

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.

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



ABOUT SUPPLY HOUSE TIMES

SUPPLY HOUSE TIMES is a B2B brand with an editorial scope providing cutting-edge information on plumbing, hydronic heating industrial PVF, HVAC, distribution & IT technology.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This multimedia report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

SUPPLY HOUSE TIMES serves wholesalers (including plumbing, heating, piping, or air conditioning supply houses or wholesalers)/distributors; manufacturers (including sales personnel), manufacturer's agents/representatives and others.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in corporate/executive management (including owners, partners, presidents, vice presidents, c-level), general management (including general managers, branch managers, supervisors, foremen and other managers), operations, purchasing (including purchasing vice presidents or managers, purchasing buyers/purchasing agents), sales & marketing (including sales vice presidents/sales/marketing, sales/marketing managers, salesmen, inside sales persons) or other functions as shown in Paragraph 3a.

Channels Include:



Supply House Times Magazine
6 issues in period
27,010 average circulation
Pages 2 & 3



Supply House Times Website
11,454 average unique browsers
Page 3



Supply House Social Media
1,237 average Twitter followers
406 average Facebook likes
Page 3



EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Supply House Times Magazine (6 Issues in the period)	26,998	12	27,010
Supply House Times Website (Unique Browsers) (Note 1)	11,454	-	11,454
Supply House Times Social Media			
a. Twitter followers	1,237	-	1,237
b. Facebook likes	406	-	406
SIX-MONTH AVERAGE TOTAL	40,095	12	40,107

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE MAGAZINE



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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	10
Advertiser and Agency _____	1,060
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	716
TOTAL	1,786

1. AVERAGE QUALIFIED CIRCULATION FOR PERIOD						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	27,010	100.0	26,998	100.0	12	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,010	100.0	26,998	100.0	12	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD				
2012 Issue		Number Removed	Number Added	Total Qualified
July _____		208	208	27,010
August _____		186	186	27,010
September _____		68	68	27,010
October _____		86	86	27,010
November _____		173	173	27,010
December _____		59	59	27,010
TOTAL		780	780	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012 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 (Note 1)	CLASSIFICATION BY JOB FUNCTION					
				Corporate/Executive Management (Note 2)	General Management (Note 3)	Operations	Purchasing (Note 4)	Sales & Marketing (Note 5)	Other
Wholesaler/Distributor (Note 6) _____	20,995	77.7	15,903	10,305	5,417	495	879	3,899	-
Manufacturer (Note 7) _____	2,575	9.5	2,235	968	483	75	39	1,010	-
Manufacturers Agent/Rep _____	3,440	12.8	3,171	1,920	371	99	36	1,014	-
Other _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,010	100.0	21,309	13,193	6,271	669	954	5,923	-
PERCENT	100.0		78.9	48.8	23.2	2.5	3.5	22.0	-

Note 1: Additional data for business classifications 1, 2 & 3 reported.
 Note 2: Corporate/Executive Management includes owner, partner, president, vice president and c-level.
 Note 3: General Management includes general manager, branch manager, supervisor, foreman and other manager.
 Note 4: Purchasing includes purchasing vice president or manager and purchasing buyer/purchasing agent.
 Note 5: Sales & Marketing includes sales vice president/sales/marketing, sales/marketing manager, salesman and inside salesman.
 Note 6: Wholesaler/Distributor includes plumbing, heating, piping or air conditioning supply houses or wholesalers.
 Note 7: Manufacturer includes sales personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request: _____	16,528	5,269	-	21,797	80.8
a. Written _____	2,773	650	-	3,423	12.7
b. Telecommunication _____	8,374	3,174	-	11,548	42.8
c. Electronic _____	5,381	1,445	-	6,826	25.3
II. TOTAL - Request from recipient's company: _____	330	133	-	463	1.6
a. Written _____	20	1	-	21	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	310	132	-	442	1.6
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,750	-	-	4,750	17.6
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	4,750	-	-	4,750	17.6
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,608	5,402	-	27,010	100.0
PERCENT	80.0	20.0	-	100.0	

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012		
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 _____	-	-
TOTAL QUALIFIED CIRCULATION	27,010	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified: _____	27,010	27,010	27,010	27,010	27,010	27,010
Qualified Non-Paid: _____	26,989	26,989	26,990	26,992	26,996	26,998
Qualified Paid: _____	21	21	20	18	14	12
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 2012 data is unaudited.
**NC = None Claimed.

WEBSITE*



Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	18,105	11,425	10,066	1.14	01:02	01:41
August _____	20,549	12,846	11,334	1.13	01:45	01:03
September _____	17,796	11,967	10,390	1.15	02:13	01:05
October _____	24,706	15,771	13,588	1.16	02:13	01:15
November _____	30,125	15,544	13,186	1.18	01:48	01:42
December _____	28,335	12,456	10,160	1.23	01:46	02:15
AVERAGE:	23,269	13,335	11,454	1.16	01:48	01:30

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period.
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: 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
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

SOCIAL MEDIA

2012	Supply House Times Social Media	
	 Twitter followers http://twitter.com/supplyht/	 Facebook likes http://www.facebook.com/SupplyHouseTimes
July _____	1,107	366
August _____	1,148	383
September _____	1,211	403
October _____	1,262	414
November _____	1,318	429
December _____	1,373	439
AVERAGE:	1,237	406

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

GEOGRAPHIC DISTRIBUTION*

State	Supply House Times Magazine for Issue of November 2012		State	Supply House Times Magazine for Issue of November 2012	
	Total	Percent		Total	Percent
Maine _____	157		Kentucky _____	316	
New Hampshire _____	201		Tennessee _____	543	
Vermont _____	94		Alabama _____	368	
Massachusetts _____	808		Mississippi _____	192	
Rhode Island _____	98		EAST SO. CENTRAL	1,419	5.3
Connecticut _____	438		Arkansas _____	237	
NEW ENGLAND	1,796	6.6	Louisiana _____	389	
New York _____	1,604		Oklahoma _____	334	
New Jersey _____	923		Texas _____	1,816	
Pennsylvania _____	1,389		WEST SO. CENTRAL	2,776	10.3
MIDDLE ATLANTIC	3,916	14.5	Montana _____	134	
Ohio _____	1,113		Idaho _____	172	
Indiana _____	661		Wyoming _____	60	
Illinois _____	1,226		Colorado _____	596	
Michigan _____	940		New Mexico _____	154	
Wisconsin _____	579		Arizona _____	503	
EAST NO. CENTRAL	4,519	16.7	Utah _____	274	
Minnesota _____	518		Nevada _____	184	
Iowa _____	320		MOUNTAIN	2,077	7.7
Missouri _____	646		Alaska _____	88	
North Dakota _____	102		Washington _____	540	
South Dakota _____	133		Oregon _____	352	
Nebraska _____	203		California _____	2,468	
Kansas _____	278		Hawaii _____	93	
WEST NO. CENTRAL	2,200	8.1	PACIFIC	3,541	13.1
Delaware _____	73		UNITED STATES	26,718	98.9
Maryland _____	415		U.S. Territories _____	45	
Washington, DC _____	9		Canada _____	238	
Virginia _____	676		Mexico _____	-	
West Virginia _____	116		Other International _____	8	
North Carolina _____	815		APO/FPO _____	1	
South Carolina _____	338		TOTAL	27,010	100.0
Georgia _____	711				
Florida _____	1,321				
SOUTH ATLANTIC	4,474	16.6			

ADDITIONAL DATA**MAGAZINE****PARAGRAPH 3b:**

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

WEBSITE ACTIVITY:

July 2012 data provided by Nielsen.

August – December 2012 data provided by Google Analytics.

All website activity is audited by BPA Worldwide.

GEOGRAPHIC DATA:

Geographic data not available for Website or Social Media and therefore, is not reported herein.

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. Foumia, 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.

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Date signed January 4, 2013

State Michigan

County Oakland

Received by BPA Worldwide January 4, 2013

Type BJ

ID Number S103B0D2