

SNIPS

MEDIA STATEMENT SEPTEMBER 2020

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 2020 Q3 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 September 2020. Thank you for considering SNIPS.

CHANNELS

SEPTEMBER 2020 SUMMARY

DIGITAL MAGAZINE CIRCULATION	12,078
NEWSLETTER - THE CUT (TOTAL AVERAGE DELIVERED)	11,363
*WEBSITE TOTAL USERS	10,744
**SOCIAL MEDIA (TOTAL)	7,590
TOTAL REACH	41,775

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 - September 2020

**Cumulative as of September 30, 2020

WHO CAN YOU REACH:

DIGITAL MAGAZINE AUDIENCE DEMOGRAPHICS (SEPTEMBER 2020 SUMMARY)

BUSINESS BY FUNCTION

Primary Business	Total	Percent	PRIMARY FUNCTION					Other Functions
			Corporate/ Executive Management (Note 1)	General Management (Note 2)	Sales & Marketing	Engineering	Technician Mechanic Installer Journeyman	
Contracting Firm*	9,575	79.3%	5,441	2,315	464	431	886	38
Wholesaler	1,545	12.8%	389	641	451	37	20	7
Manufacturer	616	5.1%	261	98	152	74	27	4
Manufacturer's Rep	203	1.7%	88	20	82	6	6	1
Others Allied to the Field	139	1.1%	54	23	4	27	15	16
TOTAL CIRCULATION	12,078	100.0%	6,233	3,097	1,153	575	954	66
PERCENT	100.0%		51.6%	25.6%	9.6%	4.8%	7.9%	0.5%

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.

SOURCE BY VERIFICATION

SOURCE	VERIFICATION		
	WITHIN 1 -3 Years	TOTAL	PERCENT
Personal Request	12,078	12,078	100.0%
Business Request	0	0	0.0%
Other Communication	0	0	0.0%
Business Directories	0	0	0.0%
TOTAL CIRCULATION	12,078	12,078	100.0%
PERCENT	100.0%	100.0%	

GEOGRAPHIC BREAKOUT

STATE/COUNTRY BREAKOUT	TOTAL
Alabama	172
Arizona	150
Arkansas	103
California	880
Colorado	231
Connecticut	206
D. C.	9
Delaware	47
Florida	657
Georgia	277
Idaho	72
Illinois	637
Indiana	345
Iowa	194
Kansas	110
Kentucky	156
Louisiana	101
Maine	43
Maryland	230
Massachusetts	344
Michigan	454
Minnesota	240
Mississippi	90
Missouri	289
Montana	59
Nebraska	120
Nevada	94
New Hampshire	83
New Jersey	395
New Mexico	76
New York	734
North Carolina	360
North Dakota	56
Ohio	585
Oklahoma	123
Oregon	108
Pennsylvania	619
Rhode Island	50
South Carolina	185
South Dakota	52
Tennessee	234
Texas	774
Utah	85
Vermont	34
Virginia	267
Washington	172
West Virginia	83
Wisconsin	336
Wyoming	28
Total 48 US Contiguous States	11,749
Alaska	17
Hawaii	21
Total Alaska & Hawaii	38
Possessions & Other Areas	26
Total U.S. Possessions	26
Canada	139
Mexico	11
International	115
Total International	265
TOTAL CIRCULATION	12,078

SNIPS

AUDIENCE TOUCHPOINTS - SEPTEMBER 2020 SUMMARY



**Digital Magazine
Circulation**

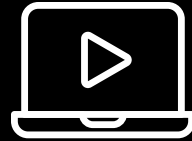
12,078

12 ISSUES PER YEAR



Page Views*

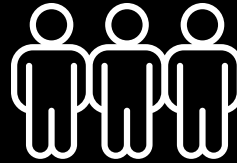
19,865



Sessions*

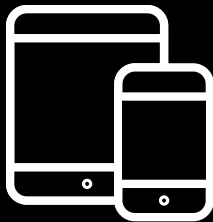
12,617

AVERAGE SESSION
DURATION: 0:01:18



Total Users*

10,744



**eNewsletter
The Cut**

11,363

TOTAL AVERAGE DELIVERED SEPTEMBER 2020



5,645



1,203



742

7,590

Social Media**

(Twitter, Facebook, LinkedIn)

*BPAWW Interactive - September 2020

**Cumulative as of September 2020