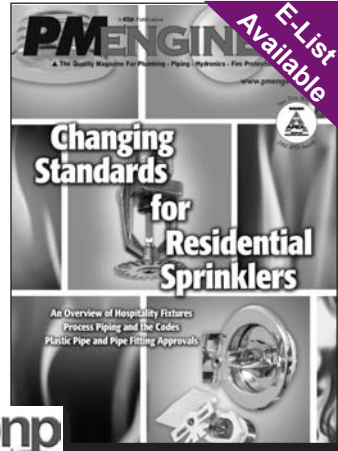# PM Engineer

PM Engineer serves engineers who specify plumbing, piping, hydronic heating and fire sprinkler products. It is the only non-association magazine exclusively covering the design and specification of products and systems for the "wet side" of the industry.

◆ With a direct marketing list from *PM Engineer*, you can reach over 25,000 engineers with the authority to influence the design and specification of plumbing/piping/hydronic heating/fire protection products.

◆ Reach engineers who work for:
  ◆ Consulting Engineering Firms
  ◆ Mechanical Contracting Firms
  ◆ Architectural Engineering Firms
  ◆ National Account Property Management Firms
  ◆ And More!

PM Engineer is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

A BNP Media Publication

GEOGRAPHIC ANALYSIS

State	ZIP Code		Individuals
ME	039-049		163
NH	030-038		145
VT	050-059		87
MA	010-027		867
RI	028-029		100
CT	060-069		458
New England		**7.1%**	**1,820**
NY	100-149		1,984
NJ	070-089		967
PA	150-196		1,497
Middle Atlantic		**17.4%**	**4,448**
OH	430-458		1,068
IN	460-479		485
IL	600-629		1,377
MI	480-499		889
WI	530-549		636
East North Central		**17.5%**	**4,455**
MN	550-567		568
IA	500-528		249
MO	630-658		579
ND	580-588		71
SD	570-577		79
NE	680-693		184
KS	660-679		254
West North Central		**7.8%**	**1,984**
DE	197-199		88
MD	206-219		628
DC	200-205		98
VA	220-246		696
WV	247-268		95
NC	270-289		569
SC	290-299		286
GA	300-319		557
FL	320-349		1,151
South Atlantic		**16.3%**	**4,168**
KY	400-427		339
TN	370-385		468
AL	350-369		266
MS	386-397		151
East South Central		**4.8%**	**1,224**
AR	716-729		133
LA	700-714		302
OK	730-749		230
TX	750-799		1,535
West South Central		**8.6%**	**2,200**
MT	590-599		114
ID	832-838		134
WY	820-831		75
CO	800-816		559
NM	870-884		153
AZ	850-865		347
UT	840-847		200
NV	889-898		149
Mountain		**6.8%**	**1,731**
AK	995-999		124
WA	980-994		567
OR	970-979		305
CA	900-961		2,242
HI	967-968		136
Pacific		**13.2%**	**3,374**
United States		**99.6%**	**25,404**
U.S. Territories		**0.3%**	**88**
Canada		—	—
Mexico		—	—
Other International		—	—
APO/FPO		0.0%	8
Unknown		—	—
Total		**100.0%**	**25,500**

Size of List: 25,500

Base Price: $125/M

Selections
(Additional Cost/M)

Geographic Analysis:
State/Province/SCF	$10/M
5-digit ZIP Code	$10/M
Business Type	$15/M
Buying Influence	$10/M
Employee Size	$10/M
One Per Location	$10/M
Recency	$10/M
Sales Volume	$10/M
SIC Code	$15/M
Telephone Numbers	$60/M
Type of Organization	$10/M
Title	$15/M
Type of Work	$10/M

Multi-Channel Pricing

Mailing/E-Mail: $490/M
Mailing/Telemarketing: $215/M
Mailing/E-Mail/Telemarketing: $590/M

Size of E-List: 5,867

E-List Base Price: $425/M

SEE ALSO:
Air Conditioning, Heating & Refrigeration News
Architectural Specifier (Former Subscribers)
Engineered Systems
Industrial Product Bulletin
Plant Engineering
Plumbing & Mechanical
Professional Builder
Professional Remodeler
Reed Construction Data - Regional Publication Group
Reeves Journal
SECURITY
Security Distributing & Marketing
Supply House Times

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

burke
advertising

Business Type

Architectural/Design Firm	1,952
Building Owner/Engineer	2,376
Consulting Engineering Firms	15,799
Mechanical Contracting Firm	5,373

Type of Work*

Fire Protection/Sprinklers	11,014
Hydronic Heating	13,042
Pipe/Valves/Fittings	14,878
Plumbing	15,571

Title

Engineering Management	18,090
Engineer	7,332

Type of Organization

ACEC	1,541
ASHRAE	7,819
ASPE	4,773
ASSE	988
NFPA	3,142

Buying Influence

Specify, Design, Recommend or Purchase Plumbing, Piping, Hydronic Heating, and/or Fire Protection Products	17,608

Employee Size

Less than 20	6,136
20-49	2,384
50-99	1,306
100-249	968
250-499	295
500-999	136
1,000 or More	107

Sales Volume

Less than $1 Million	4,553
$1 Million-$9 Million	3,430
$10 Million-$49 Million	1,092
$50 Million-$249 Million	356
$250 Million-$1 Billion	70
More than $1 Billion	37

Source: Publisher's own data

* Multiple Response