b>927</b>	<b>2,228</b>	<b>3,610</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>78.4</b>	<b>75.0</b>	<b>3.4</b>	<b>8.2</b>	<b>13.4</b>	<b>-</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. <b>TOTAL</b> - Direct Request: _____	<b>17,174</b>	<b>4,531</b>	-	<b>21,705</b>	<b>80.4</b>
a. Written _____	3,281	713	-	3,994	14.8
b. Telecommunication _____	8,064	2,971	-	11,035	40.9
c. Electronic _____	5,829	847	-	6,676	24.7
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>194</b>	<b>361</b>	-	<b>555</b>	<b>2.0</b>
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	194	361	-	555	2.0
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>4,750</b>	-	-	<b>4,750</b>	<b>17.6</b>
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	4,750	-	-	4,750	17.6
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,118</b>	<b>4,892</b>	-	<b>27,010</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.9</b>	<b>18.1</b>	-	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	27,010	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,010</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	149		Kentucky _____	314	
New Hampshire _____	193		Tennessee _____	535	
Vermont _____	79		Alabama _____	381	
Massachusetts _____	794		Mississippi _____	195	
Rhode Island _____	87		<b>EAST SO. CENTRAL</b>	<b>1,425</b>	<b>5.3</b>
Connecticut _____	417		Arkansas _____	238	
<b>NEW ENGLAND</b>	<b>1,719</b>	<b>6.4</b>	Louisiana _____	412	
New York _____	1,625		Oklahoma _____	318	
New Jersey _____	905		Texas _____	1,728	
Pennsylvania _____	1,381		<b>WEST SO. CENTRAL</b>	<b>2,696</b>	<b>10.0</b>
<b>MIDDLE ATLANTIC</b>	<b>3,911</b>	<b>14.5</b>	Montana _____	138	
Ohio _____	1,139		Idaho _____	172	
Indiana _____	664		Wyoming _____	43	
Illinois _____	1,241		Colorado _____	576	
Michigan _____	964		New Mexico _____	152	
Wisconsin _____	563		Arizona _____	518	
<b>EAST NO. CENTRAL</b>	<b>4,571</b>	<b>16.9</b>	Utah _____	256	
Minnesota _____	538		Nevada _____	198	
Iowa _____	325		<b>MOUNTAIN</b>	<b>2,053</b>	<b>7.6</b>
Missouri _____	678		Alaska _____	91	
North Dakota _____	95		Washington _____	499	
South Dakota _____	126		Oregon _____	369	
Nebraska _____	210		California _____	2,490	
Kansas _____	294		Hawaii _____	82	
<b>WEST NO. CENTRAL</b>	<b>2,266</b>	<b>8.4</b>	<b>PACIFIC</b>	<b>3,531</b>	<b>13.1</b>
Delaware _____	75		<b>UNITED STATES</b>	<b>26,751</b>	<b>99.1</b>
Maryland _____	405		U.S. Territories _____	42	
Washington, DC _____	8		Canada _____	207	
Virginia _____	636		Mexico _____	-	
West Virginia _____	115		Other International _____	9	
North Carolina _____	832		APO/FPO _____	1	
South Carolina _____	350		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,010</b>	<b>100.0</b>
Georgia _____	735				
Florida _____	1,423				
<b>SOUTH ATLANTIC</b>	<b>4,579</b>	<b>16.9</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*
Total Audit Average Qualified: _____	27,010	27,010	27,010	27,010	27,010	27,010
Qualified Non-Paid: ____	26,986	26,990	26,989	26,989	26,990	26,992
Qualified Paid: _____	24	20	21	21	20	18
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July - December 2011 data is unaudited. With each successive period, new data will be added until 6 six-month periods of data are displayed.**

**\*\*NC = None Claimed.**

#### ADDITIONAL DATA

<b>WEBSITE GLOSSARY:</b>
<b>Unique Browsers:</b> An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,750 copies or 17.6%, including InfoUSA.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fomia, Corporate Strategy Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 16, 2012

State Michigan

County Oakland

Received by BPA Worldwide January 16, 2012

Type PJ

ID Number S103P0D1