

Reeves Journal

Reeves Journal is a monthly magazine serving PHC professionals in the 14 western States. It has been an invaluable tool for contractors and industry professionals for over 80 years.

- ◆ With a direct marketing list from Reeves Journal, you can reach over 13,000 PHC professionals involved in commercial, institutional, industrial and residential development.
- ◆ Use a Reeves Journal list for promoting products such as:
 - ◆ Plumbing Equipment
 - ◆ Valves
 - ◆ Pipes
 - ◆ Spas/Hot Tubs
 - ◆ Fire Sprinklers
 - ◆ And More!



bnp media A BNP Media Publication

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

Size of List: 13,580

Base Price: \$125/M

Selections (Additional Cost/M)

| | |
|----------------------|--------|
| Geographic Analysis: | |
| State/Province/SCF | \$10/M |
| 5-digit ZIP Code | \$10/M |
| Area of Involvement | \$10/M |
| Business Type | \$15/M |
| Employee Size | \$10/M |
| Job Function | \$15/M |
| One Per Location | \$10/M |
| Recency | \$10/M |
| Sales Volume | \$10/M |
| SIC Code | \$15/M |
| Telephone Numbers | \$60/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:
2,628**

**E-List Base Price:
\$425/M**

SEE ALSO:

- Air Conditioning, Heating & Refrigeration News
- Architectural Specifier (Former Subscribers)
- Engineered Systems
- Industrial Distribution
- Industrial Heating
- Plumbing & Mechanical
- PM Engineer
- Reed Construction Data – Contractors
- Reed Construction Data – Manufacturers & Distributors
- Reed Construction Data – Regional Publication Group
- SECURITY
- Security Distributing & Marketing
- Supply House Times
- SNIPS

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

GEOGRAPHIC ANALYSIS

| State | ZIP Code | Individuals |
|----------------------------|----------|---------------|
| ME | 039-049 | 1 |
| NH | 030-038 | 0 |
| VT | 050-059 | 0 |
| MA | 010-027 | 0 |
| RI | 028-029 | 0 |
| CT | 060-069 | 0 |
| New England | | 0.0% |
| | | 1 |
| NY | 100-149 | 1 |
| NJ | 070-089 | 1 |
| PA | 150-196 | 0 |
| Middle Atlantic | | 0.0% |
| | | 2 |
| OH | 430-458 | 1 |
| IN | 460-479 | 0 |
| IL | 600-629 | 1 |
| MI | 480-499 | 2 |
| WI | 530-549 | 1 |
| East North Central | | 0.0% |
| | | 5 |
| MN | 550-567 | 2 |
| IA | 500-528 | 0 |
| MO | 630-658 | 1 |
| ND | 580-588 | 0 |
| SD | 570-577 | 1 |
| NE | 680-693 | 0 |
| KS | 660-679 | 0 |
| West North Central | | 0.0% |
| | | 4 |
| DE | 197-199 | 0 |
| MD | 206-219 | 0 |
| DC | 200-205 | 0 |
| VA | 220-246 | 0 |
| WV | 247-268 | 0 |
| NC | 270-289 | 3 |
| SC | 290-299 | 1 |
| GA | 300-319 | 1 |
| FL | 320-349 | 3 |
| South Atlantic | | 0.1% |
| | | 8 |
| KY | 400-427 | 9 |
| TN | 370-385 | 0 |
| AL | 350-369 | 0 |
| MS | 386-397 | 1 |
| East South Central | | 0.1% |
| | | 10 |
| AR | 716-729 | 2 |
| LA | 700-714 | 0 |
| OK | 730-749 | 52 |
| TX | 750-799 | 2,841 |
| West South Central | | 21.3% |
| | | 2,895 |
| MT | 590-599 | 255 |
| ID | 832-838 | 260 |
| WY | 820-831 | 122 |
| CO | 800-816 | 846 |
| NM | 870-884 | 305 |
| AZ | 850-865 | 710 |
| UT | 840-847 | 265 |
| NV | 889-898 | 320 |
| Mountain | | 22.7% |
| | | 3,083 |
| AK | 995-999 | 173 |
| WA | 980-994 | 887 |
| OR | 970-979 | 499 |
| CA | 900-961 | 5,835 |
| HI | 967-968 | 178 |
| Pacific | | 55.8% |
| | | 7,572 |
| United States | | 100.0% |
| U.S. Territories | | — |
| Canada | | — |
| Mexico | | — |
| Other International | | — |
| APO/FPO | | — |
| Unknown | | — |
| Total | | 100.0% |
| | | 13,580 |

| Business Type | Sales Volume | | |
|-----------------------|---------------------|-------------------------|-------|
| Contractor | 11,500 | Less than \$1 Million | 4,186 |
| Engineer or Architect | 527 | \$1 Million-\$9 Million | 1,504 |
| Wholesaler | 1,553 | More than \$10 Million | 404 |

| Type of Work* | |
|-----------------------------------|-------|
| Fire Sprinkler/Protection Systems | 1,433 |
| Hydronic Heating | 3,656 |
| Plumbing | 9,564 |
| Process Piping/Valves | 2,494 |
| Spas/Hot Tubs | 1,684 |
| Warm Air Heating | 3,410 |
| Other Piping | 2,311 |

| Employee Size | |
|----------------------|-------|
| Less than 20 | 9,322 |
| 20-49 | 1,638 |
| 50-99 | 779 |
| 100 or More | 1,174 |

| Area of Involvement | |
|-------------------------------------|-------|
| Commercial/Institutional/Industrial | 1,615 |
| Residential | 6,847 |
| Both | 2,480 |

| Job Function | |
|---------------------|-------|
| Engineer | 222 |
| Estimator | 313 |
| Manager | 1,568 |
| Owner/Partner | 6,671 |
| Plumbing Engineer | 140 |
| President/Officer | 1,933 |
| Purchasing Agent | 103 |
| Sales | 513 |
| Service | 135 |
| Supervisor | 688 |

Source: Publisher's own data

* Multiple Response