

SNIPS

MEDIA STATEMENT JUNE 2021

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.

Publisher's Note: It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 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 June 2021. Thank you for considering SNIPS.

CHANNELS

MAGAZINE CIRCULATION - JUNE 2021 ISSUE

| | |
|---|---------------|
| eMAGAZINE CIRCULATION (MAY 2021 ISSUE) | 12,475 |
| ENEWSLETTER - THE CUT (AVERAGE DELIVERED) | 10,732 |
| *WEBSITE TOTAL USERS | 10,636 |
| **SOCIAL MEDIA (TOTAL) | 7,496 |
| TOTAL REACH | 41,339 |

Sincerely,

Sarah Harding
Group Publisher
SNIPS



About BNP Media

BNP Media is one of the country's leading business-to-business media companies serving 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 owner's data.
No effort has been made to remove potential duplication with each action.

*BPAWW Interactive - June 2021

** Cumulative as of June 2021

WHO CAN YOU REACH:

eMAGAZINE AUDIENCE DEMOGRAPHICS (MAY 2021 SUMMARY)

BUSINESS BY FUNCTION

| Primary Business | Total | Percent | PRIMARY FUNCTION | | | | | |
|---------------------------|---------------|---------------|---|-----------------------------------|----------------------|-------------|---|--|
| | | | Corporate/ Executive Management (Note 1) | General Management (Note 2) | Sales & Marketing | Engineering | Technician Mechanic Installer Journeyman | Other Functions/ Functions Not Available |
| Contracting Firm* | 10,047 | 80.5% | 5,887 | 2,401 | 459 | 442 | 820 | 38 |
| Wholesaler | 1,417 | 11.4% | 373 | 564 | 419 | 36 | 19 | 6 |
| Manufacturer | 607 | 4.9% | 244 | 104 | 144 | 82 | 30 | 3 |
| Manufacturer's Rep | 206 | 1.6% | 86 | 17 | 89 | 7 | 6 | 1 |
| Other Allied Businesses** | 198 | 1.6% | 38 | 15 | 3 | 20 | 15 | 107 |
| TOTAL CIRCULATION | 12,475 | 100.0% | 6,628 | 3,101 | 1,114 | 587 | 890 | 155 |
| PERCENT | 100.0% | | 53.1% | 24.9% | 8.9% | 4.7% | 7.1% | 1.3% |

Note 1: Corporate/Executive Management includes Owner, Partner, President, Vice President and C-Level Officer.

Note 2: General Management includes General Manager, Branch Manager, Supervisor, Foreman, Other Management.

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

**Other Allied Businesses include Unclassified Businesses.

SOURCE/AGE

| SOURCE | TOTAL* | PERCENT |
|--------------------------|---------------|---------------|
| Personal Request | 12,475 | 100.0% |
| Business Request | 0 | 0.0% |
| Other Communication | 0 | 0.0% |
| Business Directories | 0 | 0.0% |
| TOTAL CIRCULATION | 12,475 | 100.0% |
| PERCENT | 100.0% | |

* All subscriptions are within 1-3 years

GEOGRAPHIC BREAKOUT

| STATE/COUNTRY BREAKOUT | TOTAL |
|--------------------------------------|---------------|
| Alabama | 162 |
| Arizona | 168 |
| Arkansas | 103 |
| California | 888 |
| Colorado | 256 |
| Connecticut | 189 |
| D. C. | 6 |
| Delaware | 48 |
| Florida | 738 |
| Georgia | 309 |
| Idaho | 75 |
| Illinois | 648 |
| Indiana | 364 |
| Iowa | 200 |
| Kansas | 117 |
| Kentucky | 159 |
| Louisiana | 106 |
| Maine | 44 |
| Maryland | 256 |
| Massachusetts | 327 |
| Michigan | 450 |
| Minnesota | 267 |
| Mississippi | 84 |
| Missouri | 290 |
| Montana | 59 |
| Nebraska | 127 |
| Nevada | 95 |
| New Hampshire | 84 |
| New Jersey | 386 |
| New Mexico | 80 |
| New York | 749 |
| North Carolina | 375 |
| North Dakota | 53 |
| Ohio | 594 |
| Oklahoma | 114 |
| Oregon | 113 |
| Pennsylvania | 622 |
| Rhode Island | 54 |
| South Carolina | 171 |
| South Dakota | 53 |
| Tennessee | 245 |
| Texas | 853 |
| Utah | 98 |
| Vermont | 36 |
| Virginia | 285 |
| Washington | 186 |
| West Virginia | 76 |
| Wisconsin | 339 |
| Wyoming | 27 |
| Total 48 US Contiguous States | 12,128 |
| Alaska | 20 |
| Hawaii | 25 |
| Total Alaska & Hawaii | 45 |
| Possessions & Other Areas | 26 |
| Total U.S. Possessions | 26 |
| Canada | 135 |
| Mexico | 14 |
| International | 127 |
| Military/Civilian Overseas, APO/FPO | 0 |
| Total International | 276 |
| TOTAL CIRCULATION | 12,475 |

SNIPS

AUDIENCE TOUCHPOINTS - JUNE 2021 SUMMARY

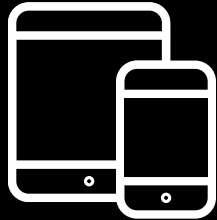


Total eMagazine Circulation

(12 issues per year)

12,475

(MAY 2021 SUMMARY)



eNewsletter The Cut

(twice-weekly)

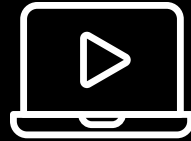
10,732

TOTAL AVERAGE DELIVERED



Page Views*

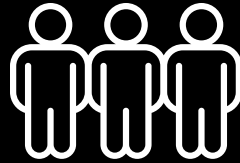
20,112



Sessions*

13,280

AVERAGE SESSION
DURATION: 0:01:34



Total Users*

10,636



5,507



1,252



737

7,496

Social Media**

(Twitter, Facebook, LinkedIn)

*BPAWW Interactive - June 2021

**Cumulative June 2021