

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

REEVES JOURNAL is a B2B brand intended for the Western p-h-c industry with topical, timely and relevant information. The editorial scope of the brand focuses on the regional opportunities and challenges facing contractors, wholesalers and engineers for the institutional and industrial markets.

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

REEVES JOURNAL MAGAZINE



6 issues in the period
13,000 average circulation

REEVES JOURNAL E-NEWSLETTERS



3 E-Newsletters in the period
30 total issued in the period
See below for average per occurrence

REEVES JOURNAL WEBINARS



2 webinars in the period
935 average registrants
324 average attendees

REEVES JOURNAL WEBSITE



2,340 average users

REEVES JOURNAL SOCIAL MEDIA



916 Twitter followers
302 Facebook likes
1,039 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
REEVES JOURNAL MAGAZINE (6 issues in the period)	12,998	2	13,000
a. Print	10,184	2	10,186
b. Digital	2,814	-	2,814
1. Requested	1,060	-	1,060
2. Non-Requested	1,754	-	1,754
REEVES JOURNAL E-NEWSLETTERS			
a. Western Plumbing News (6 issued in the period)	5,654	-	5,654
b. Radiant & Hydronics eNews* (12 issued in the period)	24,659	-	24,659
c. Bath & Kitchen Pro* (12 issued in the period)	19,149	-	19,149
REEVES JOURNAL WEBINARS (2 webinars in the period)**			
a. Registrants	935	-	935
b. Attendees	324	-	324
REEVES JOURNAL WEBSITE (Monthly Users with 8,068 average Pageviews)	2,340	-	2,340
REEVES JOURNAL SOCIAL MEDIA			
a. Twitter followers	***916	-	***916
b. Facebook likes	***302	-	***302
c. LinkedIn group members****	***1,039	-	***1,039

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

**Webinars - serving REEVES JOURNAL, PLUMBING & MECHANICAL, pme - PM ENGINEER and SUPPLY HOUSE TIMES.

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

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

FIELD SERVED

REEVES JOURNAL serves contracting firms, wholesalers/distributors, engineering firms, manufacturers reps and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in corporate/executive management (including owner, partner, president, vice president, C-level officer), general management (including general manager, branch manager, supervisor, foreman, other manager), operations, estimating, sales & marketing, engineering and other functions and functions not available, located primarily in the fourteen western states which include California, Texas, Oregon, Washington, Alaska, Hawaii, Arizona, New Mexico, Colorado, Nevada, Utah, Idaho, Montana and Wyoming.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency Allocated for Trade Shows and Conventions	633
	-
All Other	483
TOTAL	1,119

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,000	100.0	12,998	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,000	100.0	12,998	100.0	2	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	10,097	2,903	13,000
February	10,146	2,854	13,000
March	10,218	2,782	13,000
April	10,262	2,738	13,000
May	10,172	2,828	13,000
June	10,224	2,776	13,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 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	Corporate/ Executive Management/ General Management (Note 1)	Operations/ Estimating/ Sales & Marketing	Engineering	Other Functions and Functions not Available
Contracting Firm	10,172	78.3	7,788	2,384	9,443	519	121	89
Wholesaler/Distributor	1,876	14.4	1,629	247	1,324	538	14	-
Engineering Firm	667	5.1	512	155	295	44	328	-
Manufacturers Rep	285	2.2	243	42	159	112	14	-
Others Allied to the Field	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,000	100.0	10,172	2,828	11,221	1,213	477	89
PERCENT	100.0		78.2	21.8	86.3	9.3	3.7	0.7

Note 1: Corporate/Executive Management includes owners, partners, presidents, vice presidents and C-level officers, General Management includes general managers, branch managers, supervisors, foremen and other managers.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	5,311	3,792	-	8,058	1,045	9,103	70.0
II. Request from recipient's company:	5	60	-	51	14	65	0.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,937	-	-	200	1,737	1,937	14.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,895	-	-	1,863	32	1,895	14.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,148	3,852	-	10,172	2,828	13,000	100.0
PERCENT	70.4	29.6	-	78.2	21.8	100.0	

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Western Plumbing News	Radiant & Hydronics eNews*	Bath & Kitchen Pro*
JANUARY	5,677		
January 16	-	-	19,237
January 18	-	24,652	-
January 30	-	-	19,148
January 31	-	24,613	-
FEBRUARY	5,733		
February 10	-	-	19,211
February 16	-	24,571	-
February 24	-	-	19,201
February 28	-	24,627	-
MARCH	5,736		
March 13	-	-	19,221
March 17	-	24,752	-
March 27	-	-	19,257
March 31	-	24,805	-
APRIL	5,737		
April 14	-	-	19,199
April 19	-	24,813	-
April 29	-	24,896	19,330
MAY	5,693		
May 12	-	24,844	19,264
May 31	-	24,737	19,203
JUNE	5,345		
June 14	-	-	18,452
June 15	-	24,004	-
June 28	-	-	19,068
June 29	-	24,596	-
AVERAGE:	5,654	24,659	19,149

Western Plumbing News (6 issued in the period)

Radiant & Hydronics eNews* (12 issued in the period)

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

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

Bath & Kitchen Pro - serving REEVES JOURNAL, PLUMBING & MECHANICAL and SUPPLY HOUSE TIMES.

WEBINAR CHANNEL

2017	Webinar Name*	Registrants**	Attendees**
March 23	Parallel and Series Pumping Systems	1,065	361
June 1	Principles of Multi-Stage Centrifugal Pumps	805	286
AVERAGE:		935	324

*Webinars - serving REEVES JOURNAL, PLUMBING & MECHANICAL, pme - PM ENGINEER and SUPPLY HOUSE TIMES.

** Registrants and Attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

Attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBSITE CHANNEL

WWW.REEVESJOURNAL.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	4,648	2,516	2,249	1:09
February	4,077	2,140	1,817	1:20
March	4,432	2,591	2,154	1:09
April	9,807	3,106	2,331	9:14
May	15,828	3,497	2,772	16:06
June	9,616	3,365	2,716	8:26
AVERAGE:	8,068	2,869	2,340	6:14

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

REEVES JOURNAL SOCIAL MEDIA



Twitter followers

<http://twitter.com/ReevesJrnl>



Facebook likes

<http://www.facebook.com/ReevesJournal>



LinkedIn group members*

<http://linkedin.com/groups/7422289/profile>

2017

	Twitter followers	Facebook likes	LinkedIn group members*
Beginning Balance:	854	280	961
January	872	285	990
February	881	289	992
March	896	297	1,008
April	900	299	1,025
May	912	299	1,029
June	916	302	1,039

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

ADDITIONAL DATA

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.

MAGAZINE: PARAGRAPH 3b:

Communication from Recipient's Company (Other than Request): Written includes 1 source of circulation for a quantity of 47 copies or 0.4%. Telecommunication includes 1 source of circulation for a quantity of 1,488 copies or 11.4%, including Plumbing & Mechanical. Electronic includes 1 source of circulation for a quantity of 402 copies or 3.1%. Business directories include 1 source of circulation for a quantity of 1,895 copies or 14.6%, including InfoGroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Webinars, 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.

Anna C. Silvestri, Audience Audit Manager

Rita M. Fomina, 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.

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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.