



## Contractor Magazine from Penton

Contractor Magazine is the No. 1 source for staff-written industry news, business management advice, and new product information exclusively for plumbing, heating, and piping contractors.

### SEGMENTS

59,511	Total Universe / Universe Rate	\$150.00/M
56,454	Records with Phones	+ \$60.00/M
21,557	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

### DESCRIPTION

Contractor Magazine is the No. 1 source for staff-written industry news, business management advice, and new product information exclusively for plumbing, heating, and piping contractors.

Contractor is read by owners and upper management of contracting companies in the plumbing, hydronic (wet) heating, process piping, and fire sprinkler markets. These firms perform new construction, repair/replacement/service, and remodel/retrofit work in the residential, commercial, institutional, and industrial markets.

Title Category	Postal	Email
Top Management	53500	16869
Middle/administrative Management	7981	2457
Financial Management	1025	283
Sales & Marketing Management	2713	873
Information Technology (it) Professionals	407	158
Production Management	1717	585
Engineering Management	5646	2039
Professionals	2405	704
All Other Management	70	39
Vp-level	3535	1081
Director-level	670	277
Manager-level	8302	2624
Assistant -level	121	28
Human Resources	54	14
Purchasing	222	66
Retired	23	9
Senior (c-level Or Higher)	46916	14821
Students	25	17
Education	109	50
Medical	8	5
Lawyers	7	4

### MEDIA TYPE

Business



### SOURCE

Controlled circulation

### GEOGRAPHY

USA  
Canada

### MAINTENANCE

Market Entry	<b>02/05/2014</b>
New to Manager	<b>07/21/2015</b>
Counts Through	<b>07/21/2015</b>

### DATA CARD MAINTENANCE

New To System	<b>07/21/2015</b>
Last Update	<b>07/22/2015</b>
Next Update	<b>10/31/2015</b>
Update Frequency	<b>QUARTERLY</b>

<b>Sales Volume</b>	<b>Postal</b>	<b>Email</b>
Under \$100,000	11074	3450
\$100,000 - \$249,999	6535	2347
\$250,000 - \$499,999	4978	1692
\$500,000 - \$749,999	5277	1570
\$750,000 - \$999,999	3953	1357
\$1,000,000 - \$2,499,999	9177	2981
\$2,500,000 - \$4,999,999	3699	1347
\$5,000,000 - \$7,499,999	2378	818
\$7,500,000 - \$9,999,999	1436	524
\$10,000,000 And Over	6050	2224

<b>How Many Trucks Firm</b>	<b>Postal</b>	<b>Email</b>
5-Jan	19786	8629
10-Jun	5335	2052
19-Nov	3011	1154
20-49	2448	934
50 Or More	2056	809

<b>WhatType of Trucks Ar</b>	<b>Postal</b>	<b>Email</b>
Step Vans	5167	2133
Cube Vans	6995	2938
Flat Beds	5313	2189
Vans	18584	7724
Pickups	22901	9986
Stakebeds	4206	1620
Other	1390	504
None Of The Above	1373	646

<b>My Firm is A</b>	<b>Postal</b>	<b>Email</b>
Contractor	68445	21984
Wholesaler	1983	646
Other	2022	922

<b>Types of Contracting Wo</b>	<b>Postal</b>	<b>Email</b>
Plumbing	48987	15561
Hydronic Heating (wet)	31191	8771
Process Piping	16848	4698
Bath/kitchen Remodeling	25741	7691
Plumbing Showroom	12812	3903
Radiant Floor Heating	27217	7775
Fire/sprinkler Protection	12452	3894
Private Water Systems	17377	4827
Snow Melt Systems	11204	3452
Air Conditioning	6387	1443
Warm Air Heating N/a As Of	1455	229
Solar N/a As Of 8/20/09	177	33
Forced Air Heating (dry)	2775	477
Building Systems Controls	22317	6738
Solar Thermal	15884	4503

Solar Photovoltaic	2254	403
Other	11171	3704
None Of The Above	2149	1110

<b>Job Title</b>	<b>Postal</b>	<b>Email</b>
Corporate & Executive Mgmt	49030	14965
Engineering & Technical Mg	6705	2464
Service Management	12739	4409
Sales Management	3918	1253
Wholesalers/distributors	766	307
Other	952	361

<b>Types of Construction on A</b>	<b>Postal</b>	<b>Email</b>
New Construction	51200	15935
Modernization-alteration	49317	15019
Repair Replacement Service	2593	439
Mechanical Contracting	32686	10495
Design/build Contracting	31606	9571
Repair Replacement	53114	17114
Service	45065	14879
Other	1200	406
None Of The Above	578	178

<b>Types Of Construction on F</b>	<b>Postal</b>	<b>Email</b>
1-3 Dwelling Units Houses	52973	16307
4 Or More Dwelling Units	36058	10618
High-rise Apartments	16740	4895
Commercial/institutional	48099	15252
Industrial	29172	8675
Health Care/hospitals	21864	6837
Schools: K-12	768	142
Schools: Colleges Universi	650	126
Other	1197	381
None Of The Above	1872	911

<b>Number of Employees</b>	<b>Postal</b>	<b>Email</b>
4-Jan	22323	7690
9-May	13263	4121
19-Oct	9154	2889
20-49	6107	1933
50-99	2670	902
100-249	2145	729
250-499	926	327
500 Or More	1630	679

<b>Job Functions Perform</b>	<b>Postal</b>	<b>Email</b>
Corporate Management	13994	6634

Project Management	11729	6050
Mechanical Engineering	4600	2337
Service/technical	15623	6941
Sales	10016	4999
Other	1043	503
None Of The Above	652	342

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry. **Their diverse portfolio of properties can help you reach your target audience.**

#### Advertising:

For other Advertising opportunities please

visit: <http://www.penton.com/OurMarkets/ElectricalEnergyandMechanicalSystems/tabid/83/ItemId/184/Default.aspx>

(contractor, mechanics, installation, building)

#### SELECTS

Activities	\$15.00/M
Area	\$15.00/M
Bus/Industry Type	\$15.00/M
Job Title	\$15.00/M
Max per Company/Sites	\$15.00/M
Number of Employees	\$15.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC/NAICS Code	\$15.00/M
State	\$10.00/M
Type of Truck	\$15.00/M
Zip	\$10.00/M
Number of Trucks	\$15.00/M
Newsletters	\$15.00/M
Film Type	\$15.00/M
Contracting Work	\$15.00/M
Construction Activity	\$15.00/M
Job Function	\$15.00/M
Firm Type	\$15.00/M
Construction Fields	\$15.00/M

#### GENDER

Male	85%
Female	6%

#### AVERAGE INCOME

Value	not available
-------	---------------

#### MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

#### NET NAME ARRANGEMENTS

##### Net Name is allowed

Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

#### EXCHANGES

##### Exchange is not allowed

#### REUSE

##### Please inquire

#### CANCELLATION

Charges	\$50.00/F
---------	-----------

#### CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

#### KEY CODING

##### Key Coding is available

Charges	\$3.00/M
---------	----------

#### ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F

#### SPECIAL INSTRUCTIONS