

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.

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Scan for Publisher's contact information

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

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited 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 of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**SUPPLY HOUSE
TIMES
MAGAZINE**

6 issues in the period
27,010 average circulation

**SUPPLY HOUSE
TIMES
E-NEWSLETTERS**

SUPPLYHOUSE
TIMES
eNewsletters

3 E-Newsletters in the period
36 issued in the period
25,019 average per occurrence
18,292 average per occurrence
15,695 average per occurrence

**SUPPLY HOUSE
TIMES
WEBSITE**

19,717 average users

**SUPPLY HOUSE
TIMES
SOCIAL MEDIA**

4,292 Twitter followers
1,353 Facebook likes
1,146 LinkedIn group members

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) | 27,007 | 3 | 27,010 |
| a. Print | 24,675 | 3 | 24,678 |
| b. Digital | 2,332 | - | 2,332 |
| 1. Requested | 2,241 | - | 2,241 |
| 2. Non-Requested | 91 | - | 91 |
| SUPPLY HOUSE TIMES E-NEWSLETTERS | | | |
| a. Radiant & Hydronics eNews (12 issued in the period)* | 25,019 | - | 25,019 |
| b. Bath & Kitchen Pro eNews (12 issued in the period)* | 18,292 | - | 18,292 |
| c. SHT eNews (12 issued in the period) | 15,695 | - | 15,695 |
| SUPPLY HOUSE TIMES WEBSITE (Monthly Users with 51,765 average Pageviews) | 19,717 | - | 19,717 |
| SUPPLY HOUSE TIMES SOCIAL MEDIA | | | |
| a. Twitter followers | **4,292 | - | **4,292 |
| b. Facebook likes | **1,353 | - | **1,353 |
| c. LinkedIn group members*** | **1,146 | - | **1,146 |

*Radiant & Hydronics eNews – serving SUPPLY HOUSE TIMES, PLUMBING & MECHANICAL and pme – PM ENGINEER
Bath & Kitchen Pro eNews – serving SUPPLY HOUSE TIMES and PLUMBING & MECHANICAL.

**Social Media claims are cumulative figures, not averages.

***LinkedIn - serving SUPPLY HOUSE TIMES, PLUMBING & MECHANICAL and pme - PM ENGINEER.

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FIELD SERVED

SUPPLY HOUSE TIMES serves wholesalers/distributors, manufacturers, manufacturers' reps and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in corporate/executive management (including owners, partners, presidents, vice presidents and C-level officers), general management (including general managers, branch managers, supervisors, foremen and other managers), operations, purchasing, sales & marketing and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 6 |
| Advertiser and Agency | 1,192 |
| Allocated for Trade Shows and Conventions | - |
| All Other | 1,259 |
| TOTAL | 2,457 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 27,010 | 100.0 | 27,007 | 100.0 | 3 | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 27,010 | 100.0 | 27,007 | 100.0 | 3 | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2018 | Print | Digital | Total Qualified |
|----------|--------|---------|-----------------|
| January | 24,875 | 2,135 | 27,010 |
| February | 24,800 | 2,210 | 27,010 |
| March | 24,665 | 2,345 | 27,010 |
| April | 24,546 | 2,464 | 27,010 |
| May | 24,591 | 2,419 | 27,010 |
| June | 24,591 | 2,419 | 27,010 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

| Business and Industry | Total Qualified | Percent of Total | Classification by Job Function | | | | | | | | |
|------------------------------------|-----------------|------------------|--------------------------------|--------------|---|--|-----------------------------|--------------|------------|-------------------|---|
| | | | Print | Digital | Recipients engaged in Plumbing, Heating, Piping and/or Air Conditioning Field | Corporate/ Executive Management (Note 1) | General Management (Note 2) | Operations | Purchasing | Sales & Marketing | Other Functions and Functions Not Available |
| Wholesaler/Distributor | 22,947 | 85.0 | 21,029 | 1,918 | 18,226 | 11,460 | 5,366 | 1,267 | 784 | 4,070 | - |
| Manufacturer | 1,965 | 7.3 | 1,664 | 301 | 1,726 | 704 | 356 | 105 | 36 | 764 | - |
| Manufacturers Rep | 2,098 | 7.7 | 1,898 | 200 | 1,998 | 1,055 | 209 | 107 | 26 | 701 | - |
| Others Allied to the Field | - | - | - | - | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 27,010 | 100.0 | 24,591 | 2,419 | 21,950 | 13,219 | 5,931 | 1,479 | 846 | 5,535 | - |
| PERCENT | 100.0 | | 91.0 | 9.0 | 81.3 | 48.9 | 22.0 | 5.5 | 3.1 | 20.5 | - |

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.
 Note 2: General Management includes general manager, branch manager, supervisor, foreman and other manager.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

| Qualification Source | Qualified Within | | | | | | Total Qualified | Percent |
|--|------------------|--------------|----------|---------------|--------------|--|-----------------|--------------|
| | 1 Year | 2 Year | 3 Year | Print | Digital | | | |
| I. Direct Request: | 16,933 | 5,216 | - | 19,820 | 2,329 | | 22,149 | 82.0 |
| II. Request from recipient's company: | - | - | - | - | - | | - | - |
| III. Membership Benefit: | - | - | - | - | - | | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - | | - | - |
| V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources: | 4,861 | - | - | 4,771 | 90 | | 4,861 | 18.0 |
| VI. Single Copy Sales: | - | - | - | - | - | | - | - |
| TOTAL QUALIFIED CIRCULATION | 21,794 | 5,216 | - | 24,591 | 2,419 | | 27,010 | 100.0 |
| PERCENT | 80.7 | 19.3 | - | 91.0 | 9.0 | | 100.0 | |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|-------------------------|--------------|------------|-----------------|-------------|------------------------------------|---------------|--------------|-----------------|--------------|
| Maine | 151 | 6 | 157 | | Kentucky | 313 | 25 | 338 | |
| New Hampshire | 171 | 12 | 183 | | Tennessee | 589 | 44 | 633 | |
| Vermont | 73 | 3 | 76 | | Alabama | 349 | 37 | 386 | |
| Massachusetts | 772 | 65 | 837 | | Mississippi | 141 | 13 | 154 | |
| Rhode Island | 89 | 6 | 95 | | EAST SO. CENTRAL | 1,392 | 119 | 1,511 | 5.6 |
| Connecticut | 404 | 22 | 426 | | Arkansas | 225 | 23 | 248 | |
| NEW ENGLAND | 1,660 | 114 | 1,774 | 6.6 | Louisiana | 289 | 25 | 314 | |
| New York | 1,564 | 115 | 1,679 | | Oklahoma | 288 | 24 | 312 | |
| New Jersey | 802 | 81 | 883 | | Texas | 1,744 | 191 | 1,935 | |
| Pennsylvania | 1,251 | 102 | 1,353 | | WEST SO. CENTRAL | 2,546 | 263 | 2,809 | 10.4 |
| MIDDLE ATLANTIC | 3,617 | 298 | 3,915 | 14.5 | Montana | 131 | 10 | 141 | |
| Ohio | 1,056 | 111 | 1,167 | | Idaho | 154 | 21 | 175 | |
| Indiana | 574 | 57 | 631 | | Wyoming | 51 | 7 | 58 | |
| Illinois | 1,002 | 95 | 1,097 | | Colorado | 534 | 64 | 598 | |
| Michigan | 852 | 78 | 930 | | New Mexico | 179 | 16 | 195 | |
| Wisconsin | 504 | 52 | 556 | | Arizona | 394 | 45 | 439 | |
| EAST NO. CENTRAL | 3,988 | 393 | 4,381 | 16.2 | Utah | 295 | 28 | 323 | |
| Minnesota | 456 | 45 | 501 | | Nevada | 153 | 19 | 172 | |
| Iowa | 284 | 26 | 310 | | MOUNTAIN | 1,891 | 210 | 2,101 | 7.8 |
| Missouri | 512 | 56 | 568 | | Alaska | 66 | 2 | 68 | |
| North Dakota | 86 | 4 | 90 | | Washington | 530 | 55 | 585 | |
| South Dakota | 122 | 10 | 132 | | Oregon | 293 | 27 | 320 | |
| Nebraska | 198 | 22 | 220 | | California | 2,174 | 238 | 2,412 | |
| Kansas | 232 | 16 | 248 | | Hawaii | 64 | 1 | 65 | |
| WEST NO. CENTRAL | 1,890 | 179 | 2,069 | 7.6 | PACIFIC | 3,127 | 323 | 3,450 | 12.8 |
| Delaware | 66 | 10 | 76 | | UNITED STATES | 24,556 | 2,329 | 26,885 | 99.5 |
| Maryland | 405 | 27 | 432 | | U.S. Territories | 33 | 2 | 35 | |
| Washington, DC | 6 | 2 | 8 | | Canada | - | 72 | 72 | |
| Virginia | 634 | 72 | 706 | | Mexico | 1 | - | 1 | |
| West Virginia | 109 | 2 | 111 | | Other International | 1 | 16 | 17 | |
| North Carolina | 829 | 85 | 914 | | APO/FPO | - | - | - | |
| South Carolina | 390 | 36 | 426 | | | | | | |
| Georgia | 704 | 76 | 780 | | | | | | |
| Florida | 1,302 | 120 | 1,422 | | | | | | |
| SOUTH ATLANTIC | 4,445 | 430 | 4,875 | 18.0 | | | | | |
| | | | | | TOTAL QUALIFIED CIRCULATION | 24,591 | 2,419 | 27,010 | 100.0 |

*See Additional Data

E-NEWSLETTER CHANNEL

| 2018 | Radiant & Hydronics eNews* | Bath & Kitchen Pro eNews** | SHT eNews |
|-----------------|----------------------------|----------------------------|---------------|
| JANUARY | | | |
| January 15 | - | 16,927 | - |
| January 16 | 23,243 | - | 12,139 |
| January 30 | - | 16,870 | - |
| January 31 | 23,537 | - | 12,487 |
| FEBRUARY | | | |
| February 12 | - | 17,143 | - |
| February 16 | 22,016 | - | 14,814 |
| February 28 | 23,841 | 17,414 | 15,780 |
| MARCH | | | |
| March 14 | - | 17,404 | - |
| March 16 | 23,908 | - | 15,881 |
| March 28 | - | 18,767 | - |
| March 29 | 25,888 | - | - |
| March 30 | - | - | 16,299 |
| APRIL | | | |
| April 12 | - | - | 16,440 |
| April 16 | 26,301 | 19,085 | - |
| April 30 | 26,382 | 19,214 | 16,838 |
| MAY | | | |
| May 16 | - | - | 16,807 |
| May 18 | 26,402 | 19,207 | - |
| May 31 | 26,335 | 19,180 | 16,799 |
| JUNE | | | |
| June 15 | - | - | 16,940 |
| June 18 | 26,202 | - | - |
| June 19 | - | 19,183 | - |
| June 29 | 26,178 | 19,109 | 17,116 |
| AVERAGE: | 25,019 | 18,292 | 15,695 |

Radiant & Hydronics eNews (12 issued in the period)

Bath & Kitchen Pro eNews (12 issued in the period)

SHT eNews (12 issued in the period)

*Radiant & Hydronics eNews – serving SUPPLY HOUSE TIMES, PLUMBING & MECHANICAL and pme – PM ENGINEER.

**Bath & Kitchen Pro eNews – serving SUPPLY HOUSE TIMES and PLUMBING & MECHANICAL.

WEBSITE CHANNEL

WWW.SUPPLYHT.COM

| 2018 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| January | 48,263 | 21,282 | 17,637 | 1:37 |
| February | 43,612 | 18,912 | 15,853 | 1:39 |
| March | 54,875 | 24,886 | 20,476 | 1:37 |
| April | 52,956 | 25,530 | 21,156 | 1:24 |
| May | 61,739 | 27,811 | 22,906 | 1:33 |
| June | 49,146 | 24,703 | 20,276 | 1:29 |
| AVERAGE: | 51,765 | 23,854 | 19,717 | 1:33 |

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Supply House Times Social Media



Twitter followers

<https://twitter.com/supplyht>



Facebook likes*

<https://www.facebook.com/SupplyHouseTimes>



LinkedIn group members**

<https://linkedin.com/groups/7422289>

2018

| | Twitter followers | Facebook likes* | LinkedIn group members** |
|-------------------|-------------------|-----------------|--------------------------|
| Beginning Balance | 4,118 | 1,266 | 1,119 |
| January | 4,155 | 1,287 | 1,122 |
| February | 4,184 | 1,300 | 1,127 |
| March | 4,219 | 1,325 | 1,134 |
| April | 4,246 | 1,332 | 1,140 |
| May | 4,272 | 1,332 | 1,145 |
| June | 4,292 | 1,353 | 1,146 |

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

**LinkedIn - serving SUPPLY HOUSE TIMES, PLUMBING & MECHANICAL and pme - PM ENGINEER.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available (February, May, June 2018). Replica Plus – if a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available (January, March, April 2018).

PARAGRAPH 3b:

Association rosters and directories include 1 sources of circulation for a quantity of 112 copies or 0.4%, including American Supply Association. Business directories include 2 sources of circulation for quantities of 1,956 copies or 7.2% to 2,793 copies or 10.3%, including InfoGroup & Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the Media Owner's option.

PUBLISHER'S AFFIDAVIT

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

Carolyn Bieniek, Audience Audit Coordinator
Rita M. Fournia, 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

| | |
|---------------------------|--------------|
| Date signed | July 5, 2018 |
| State | Michigan |
| County | Oakland |
| Received by BPA Worldwide | July 5, 2018 |
| Type | BJ |
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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.