

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 Q3 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 September 2020. Thank you for considering *Supply House Times*.

Channels

September 2020 Summary

Digital Only	16,846
Total Magazine Circulation	16,846

Digital Magazine Circulation

eNewsletters (Total average):	31,168
*Website Total Users	22,921
**Website Registration:	14,641
**Social Media (Total):	8,196

Total Reach	93,772
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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 **Cumulative as of September 2020

Who Can You Reach:

Digital Magazine Audience Demographics (September 2020 Summary)

Primary Business by Primary Function

PRIMARY BUSINESS	TOTAL	PERCENT	PRIMARY FUNCTION					Other Functions and Functions Not Available
			Corporate/ Executive Management	General Management	Operations	Purchasing	Sales & Marketing	
Wholesaler/Distributor	12,819	76.1%	4,960	3,718	863	553	2,693	32
Manufacturer	1,963	11.7%	709	299	135	47	763	10
Manufacturer's Rep	1,854	11.0%	890	202	103	26	630	3
Other Allied Businesses	210	1.2%	115	37	17	5	15	21
TOTAL CIRCULATION	16,846	100.0%	6,674	4,256	1,118	631	4,101	66
PERCENT	100.00%		39.62%	25.26%	6.64%	3.75%	24.34%	0.39%

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

Primary Business	Responses	Percent
Wholesaler/Distributor	12,266	72.8%
Manufacturer	1,725	10.2%
Manufacturer's Rep	1,763	10.5%
Other Allied Businesses	202	1.2%
Total Respondents:	15,956	94.7%

Types of Work (Check all that apply)

Primary Business	Responses	Percent
Plumbing	7,549	44.8%
Process Piping/Valves	4,491	26.7%
Hydronic Heating	4,977	29.5%
Warm Air Heating	4,083	24.2%
AC/Ventilating	4,733	28.1%
Refrigeration	2,963	17.6%
Private Water Systems	3,128	18.6%
Tools/Instrumentation	3,961	23.5%
Other	1,041	6.2%
Total Respondents:	10,272	61.0%

Source by Verification :

SOURCE	VERIFICATION		
	Within 1-3 Years	Total	Percent
Direct Request	16,846	16,846	100.0%
Company Request	0	0	0.0%
Communication Other Than Request	0	0	0.0%
Business directories	0	0	0.0%
Total Circulation	16,846	16,846	100.0%

Who Can You Reach:

Digital Magazine Audience Demographics (September 2020 Summary)

Geographic	
STATE	Total
Alabama	268
Arizona	236
Arkansas	149
California	1312
Colorado	348
Connecticut	269
D.C.	5
Delaware	53
Florida	803
Georgia	470
Idaho	125
Illionis	718
Indiana	443
Iowa	208
Kansas	167
Kentucky	200
Louisiana	129
Maine	88
Maryland	269
Massachusetts	526
Michigan	514

Geographic	
STATE	Total
Minnesota	320
Mississippi	124
Missouri	375
Montana	97
Nebraska	118
Nevada	107
New Hampshire	133
New Jersey	588
New Mexico	102
New York	1068
North Carolina	601
North Dakota	66
Ohio	853
Oklahoma	185
Oregon	162
Pennsylvania	879
Rhode Island	92
South Carolina	259
South Dakota	80
Tennessee	369
Texas	1188

Geographic	
STATE	Total
Utah	170
Vermont	56
Virginia	471
Washington	323
West Virginia	50
Wisconsin	397
Wyoming	32
Total 48 US Contiguous States	16,565
Alaska	15
Hawaii	35
Total Alaska & Hawaii	50
Possessions & Other Areas	17
Total U.S. Possessions	17
Canada	76
Mexico	15
Military/Civilian Overseas APO/FPO	0
TOTAL Noth America	16,723

Geographic	
Total Circulation	Total
North America	16,723
International	123
Total Circulation	16,846

Supply House Times

Digital Magazine Audience Touchpoints (September 2020 Summary)



16,846

Total Digital Magazine Circulation
12 Issues per year



31,168*
eNewsletters

Total average delivered September 2020

Supply House Times eNews (16,716)
Bath & Kitchen Pro eNews (14,452)



50,069

**Page Views



26,986

**Sessions



22,921

**Total Users

Website
Registration:

14,641***

September 2020

Twitter Followers 4,688
Facebook Likes 1,612
LinkedIn Members 1,896



8,196

***Social Media

Across Twitter, Facebook,
and LinkedIn

**BPAWW Interactive

***Cumulative as of September 2020