DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *PLUMBING & MECHANICAL*

Plumbing & Mechanical provides information to manage and grow businesses in the plumbing, piping, hydronic/radiant heating, geothermal, solar thermal and water treatment industries.

www.pmmag.com

* Effective October 2024, PLUMBING & MECHANICAL, and PM ENGINEERING have merged under the PLUMBING & MECHANICAL brand.

BNP Media Inc.

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media

March 31, 2024

Audience Profile

Total Audience

PLUMBING & MECHANICAL serves contractors in the plumbing/mechanical, piping, hydronic/radiant heating, geothermal, solar thermal and water treatment industries.
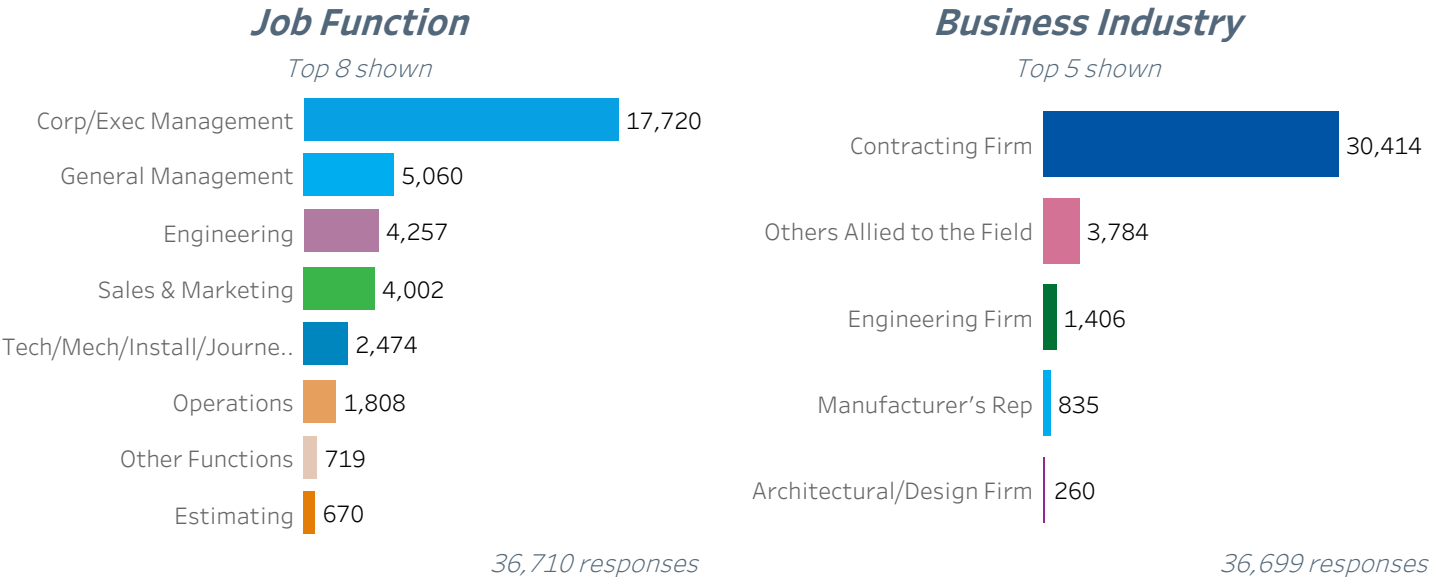
46,363
Unique Active Audience

70%
Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	36,255	1,718	
eNewsletter	28,402	10,370	
eMagazine	31,682	14,350	

- Unique to Channel
- Active in 2 Channels
- Active in all 3 Channels
- Website Unknown Users

Additional Channels

132
Webinar Average Registrants

11,446
Standard eBlast Delivery

17,508
Social Media Total Followers

Demographics

Job Function
Top 8 shown

Corp/Exec Management	17,720
General Management	5,060
Engineering	4,257
Sales & Marketing	4,002
Tech/Mech/Install/Journe..	2,474
Operations	1,808
Other Functions	719
Estimating	670

36,710 responses

Business Industry
Top 5 shown

Contracting Firm	30,414
Others Allied to the Field	3,784
Engineering Firm	1,406
Manufacturer's Rep	835
Architectural/Design Firm	260

36,699 responses

Time Frame *- As of Last day of Month shown*

- *Total Audience:*
  Unique Active Audience: Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  * Product-specific time frames for each Channel may be found in Table A.

Core Channels
The three core channels are Website, eNewsletter, and eMagazine.
- *Total Channel Audience:* Total number of customers for specified product.
- *Unique to Channel:* Number of unique customers active only in specified channel.
- *Active in 2 Channels:* Number of unique customers active in two channels. Examples: A customer is active within Website and eNewsletter channels but not eMagazine. Or a customer is active within eNewsletter and eMagazine channels but not the Website.
- *Active in all 3 Channels:* Number of unique customers active in all three channels.
- *Website Unknown Users:* Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels
Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.
- *Webinar Average Registrants (if applicable):* Average registrants per webinar.
- *Unique Event Registrants (if applicable):* Average registrants per event.
- *CE Active Registered Users (if applicable):* Total active registered users for the Continuing Education Center.
- *Standard eBlast Delivery (sponsored only):* Delivery count of a typical eBlast within the last 3 months.
- *Social Media Total Followers (if applicable):* Follower counts by channel for the most recent month.

Demographics
- *Job Function:* Top job functions of the Unique Active Audience.
- *Business Industry:* Top business industries of the Unique Active Audience.

Table A
* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.

	Active Criteria	*Engaged Criteria*
Website	6 Months	6 Months
eNewsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months

eMagazine - *Summary*

Total Subscribers
29,241

Average Issue Pageviews
24,058

Activity by eMagazine Issue

Issue Name	Sessions	Pageviews	Session Duration (min)
October 2024	3,217	26,282	3
November 2024	3,273	25,029	4
December 2024	2,671	20,864	4
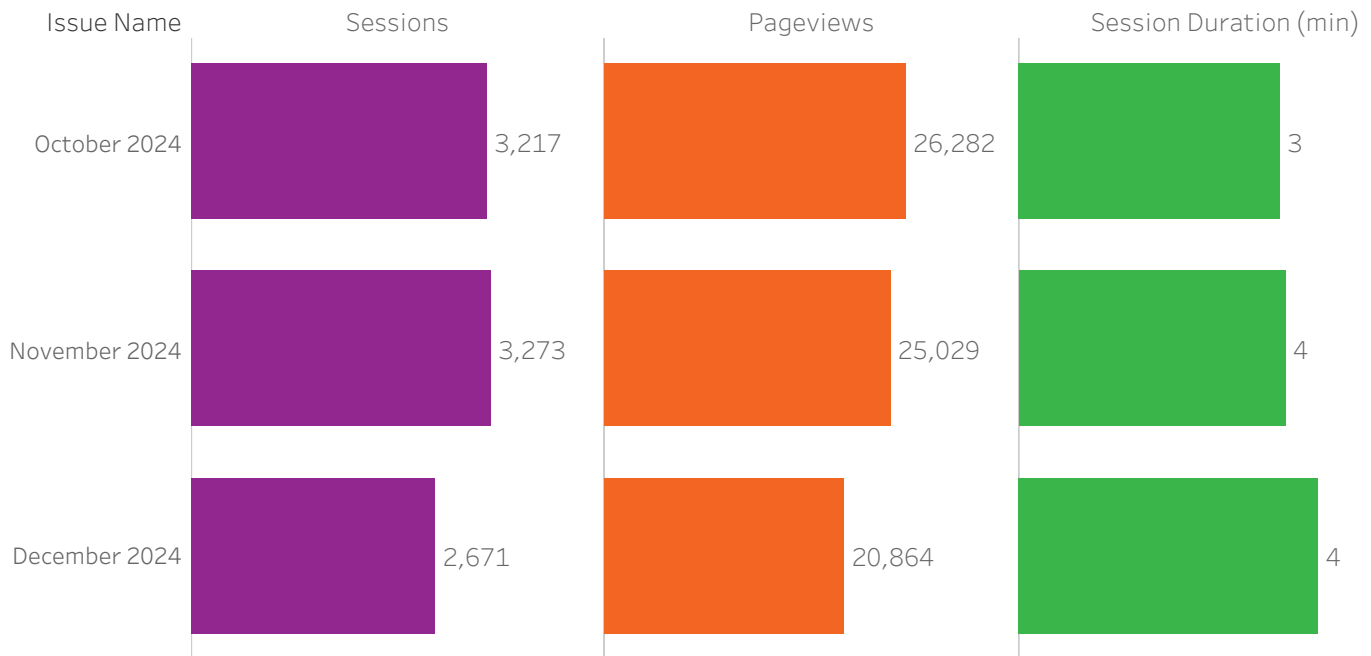
eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
October 2024	4	28,056	11,596	41.3%	1,425	2.6%
November 2024	4	28,678	12,355	43.1%	1,522	2.7%
December 2024	4	29,241	12,424	42.5%	1,450	2.5%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.
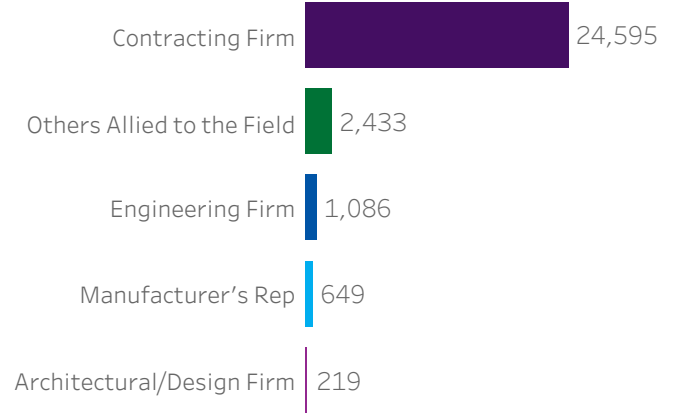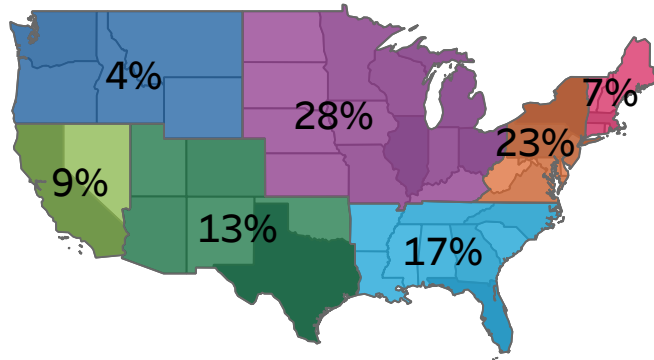
Demographic - Job Function

Top 8 Shown

Job Function	Count
Corp/Exec Management	14,493
General Management	3,927
Engineering	3,275
Sales & Marketing	3,090
Tech/Mech/Install/Journeyman	1,826
Operations	1,443
Estimating	504
Other Functions	417

28,975 or 99% of subscribers with responses

Demographic - Business/Industry

Top 5 Shown

Business/Industry	Count
Contracting Firm	24,595
Others Allied to the Field	2,433
Engineering Firm	1,086
Manufacturer's Rep	649
Architectural/Design Firm	219

28,982 or 99% of subscribers with responses

Unique Subscribers by Region

US Map percentages: 4%, 28%, 7%, 23%, 9%, 13%, 17%

Region	Count
Midwest	7,393
Mid-Atlantic	6,056
Southeast	4,542
Southwest	3,407
West	2,283
Northeast	1,956
Northwest	1,132
Unknown US	1,099
Non-Continental US	204
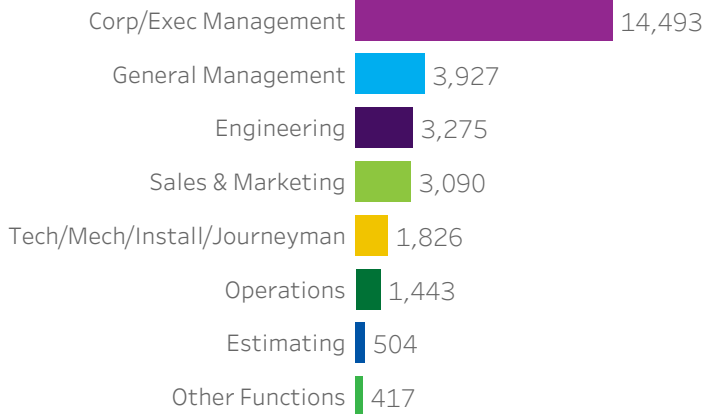
96% of subscribers are located in the US

Unique Subscribers by Region
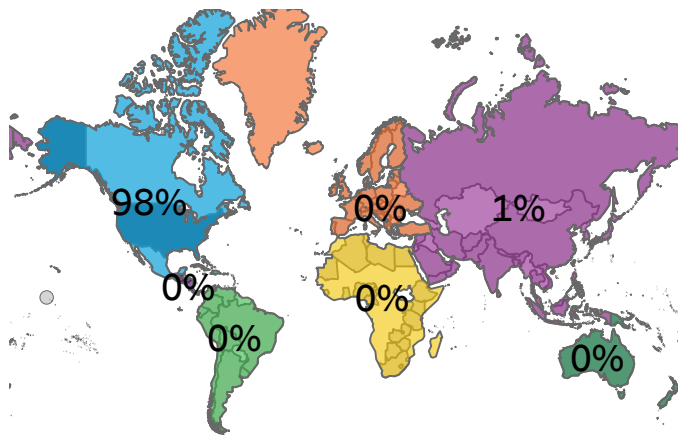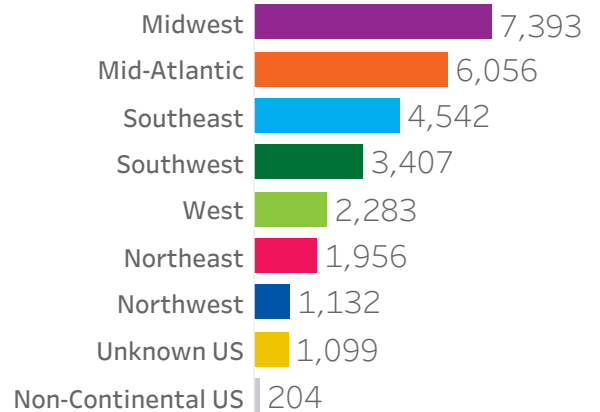
World Map percentages: 98%, 0%, 1%, 0%, 0%, 0%, 0%

Region	Count
North America	28,684
Asia	202
Europe	146
Africa	79
South America	59
Oceania	46
Central America	12

*4% of subscribers are located internationally*
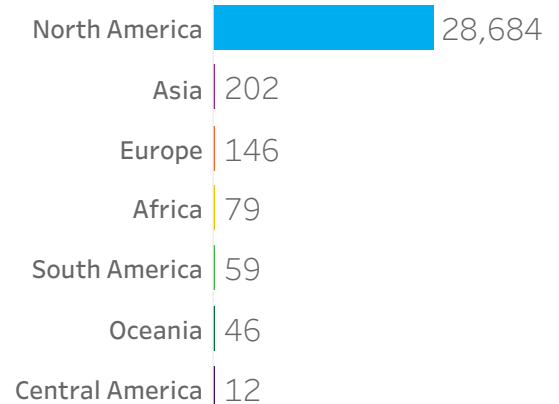
Time Frame
3 months

KPIs
- *Total Qualified Subscribers:* Active digital subscribers as of the most recent issue.
- *Average Issue Pageviews:* The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue
- *Issue Date:* eMagazine issue date.
- *Sessions:* Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- *Session Duration (min):* The average session length.
- *Pageviews:* The total number of eMagazine pageviews.

eMagazine Notification Email Metrics
- *Monthly Sends:* Total number of notification emails deployed per issue.
- *Delivered:* Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- *Unique Opens:* Number of unique subscriber email addresses who opened any notification email for this issue.
- *Open Rate:* Ratio of unique Opens to Delivered.
- *Total Clicks:* Number of subscribers who clicked a link within a particular notification email.
- *CTR:* Click Through Rate is the percentage of subscribers who click on a link within the notification email.
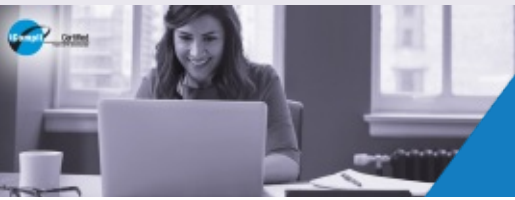
eNewsletters
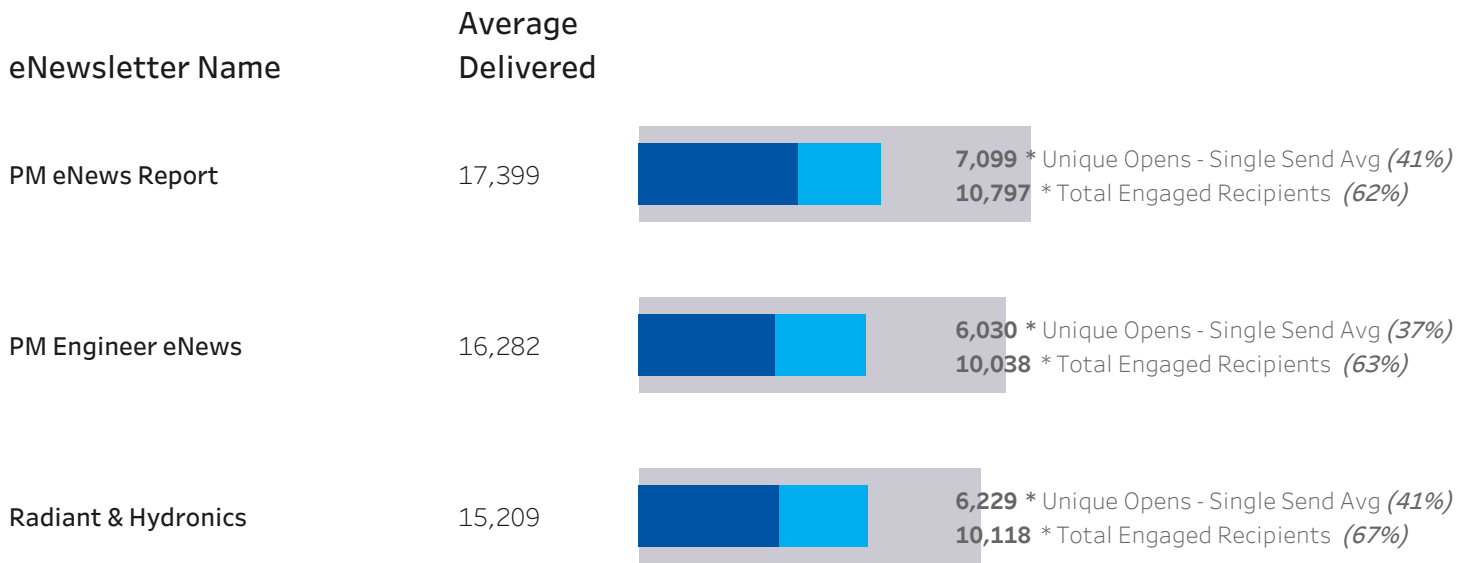
Active Unique Recipients
28,402

% of Recipients Engaged
69%

Sends per Month
5

Recipient Activity by eNewsletter Over the Last 3 Months

eNewsletter Name	Average Delivered		
PM eNews Report	17,399	**7,099** * Unique Opens - Single Send Avg *(41%)*	**10,797** * Total Engaged Recipients *(62%)*
PM Engineer eNews	16,282	**6,030** * Unique Opens - Single Send Avg *(37%)*	**10,038** * Total Engaged Recipients *(63%)*
Radiant & Hydronics	15,209	**6,229** * Unique Opens - Single Send Avg *(41%)*	**10,118** * Total Engaged Recipients *(67%)*

Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

■ Unique Opens - Single Send Avg   ■ Unique Opens - All Sends   ■ Delivered
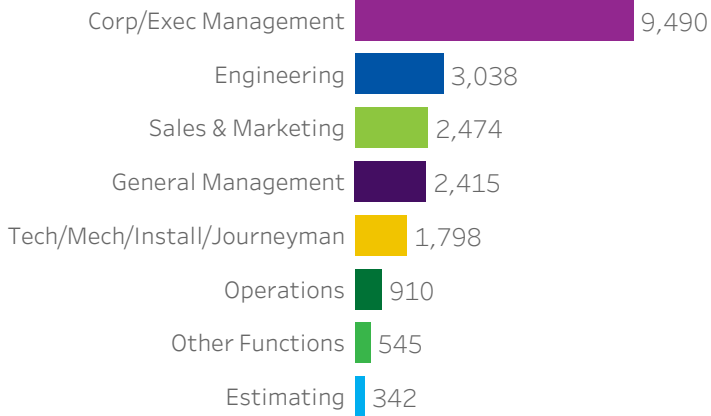
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eNewsletter Activity Averages

eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
PM eNews Report	1.3	17,399	7,099	40.8%	911	5.2%
PM Engineer eNews	2.0	16,282	6,030	37.0%	614	3.8%
Radiant & Hydronics	2.0	15,209	6,229	41.0%	949	6.2%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.
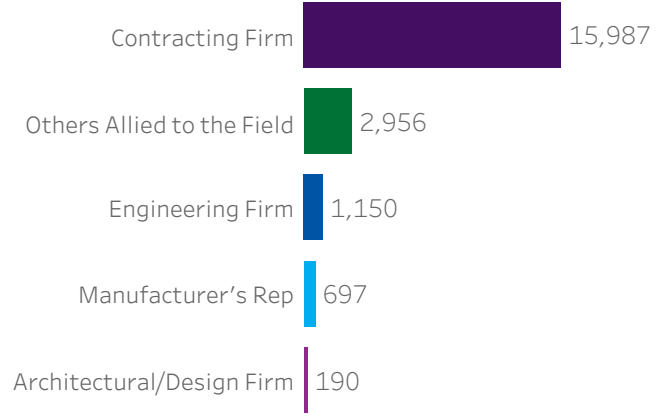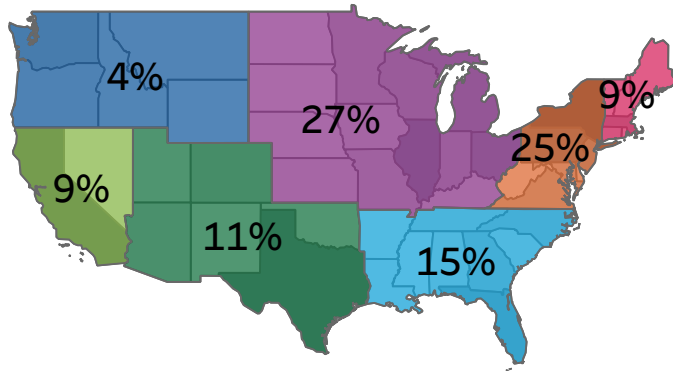
Demographic - Job Function

Top 8 Shown

Job Function	Count
Corp/Exec Management	9,490
Engineering	3,038
Sales & Marketing	2,474
General Management	2,415
Tech/Mech/Install/Journeyman	1,798
Operations	910
Other Functions	545
Estimating	342

21,012 recipients with responses

Demographic - Business/Industry

Top 5 Shown

Business/Industry	Count
Contracting Firm	15,987
Others Allied to the Field	2,956
Engineering Firm	1,150
Manufacturer's Rep	697
Architectural/Design Firm	190

20,980 recipients with responses

Unique Recipients by Region

Region	Count
Midwest	6,952
Mid-Atlantic	6,518
Southeast	3,746
Southwest	2,909
West	2,336
Northeast	2,186
Unknown US	1,515
Northwest	1,063
Non-Continental US	242

92% of recipients are located in the US

US map percentages: 4% (Northwest), 9% (West), 27% (Midwest), 9% (Northeast), 25% (Mid-Atlantic), 11% (Southwest), 15% (Southeast)

Unique Recipients by Region

Region	Count
North America	28,329
Asia	533
Europe	349
Africa	198
South America	134
Oceania	130
Central America	32

World map percentages: 95% (North America), 0% (Central America), 0% (South America), 1% (Europe), 1% (Africa), 2% (Asia), 0% (Oceania)

8% of recipients are located internationally

Time Frame
3 Months

KPIs
- *Active Unique Recipients:* Number of unique email addresses that received any brand eNewsletter in the 3-month period.
- *% of Recipients Engaged:* Percent of recipients who opened* any eNewsletter.
- *Sends / Month:* Total eNewsletters sent per month.

Recipient Activity by eNewsletter
- *Average Delivered:* The average number of emails delivered per eNewsletter.
- *Unique Opens, Single Send Avg:* Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- *Total Engaged Recipients:* Number of unique Recipients who have opened* one or more of the delivered emails.

eNewsletter Activity Averages
- *Monthly Sends:* Total number of eNewsletters deployed per month.
- *Delivered:* Average number of eMails, per eNewsletter, deployed per month.
- *Unique Opens:* Average number of unique Recipients (delivered) who opened* a particular eNewsletter.
- *Open Rate:* The ratio of Unique Opens* to Delivered.
- *Total Clicks:* Average number of recipients who clicked a link within a particular eNewsletter.
- *CTR:* Click Through Rate is the percentage of recipients who click on a link within the eNewsletter.

*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Average Monthly Users
38,449

Average Monthly Sessions
45,352

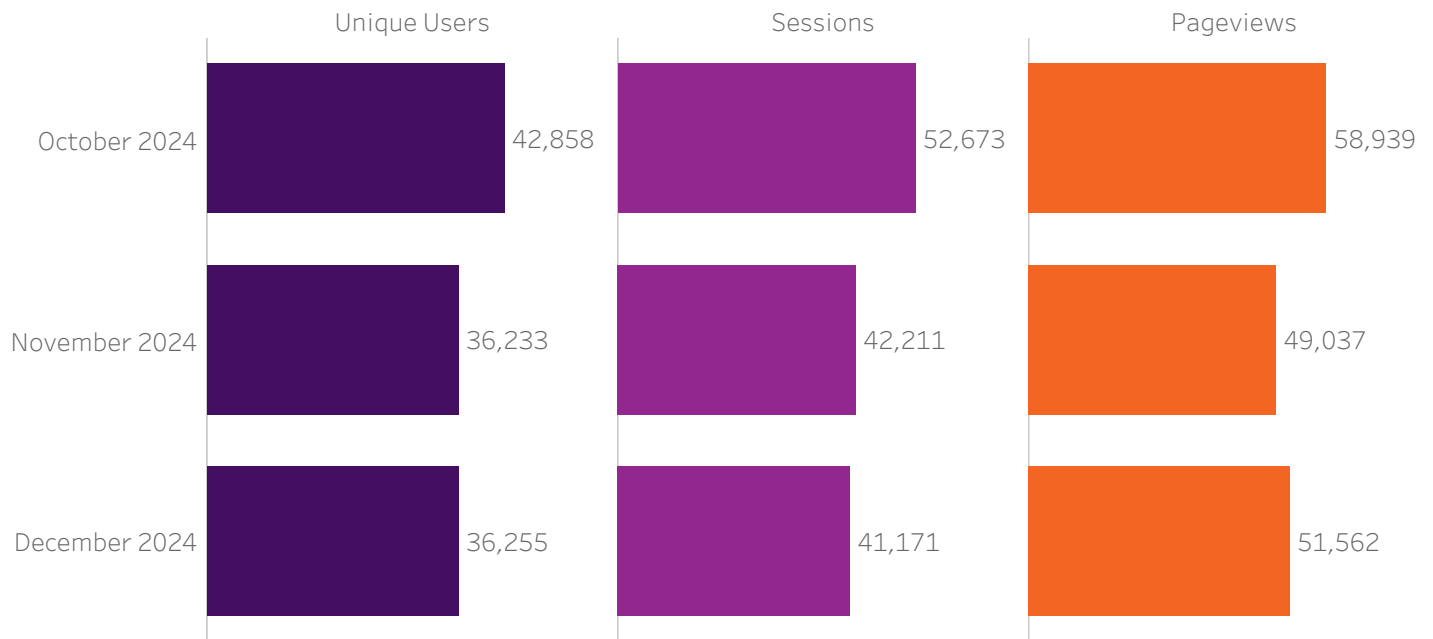Average Monthly Pageviews
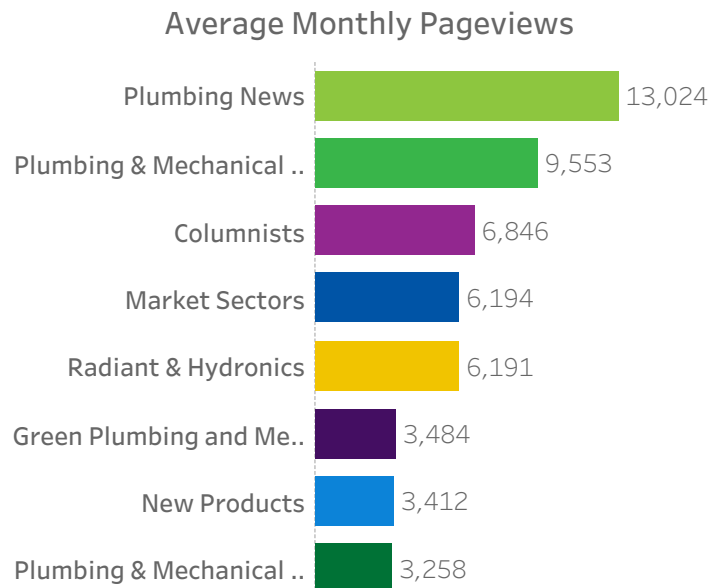**53,179**

Monthly Website Statistics

	Unique Users	Sessions	Pageviews
October 2024	42,858	52,673	58,939
November 2024	36,233	42,211	49,037
December 2024	36,255	41,171	51,562

Top 8 Content Topics Viewed

Columnists
Plumbing & Mechanical Engineer
Radiant & Hydronics
Market Sectors
Plumbing News

Average Monthly Pageviews

Topic	Pageviews
Plumbing News	13,024
Plumbing & Mechanical ..	9,553
Columnists	6,846
Market Sectors	6,194
Radiant & Hydronics	6,191
Green Plumbing and Me..	3,484
New Products	3,412
Plumbing & Mechanical ..	3,258

Website - *Known User Activity*

Active Registered Users
2,977

Active Known Users
5,286

Average Visits per User
11.8

Website Users
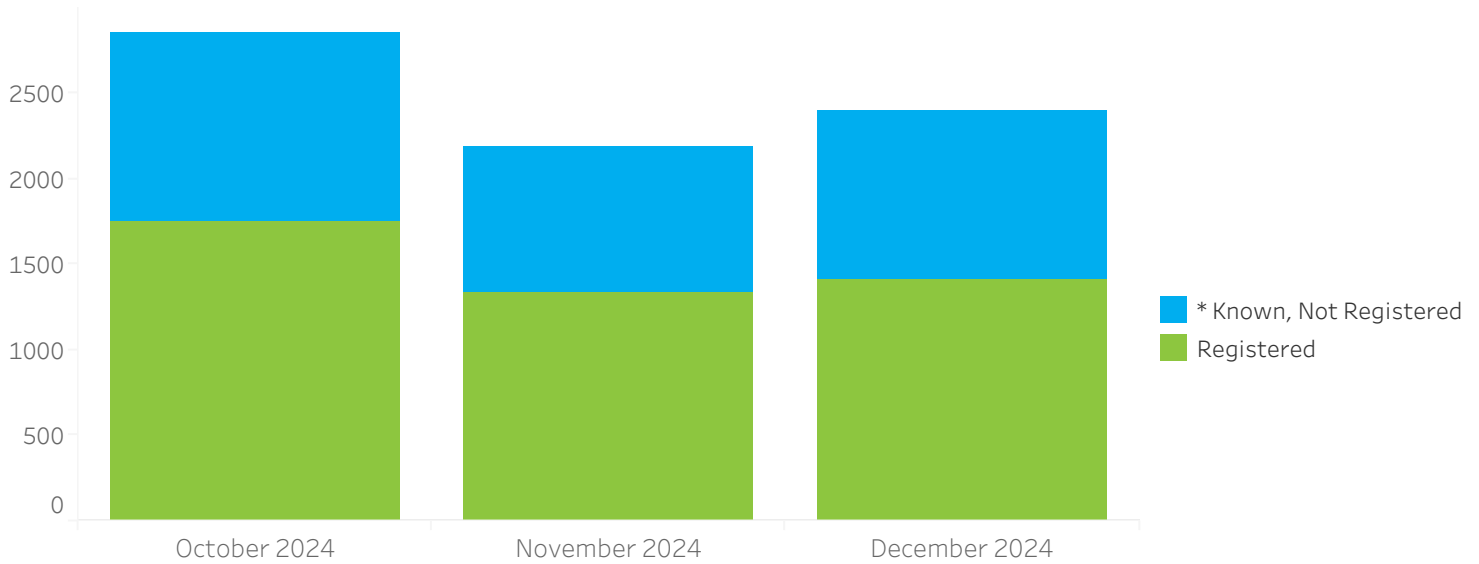
- * Known, Not Registered
- Registered

October 2024   November 2024   December 2024
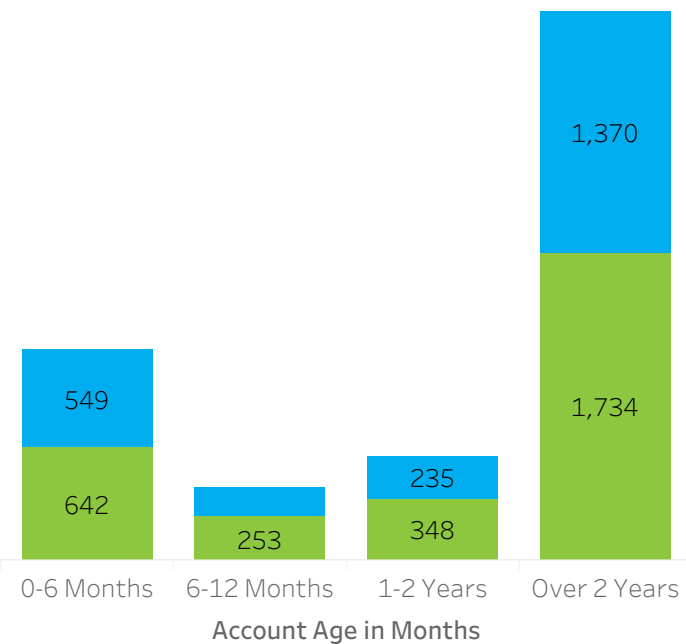
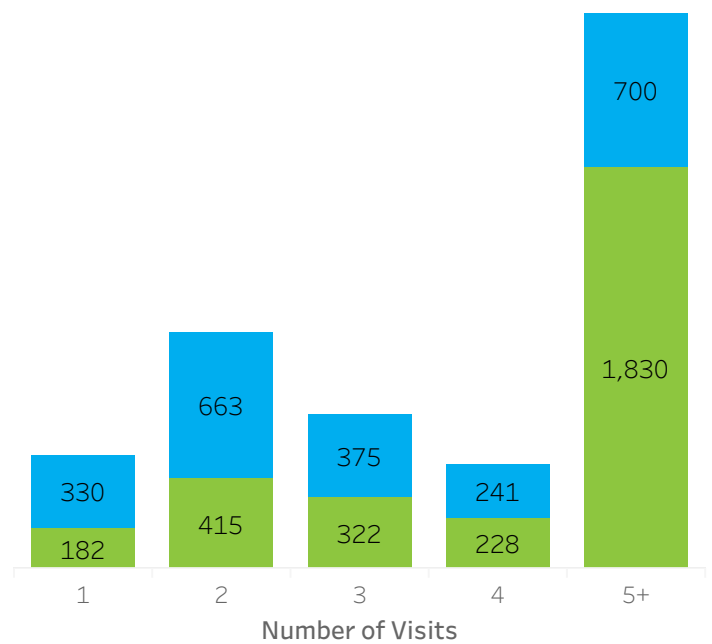* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age

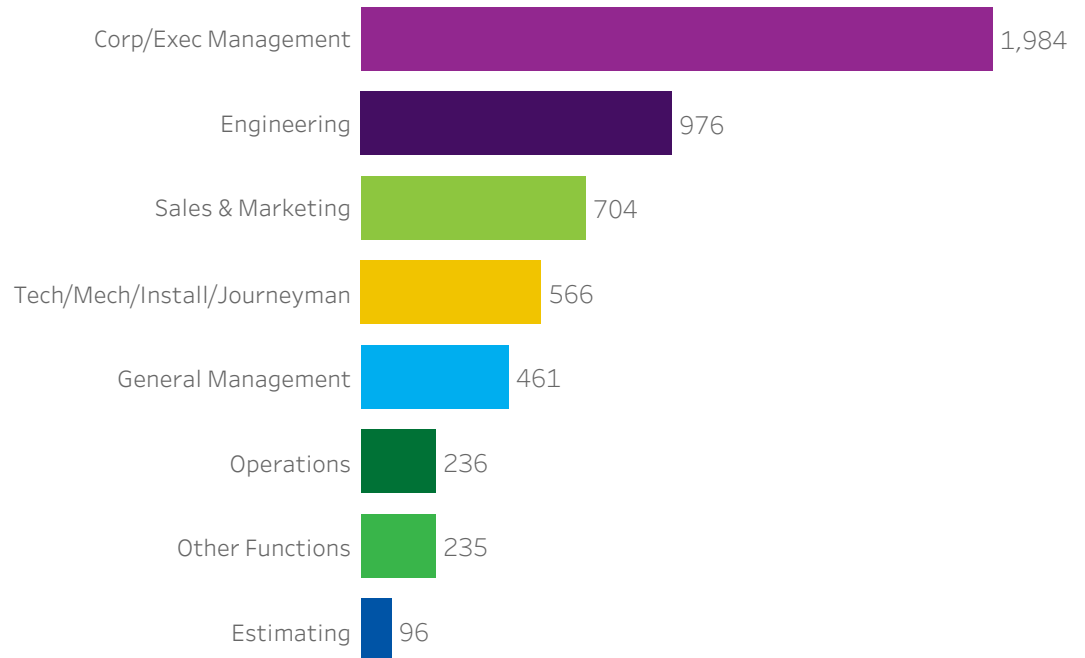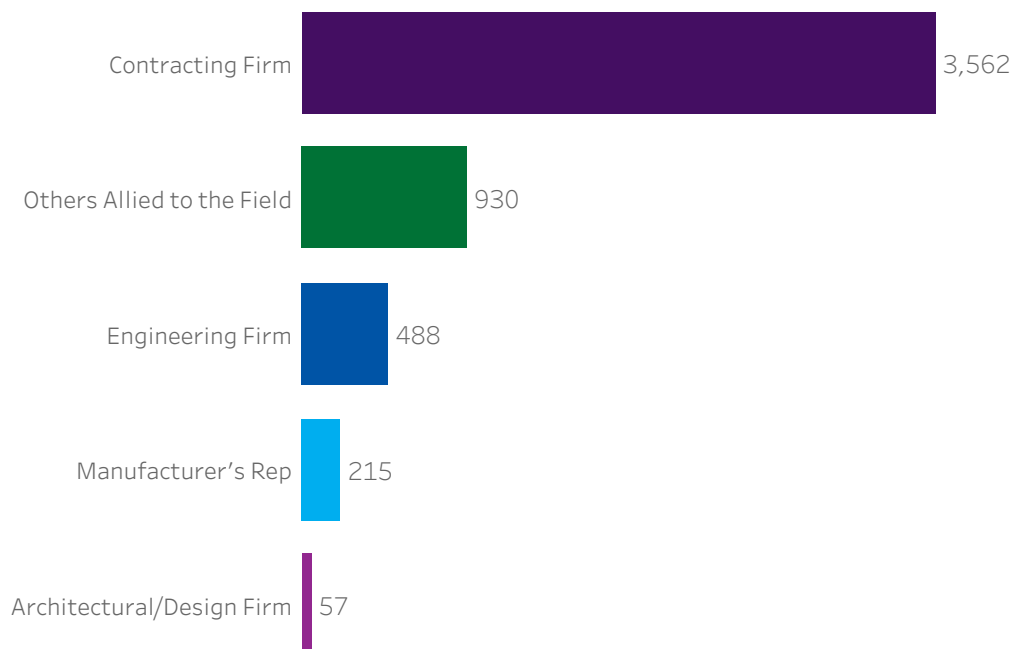|	
549	
642	
253	235
	348

1,370
1,734

0-6 Months   6-12 Months   1-2 Years   Over 2 Years
Account Age in Months

Known Users by Visit Frequency

700
330
182
663
415
375
322
241
228
1,830

1   2   3   4   5+
Number of Visits

Demographic - Job Function *Top 8 Shown*

Job Function	Count
Corp/Exec Management	1,984
Engineering	976
Sales & Marketing	704
Tech/Mech/Install/Journeyman	566
General Management	461
Operations	236
Other Functions	235
Estimating	96

5,258 or 99% of users with responses

Demographic - Business/Industry *Top 5 Shown*

Business/Industry	Count
Contracting Firm	3,562
Others Allied to the Field	930
Engineering Firm	488
Manufacturer's Rep	215
Architectural/Design Firm	57

5,252 or 99% of users with responses

% of Users Based in US
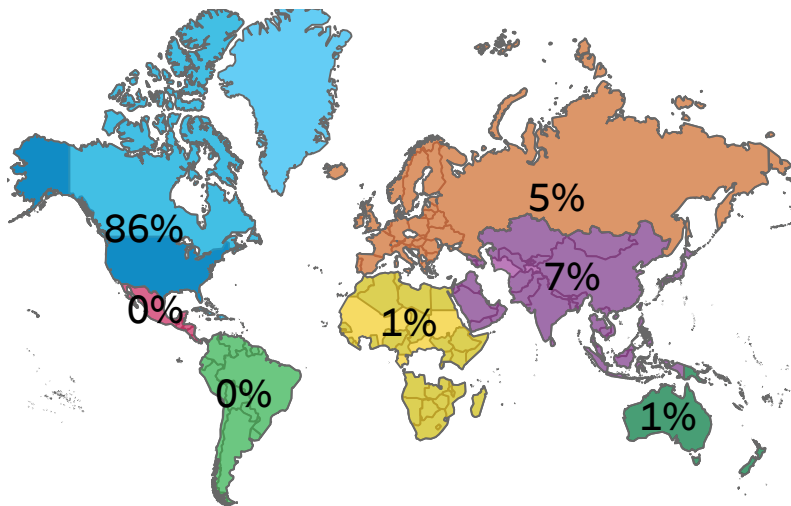
79%

Average Monthly Users Based in US

31,753

Geographic - US Regions

5%

20%

7%

36%

9%

11%

12%

Unique Users by Region

Region	Users
Mid-Atlantic	11,345
Midwest	6,128
Southeast	3,890
Southwest	3,461
West	2,702
Northeast	2,131
Northwest	1,539
Unknown US	382
Non-Continental US	174

Geographic - World Regions

86%

0%

0%

1%

5%

7%

1%

Unique Users by Region

Region	Users
North America	31,224
Asia	2,571
Europe	1,699
Africa	370
Oceania	344
Central America	150
South America	128
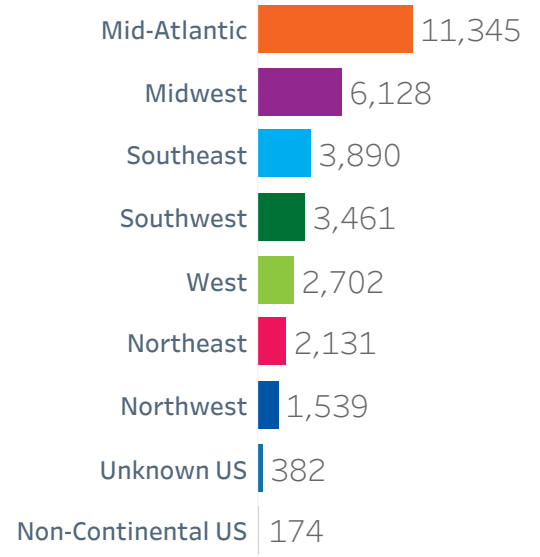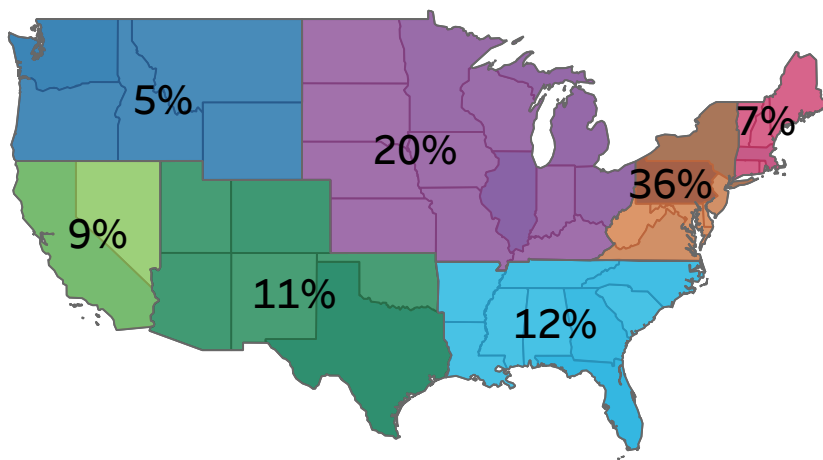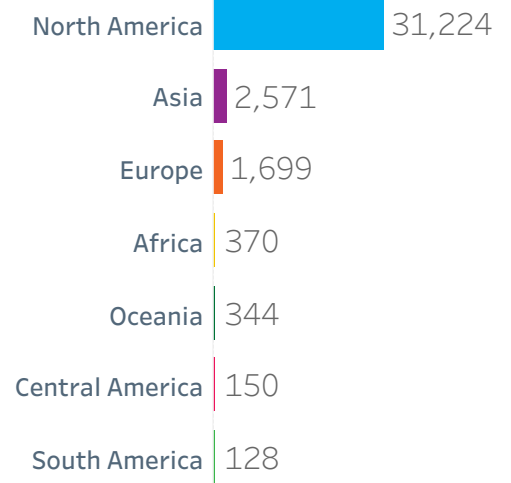
Time Frame
3-months

User Classifications
- *Registered:* Users that have completed the registration form for this website.
- *Known, Not Registered:* Users that are identified in the BNP Media database but are not registered with this website.

KPIs
- *Active Registered Users:* Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- *Active Known Users:* Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- *Average Visits per User:* The ratio of visits, by known users, to the number of known users.

Web Users
- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age
- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency
- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame
3-months

KPIs
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors
- ***Users:*** Number of Users per month*.*
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics
- Average monthly pageviews for the top 8 content topics on the website.

Sponsored eBlasts

Total Average Delivered
14,292

% of Recipients Engaged
57%

Sends per Month
3

Activity by eBlast

Sponsorship Type	Avg Delivered	
Exclusive	11,322	**4,019** * Unique Opens - Single Send Avg *(35%)* **6,577** * Total Engaged Subscribers *(54%)*
Multi-Sponsored	20,234	**6,621** * Unique Opens - Single Send Avg *(33%)* **16,896** * Total Engaged Subscribers *(54%)*

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

- Unique Recipients
- Unique Opens - Single Send Avg
- Unique Opens - All Sends

eBlast Activity Averages

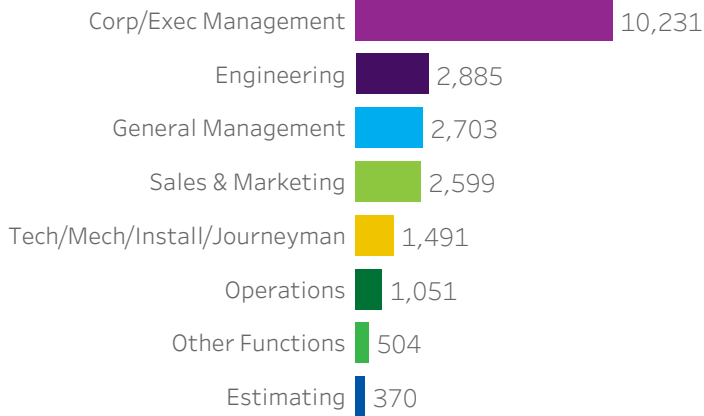| eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Plumbing & Mechanical	Multi-Sponsored	1.0	20,234	6,621	32.7%	776	3.8%
	Exclusive	2.0	11,322	4,019	35.5%	201	1.8%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Demographic - Job Function

Top 8 Shown

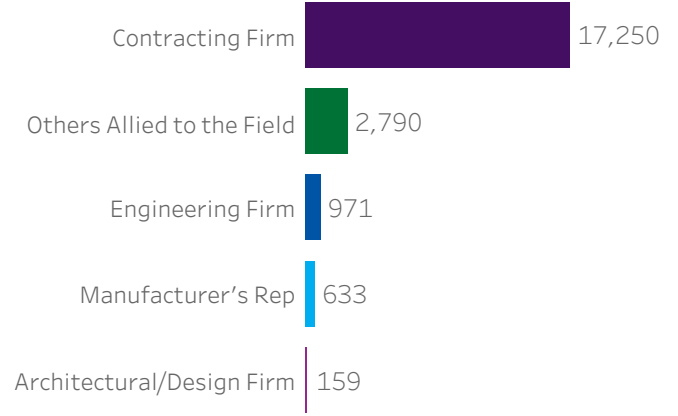| Job Function	Value
Corp/Exec Management	10,231
Engineering	2,885
General Management	2,703
Sales & Marketing	2,599
Tech/Mech/Install/Journeyman	1,491
Operations	1,051
Other Functions	504
Estimating	370

21,834 or 68% of recipients with responses

Demographic - Business/Industry

Top 5 Shown

Business/Industry	Value
Contracting Firm	17,250
Others Allied to the Field	2,790
Engineering Firm	971
Manufacturer's Rep	633
Architectural/Design Firm	159

21,803 or 68% of recipients with responses

Unique Recipients by Region

Region	Value
Midwest	7,522
Mid-Atlantic	6,536
Southeast	4,569
Southwest	3,454
Unknown US	2,767
West	2,347
Northeast	2,059
Northwest	1,151
Non-Continental US	243

US map percentages: 4%, 8%, 12%, 17%, 27%, 24%, 7%
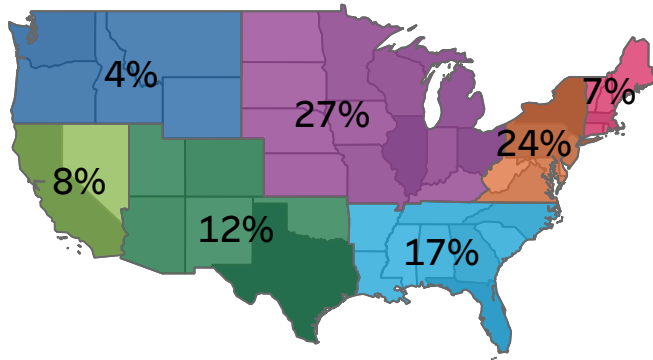
96% of recipients are located in the US

Unique Recipients by Region
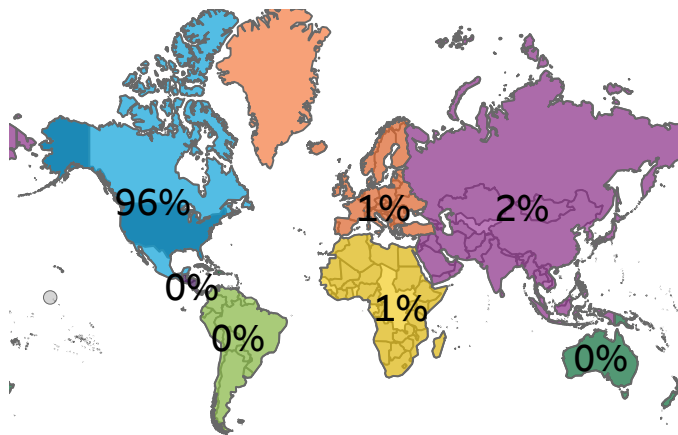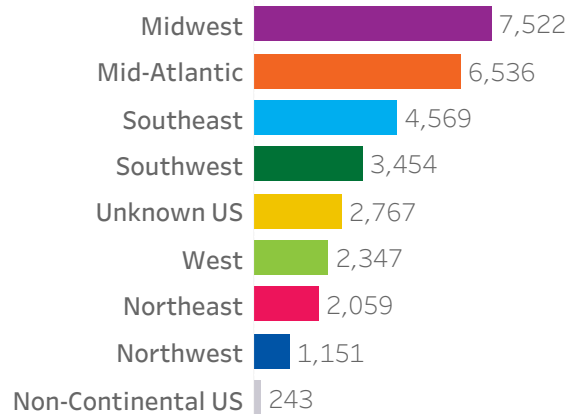
Region	Value
North America	30,764
Asia	505
Europe	351
Africa	184
Oceania	131
South America	117
Central America	24

World map percentages: 96%, 0%, 0%, 1%, 1%, 2%, 0%

4% of recipients are located internationally
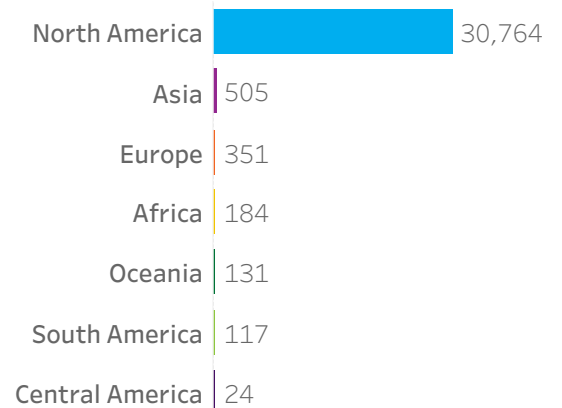
Time Frame
3 Months

KPIs
- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast
- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages
- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.
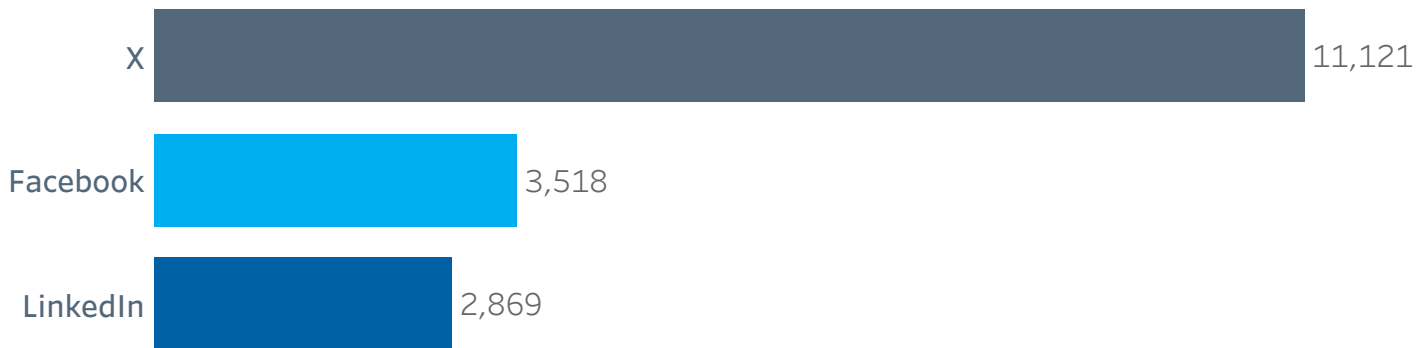
Social Media

Total Social Media Followers
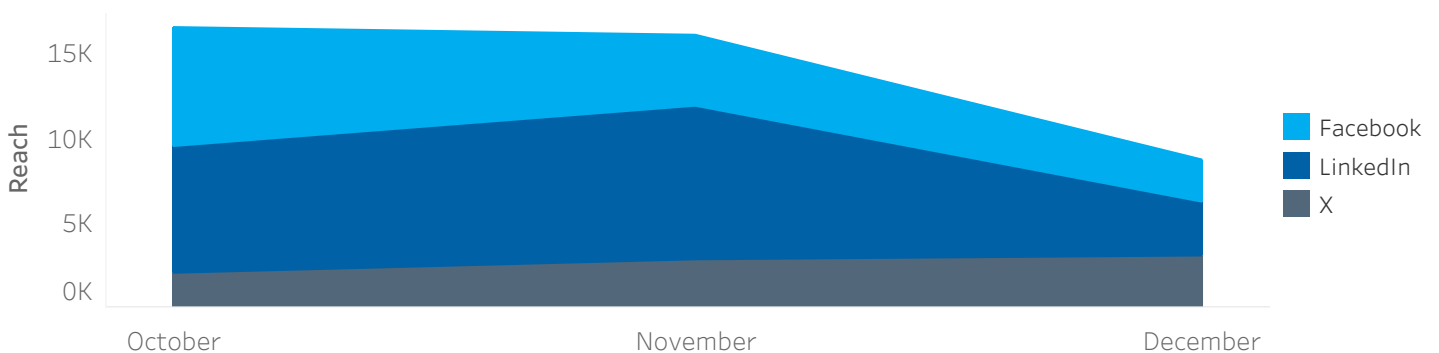**17,508**

Engagements
1,879

Followers by Channel

- X — 11,121
- Facebook — 3,518
- LinkedIn — 2,869

Total Engagements

- Facebook: 343
- X: 238
- LinkedIn: 1,298

Reach by Month

Legend: Facebook, LinkedIn, X

Y-axis: Reach (0K, 5K, 10K, 15K)
X-axis: October, November, December

Time Frame
3 Months

KPIs
- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel
- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements
- Total engagements by social network.

Reach by Month
- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.

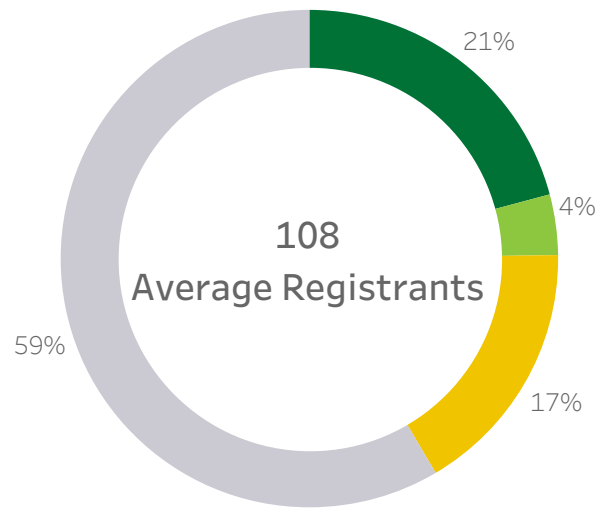## Webinars

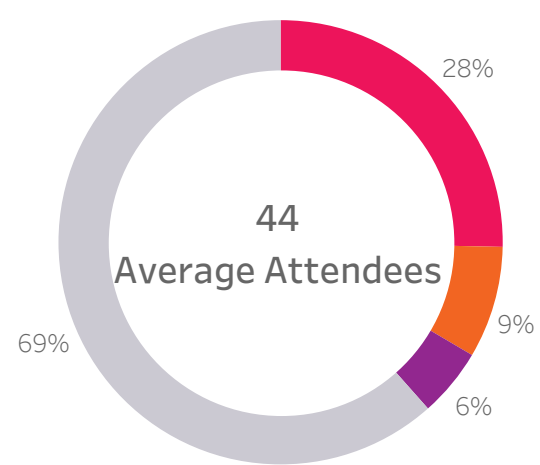| *Unique Registrants*	*Unique Attendees*	*Registrant Attendance Rate*	*Average Attendees per Webinar*
452	**199**	**44%**	**44**

Registrant Breakdown

108
Average Registrants

21%
4%
17%
59%

- Live
- Live & On Demand
- On Demand
- Registrant Only

Attendee Engagement Breakdown

44
Average Attendees

28%
9%
6%
69%

- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

Registration & Attendance Analysis

April 2024	August 2024	October 2024

200
150
100
50
0

- On Demand
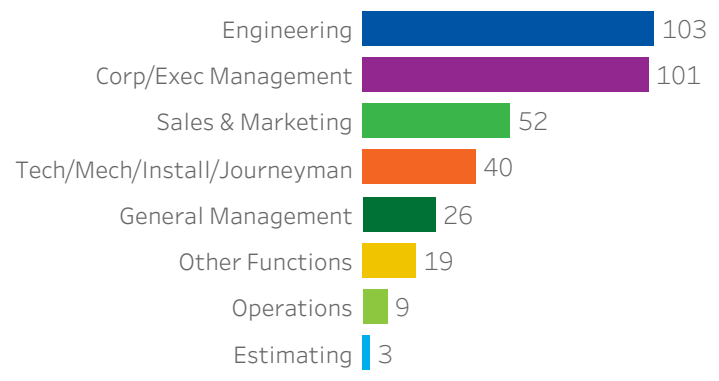- Live & On Demand
- Live
- Registrant Only
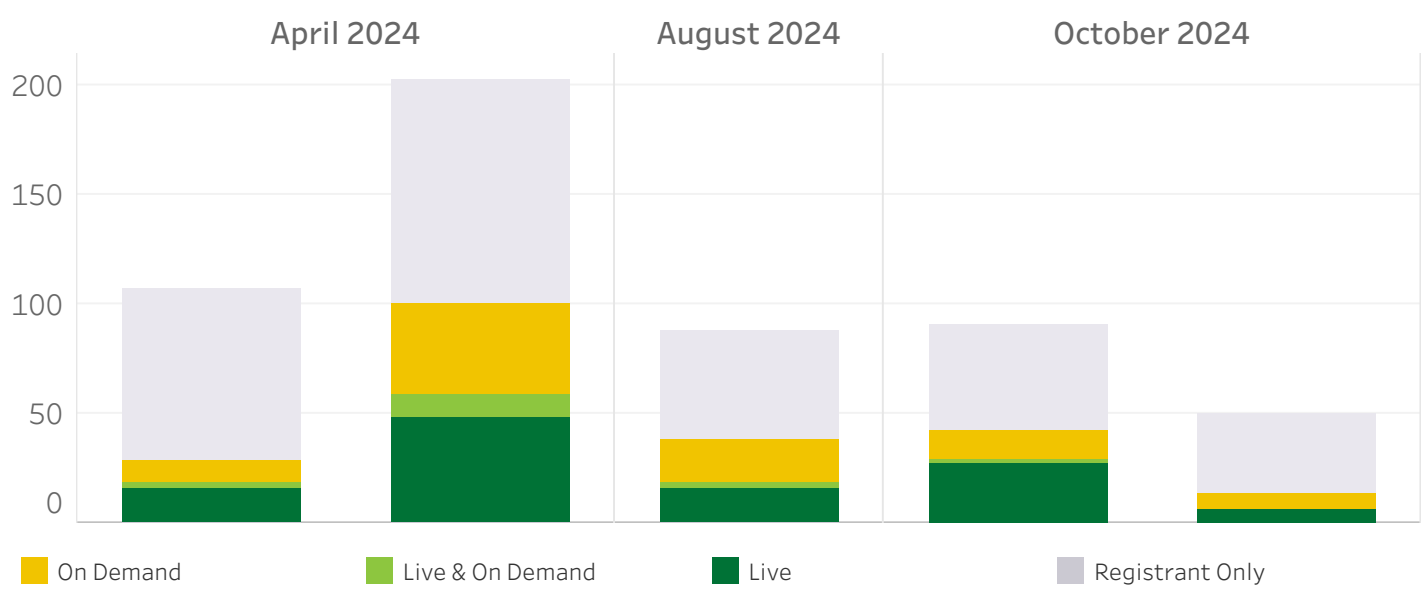
*All data is calculated from the 5 most recent webinars

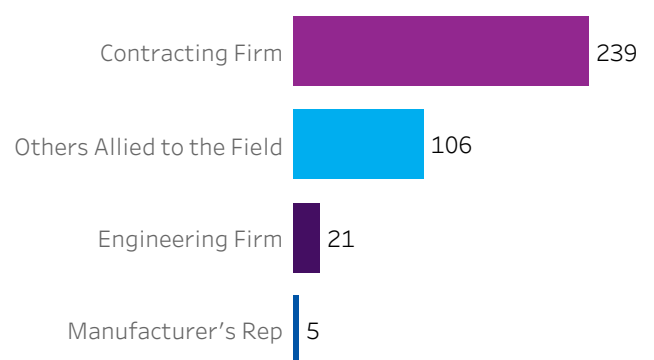# Webinars - Registrant Demographics & Locations

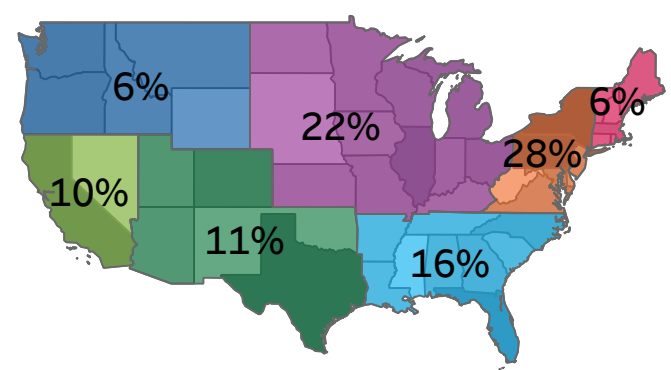## Demographic - Job Function

Top 8 Shown

Job Function	Count
Engineering	103
Corp/Exec Management	101
Sales & Marketing	52
Tech/Mech/Install/Journeyman	40
General Management	26
Other Functions	19
Operations	9
Estimating	3

353 or 78% of registrants with responses

Demographic - Business/Industry

Top 4 Shown

Business/Industry	Count
Contracting Firm	239
Others Allied to the Field	106
Engineering Firm	21
Manufacturer's Rep	5

371 or 82% of registrants with responses

Unique Registrants by Region

Region	Count
Mid-Atlantic	90
Midwest	72
Southeast	53
Southwest	36
West	34
Northeast	21
Northwest	18
Non-Continental US	3

US map percentages: 6%, 22%, 28%, 6%, 10%, 11%, 16%

82% of registrants are located in the US

Unique Registrants by Region
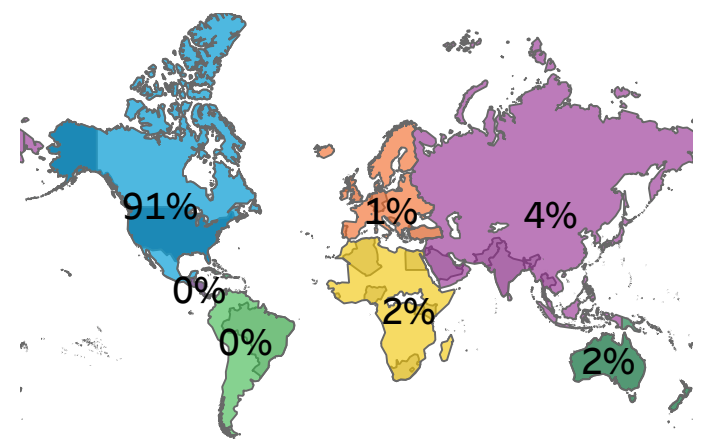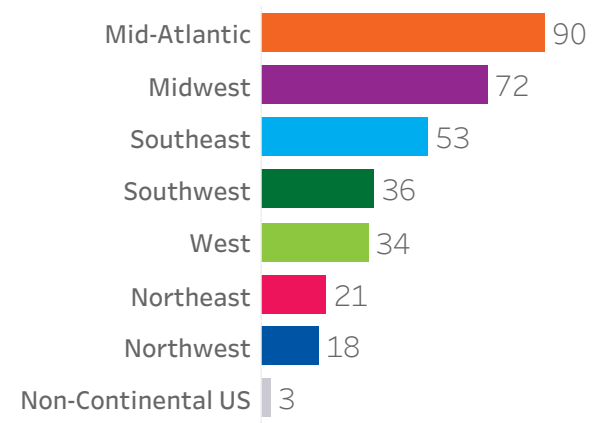
Region	Count
North America	362
Asia	14
Oceania	9
Africa	7
Europe	5
Central America	1
South America	1

World map percentages: 91%, 0%, 0%, 1%, 2%, 4%, 2%

18% of registrants are located internationally
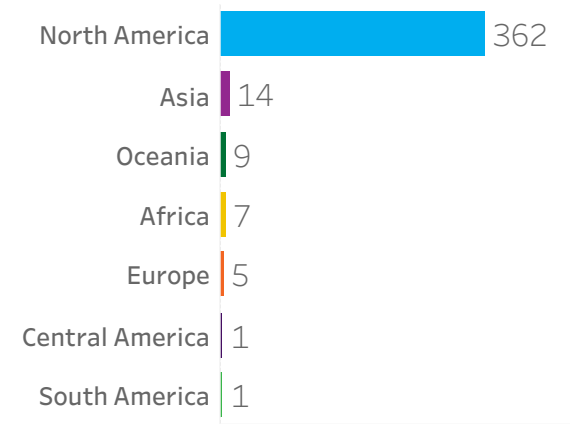
* All data is calculated from the 5 most recent webinars

Time Frame
3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs
- *Unique Registrants:* The number of unique registrants across all webinars.
- *Unique Attendees:* The number of unique attendees across all webinars.
- *Registrant Attendance Rate:* The ratio of average attendance to average registration.
- *Average Attendees per Webinar:* The average number of attendees per webinar.

Registrant Breakdown
- *Average Registrants:* The average number of registrants per webinar.
- *Registrant Only:* Percentage of average registrants who did not attended webinar.
- *Live:* Percentage of average registrants who attended the live webinar.
- *On Demand:* Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- *Live & On Demand:* Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown
- *Attendees:* Average number of attendees per webinar.
- *Answered a Survey:* Percent of average attendees who responded to a survey question within a webinar.
- *Downloaded Documents:* Percent of average attendees who downloaded a document within a webinar.
- *Multiple Engagements:* Percent of average attendees who responded more than once and/or in more than one way, within a webinar*.*
- *Repeat Viewer:* Percent of average attendees who viewed a webinar several times*.*
- *Answered Polls:* Percent of average attendees who responded to a poll question within a webinar.
- *Viewed Only:* Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis
- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Time Frame
See product specific glossary page

Demographic - Job Function
- Number of customers identified by Job Functions reported.

Demographic - Business/Industry
- Number of customers identified by Business & Industry reported.

Geographic - US Regions
- ***Mid-Atlantic:*** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- ***Midwest:*** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- ***West:*** California and Nevada
- ***Southeast:*** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- ***Southwest:*** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- ***Northeast:*** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- ***Northwest:*** Idaho, Montana, Oregon, Washington and Wyoming
- ***Non-Continental US:*** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional
- ***North America:*** Canada, Mexico and U.S.A.
- ***Asia:*** Continent of Asia, including Asia minor and Middle East
- ***Europe:*** Continental European nations (including United Kingdom and Ireland)
- ***Oceana:*** Australia, New Zealand and surrounding Pacific Island nations
- ***South America:*** Continental South American nations
- ***Africa:*** Continental African nations
- ***Central America:*** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Display Name	Included Demographics
Corp/Exec Management	Corporate/Executive Management
Engineering	Eng for Maintenance/(MRO)
	Engfor Mech Systems Design/Spec
	Engineering
	Facility Engineering
	Other Engineering
Estimating	Estimating
General Management	General Management
Operations	Operations
Other Functions	Consulting
	Must Pay
	Need More Information
	Other
	Purchasing
Sales & Marketing	Sales & Marketing
Tech/Mech/Install/Journeyman	Tech/Mech/Install/Journeyman

Display Name	Included Demographics
Architectural/Design Firm	Architectural/Design Firm
Contracting Firm	Contracting Firm
	Drain & Sewer Contracting Firm
	Drilling/Well Services
	Facility/Maintenance Contracting
	HVACR
	Hydronic/Radiant Heating Contracting Firm
	Mechanical Contracting Firm
	Other Contracting Firm (please specify)
	Plumbing Contracting Firm
	Pump Installation
	Sheet Metal
	Solar/Thermal Contracting Firm
Engineering Firm	Consulting Engineering
	Controls Contracting/Systems Integration
	Electrical Engineering
	Engineering Firm
	Facility Engineering/In-House Eng
	Mechanical Engineering
	Other Engineering Firm
	Systems Engineering
Manufacturer's Rep	Manufacturers Rep
Others Allied to the Field	Consulting Firm
	Distributor
	Educational Facility
	Facility Management
	Government/Military Facility
	Manufacturer
	Must Pay
	Need More Information
	Other (please specify)
	Wholesaler

BNP Customer Database - *omeda.com*
Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile
- *Unique Active Customers*
- *Print Magazine, Digital Edition, eMagazine:* Subscriber Counts
- *eNewsletter:* Recipients, Engagement, Sends
- *eBlasts:* Delivered, Engagement, Sends
- *Website:* Active Registrants
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Magazine/eMagazine
- *Magazine Summary:* All data
- *eMagazine/Digital Edition Summary:* Total Qualified Subscribers, Notification eMail Metrics
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

eNewsletters
- *All Pages:* All data

Website
- *Known User Activity:* All data
- *User Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts
- *All Pages:* All data

Continuing Education
- *Websites & eNews:* eNews Delivery, Activity by eNewsletter
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Events
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Webinars
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

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Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile
- *Website:* Average Monthly Users, Average Monthly Pageviews
- *Continuing Education:* Monthly Website Pageviews

eMagazine/Magazine
- *eMagazine/Digital Edition Summary:* Issue Pageviews, Sessions, Session Duration

Website
- *Website Overview:* Website Users, Sessions, Pageviews, Top Content Topics
- *User Locations:* Website User Locations

Continuing Education
- *Websites & eNews:* Monthly Website Pageviews, All Website Visitors data

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Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

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Usage by Report Section

Audience Profile
- *Social Media:* Follower Count by Channel

Social Media
- *All Pages:* All data

Building Media Inc. - *buildingmedia.com*
Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile
- *Continuing Education:* Active Registered Users

Continuing Education
- *Websites & eNews:* Active Registered Users
- *CE Courses & Tests:* All data

Aventri - *aventri.com*
Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile
- *Events:* Average Attendees per Event

Events
- *Event Overview:* All data

Intrado - *intrado.com*
Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile
- *Webinars:* Average Registrants, Average Attendees

Webinars
- *Webinars Overview:* All data