SUPPLYHOUSE TIMES

Media Statement
June 2020

SUPPLY HOUSE TIMES has an editorial scope providing cutting-edge information on plumbing, hydronic heating, industrial PVF, HVAC, distribution and IT technology.

Publisher's Note:
It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2020 Q2 reporting. As this statement contains information you may use to make your ad buying decisions, I want to assure you, to the best of our ability, that this Statement is accurate as of June 2020. Thank you for considering *Supply House Times*.

Channels

Magazine Circulation - May 2020 Analyzed Issue

Print Only	7,795
Digital Only	19,215
Total Magazine Circulation	27,010

Other Reach - June 2020

eNewsletters (Total average):	31,658
*Website Total Users	153,981
**Website Registration:	14,207
**Social Media (Total):	8,144

Total Reach 235,000

Sincerely,

Dan Ashenden
Senior Group Publisher
Supply House Times

About BNP Media

BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owners data.
No effort has been made to remove potential duplication with each action.
*BPAWW Interactive - June 2020 **Cumulative as of June 2020

bnp media

Who Can You Reach:

Audience Demographics May 2020 Analyzed Issue

Primary Business by Primary Function

			PRIMARY FUNCTION					
PRIMARY BUSINESS	TOTAL	PERCENT	Corporate/ Executive Management	General Management	Operations	Purchasing	Sales & Marketing	Other Functions and Functions Not Available
Wholesaler/Distributor	22,645	83.8%	11,798	5,075	1,203	738	3,824	7
Manufacturer	2,141	7.9%	786	351	150	38	808	8
Manufacturer's Rep	2,224	8.2%	1,093	256	142	28	690	15
Other Allied Businesses	0	0.0%	0	0	0	0	0	0
TOTAL CIRCULATION	**27,010**	**100.0%**	**13,677**	**5,682**	**1,495**	**804**	**5,322**	**30**
PERCENT	**100.00%**		**50.64%**	**21.04%**	**5.53%**	**2.98%**	**19.70%**	**0.11%**

Are you engaged in the plumbing, heating, piping or air-conditioning field?

Primary Business	Responses	Percent
Wholesaler/Distributor	17,088	63.3%
Manufacturer	1,970	7.3%
Manufacturer's Rep	2,140	7.9%
Other Allied Businesses	0	0.0%
Total Respondents:	**21,198**	**78.5%**

Types of Work (Check all that apply)

Primary Business	Responses	Percent
Plumbing	8,726	32.3%
Process Piping/Valves	5,283	19.6%
Hydronic Heating	5,662	21.0%
Warm Air Heating	4,718	17.5%
AC/Ventilating	5,387	19.9%
Refrigeration	3,368	12.5%
Private Water Systems	3,596	13.3%
Tools/Instruumentation	4,634	17.2%
Other	1,178	4.4%
Total Respondents:	**11,801**	**43.7%**

Source by Verification :

	VERIFICATION		
SOURCE	Within 1-3 Years	Total	Percent
Personal Request	22,148	**22,148**	**82.0%**
Business Request	0	**0**	**0.0%**
Other Communication	0	**0**	**0.0%**
Business Directories	4,862	**4,862**	**18%**
Total Circulation	**27,010**	**27,010**	**100.0%**

Who Can You Reach:

Audience Demographics May 2020 Analyzed Issue

Geographic		
State/Region	**Total**	**Percent**
Maine	146	
New Hampshire	198	
Vermont	82	
Massachusetts	792	
Rhode Island	125	
Connecticut	431	
NEW ENGLAND	1,774	6.6%
New York	1,676	
New Jersey	860	
Pennsylvania	1,352	
MIDDLE ATLANTIC	3,888	14.4%
Ohio	1,296	
Indiana	683	
Illinois	1,139	
Michigan	881	
Wisconsin	572	
EAST NO. CENTRAL	4,571	16.9%
Minnesota	502	
Iowa	336	
Missouri	622	
North Dakota	91	
South Dakota	125	
Nebraska	198	
Kansas	280	
WEST NO. CENTRAL	2,154	8.0%
Delaware	71	
Maryland	463	
Washington, D.C.	11	
Virginia	731	
West Virginia	93	
North Carolina	923	
South Carolina	403	
Georgia	746	
Florida	1,389	

Geographic (continued)		
State/Region	**Total**	**Percent**
SOUTH ATLANTIC	4,830	17.9%
Kentucky	333	
Tennessee	581	
Alabama	394	
Mississippi	185	
EAST SO. CENTRAL	1,493	5.5%
Arkansas	258	
Louisiana	239	
Oklahoma	309	
Texas	1,923	
WEST SO. CENTRAL	2,729	10.1%
Montana	140	
Idaho	193	
Wyoming	48	
Colorado	583	
New Mexico	175	
Arizona	441	
Utah	279	
Nevada	180	
MOUNTAIN	2,039	7.6%
Alaska	34	
Washington	537	
Oregon	291	
California	2,393	
Hawaii	68	
PACIFIC	3,323	12.3%
UNITED STATES	26,801	99.3%
U.S. Territories	25	0.1%
Canada	80	0.3%
Mexico	10	0.0%
Other International	94	0.3%
APO/FPO	0	0.0%
TOTAL CIRCULATION	**27,010**	**100.0%**

Supply House Times

Audience Touchpoints

27,010

Total Magazine Circulation
(Print & Digital) 12 Issues per year

31,658*

eNewsletters
Total average delivered June 2020

Supply House Times eNews (17,326)
Bath & Kitchen Pro eNews (14,332)

59,353
**Page Views

31,964
**Sessions

25,664
**Total Users

Website Registration: 14,207*** *June 2020*

Twitter Followers	4,672
Facebook Likes	1,608
LinkedIn Members	1,864

8,144

***Social Media

Across Twitter, Facebook, LinkedIn and YouTube

**BPAWW Interactive - June 2020
***Cumulative as of June 2020