

SNIPS

PUBLISHER'S STATEMENT MAY 2019

SNIPS is a B2B brand intended for those in the sheet metal, heating, air conditioning, ventilation, architectural sheet metal and metal roofing industries. The editorial scope of the brand provides new products, technology, field projects and business management tips.

It's my pleasure to share with you our most recent data findings from what is known as our Publisher's Statement. This statement contains information we have gathered from 2019 Q2 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this Statement is accurate as of May 2019. Thank you for considering **SNIPS**.

CHANNELS

MAGAZINE CIRCULATION (MAY 2019 ISSUE)

Total Magazine Circulation.....**20,000**

OTHER REACH

SNIPS Enewsletter - The Cut (Weekly-Average for May 2019).....**14,785**

Website Total Users****9,007**

Facebook/Twitter/LinkedIn.....**7,416**

Total Reach.....**51,208**

Sincerely,

Sarah Harding,
Group Publisher,
SNIPS

Audit:
Signed:

ABOUT BNP MEDIA

BNP Media is one of the country's leading business-to-business media companies service industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

* All information contained herein, is media owners data.
No effort has been made to remove potential duplication with each action.

**BPAWW Interactive.



WHO CAN YOU REACH: AUDIENCE DEMOGRAPHICS MAY 2019

PRIMARY BUSINESS	PRIMARY FUNCTION						
	Corporate/ Executive Management	General Management					
	Owner, Partner, President, Vice President, C-Level Officer	General Manager, Branch Manager, Supervisor, Foreman, Other Management	Sales & Marketing	Engineering	Technician/ Mechanic/ Installer/ Journey- man	Other Functions	Total
Contracting Firm*	11,155	3,512	670	528	1,243	0	17,108
Wholesaler	577	848	614	36	24	0	2,099
Manufacturer	273	96	164	49	22	0	604
Manufacturer's Rep	97	16	69	4	3	0	189
Others Allied to the Field	0	0	0	0	0	0	0
Total Circulation	12,102	4,472	1,517	617	1,292	0	20,000

SOURCE	VERIFICATION				
	1 YEAR	2 YEARS	3 YEARS	TOTAL	PERCENT
Direct Request	11,100	5,993		17,093	85.5%
Company Request		7		7	0.0%
Communication Other Than Request					
Business directories	2,900			2,900	14.5%
Total Circulation	14,000	6,000		20,000	100.0%
Percent	70.0%	30.0%		100.0%	

*Contracting Firm included sheet metal, HVACR, mechanical and other contracting firms.

GEOGRAPHIC:

State	Total Circulation	Percent
Maine	70	
New Hampshire	128	
Vermont	49	
Massachusetts	578	
Rhode Island	83	
Connecticut	335	
NEW ENGLAND	1,243	6.2%
New York	1,178	
New Jersey	710	
Pennsylvania	1,020	
MIDDLE ATLANTIC	2,908	14.5%
Ohio	925	
Indiana	547	
Illinois	1,031	
Michigan	669	
Wisconsin	507	
EAST. NO. CENTRAL	3,679	18.4%
Minnesota	376	
Iowa	273	
Missouri	462	
North Dakota	89	
South Dakota	68	
Nebraska	196	
Kansas	204	
WEST NO. CENTRAL	1,668	8.3%

State	Total Circulation	Percent
Delaware	66	
Maryland	393	
Washington, D.C.	15	
Virginia	465	
West Virginia	123	
North Carolina	678	
South Carolina	314	
Georgia	554	
Florida	1,189	
SOUTH ATLANTIC	3,797	19.0%
Kentucky	249	
Tennessee	378	
Alabama	274	
Mississippi	162	
EAST SO. CENTRAL	1,063	5.3%
Arkansas	173	
Louisiana	219	
Oklahoma	222	
Texas	1,372	
WEST SO. CENTRAL	1,986	9.9%

State	Total Circulation	Percent
Montana	98	
Idaho	128	
Wyoming	45	
Colorado	342	
New Mexico	124	
Arizona	275	
Utah	159	
Nevada	135	
MOUNTAIN	1,306	6.5%
Alaska	30	
Washington	301	
Oregon	182	
California	1,463	
Hawaii	36	
PACIFIC	2,012	10.1%
UNITED STATES	19,662	98.2%
U.S. Territories	24	0.2%
Canada	168	0.8%
Mexico	14	0.1%
Other International	132	0.7%
APO/FPO	0	0%
TOTAL QUALIFIED CIRCULATION	20,000	100%

SNIPS

AUDIENCE TOUCHPOINTS

MAY 2019



20,000

TOTAL CIRCULATION -
12 Issues per Year



14,785*

Weekly eNewsletter -
The Cut

Website**



20,227

Page Views



11,312

Sessions



9,007

Total Users

7,416

Social Media



Twitter Followers
5,656



Facebook Likes
1,053



LinkedIn Members
707

*Average for May 2019

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