

SNIPS

MEDIA STATEMENT MARCH 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 Q1 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 March 2021. Thank you for considering SNIPS.

CHANNELS

MAGAZINE CIRCULATION - MARCH 2021 ISSUE

eMAGAZINE CIRCULATION	11,542
ENEWSLETTER - THE CUT (AVERAGE DELIVERED)	10,644
*WEBSITE TOTAL USERS	13,771
**SOCIAL MEDIA (TOTAL)	7,530
TOTAL REACH	43,487

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 - March 2021

** Cumulative as of March 2021

WHO CAN YOU REACH:

eMAGAZINE AUDIENCE DEMOGRAPHICS (MARCH 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
Contracting Firm*	9,158	79.3%	5,210	2,194	435	445	835	39
Wholesaler	1,444	12.5%	371	588	425	35	18	7
Manufacturer	614	5.3%	254	102	146	81	28	3
Manufacturer's Rep	203	1.8%	86	17	87	6	6	1
Others Allied to the Field	123	1.1%	48	18	5	22	16	14
TOTAL CIRCULATION	11,542	100.0%	5,969	2,919	1,098	589	903	64
PERCENT	100.0%		51.7%	25.3%	9.5%	5.1%	7.8%	0.6%

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/AGE

SOURCE	TOTAL*	PERCENT
Personal Request	11,542	100.0%
Business Request	0	0.0%
Other Communication	0	0.0%
Business Directories	0	0.0%
TOTAL CIRCULATION	11,542	100.0%
PERCENT	100.0%	

* All subscriptions are within 1-3 years

GEOGRAPHIC BREAKOUT

STATE/COUNTRY BREAKOUT	TOTAL
Alabama	156
Arizona	145
Arkansas	95
California	813
Colorado	218
Connecticut	191
D. C.	7
Delaware	41
Florida	627
Georgia	272
Idaho	70
Illinois	616
Indiana	331
Iowa	185
Kansas	102
Kentucky	145
Louisiana	95
Maine	43
Maryland	224
Massachusetts	325
Michigan	436
Minnesota	243
Mississippi	82
Missouri	267
Montana	55
Nebraska	116
Nevada	89
New Hampshire	80
New Jersey	372
New Mexico	73
New York	709
North Carolina	332
North Dakota	53
Ohio	582
Oklahoma	119
Oregon	100
Pennsylvania	610
Rhode Island	48
South Carolina	164
South Dakota	50
Tennessee	220
Texas	731
Utah	76
Vermont	34
Virginia	266
Washington	167
West Virginia	79
Wisconsin	319
Wyoming	29
Total 48 US Contiguous States	11,202
Alaska	15
Hawaii	20
Total Alaska & Hawaii	35
Possessions & Other Areas	26
Total U.S. Possessions	26
Canada	141
Mexico	15
International	123
Military/Civilian Overseas, APO/FPO	0
Total International	279
TOTAL CIRCULATION	11,542

SNIPS

AUDIENCE TOUCHPOINTS - MARCH 2021 SUMMARY

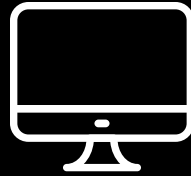


Total eMagazine Circulation

(12 issues per year)

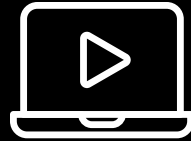
11,542

(MARCH 2021 SUMMARY)



Page Views*

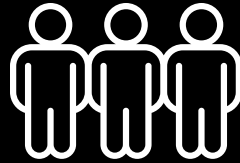
24,167



Sessions*

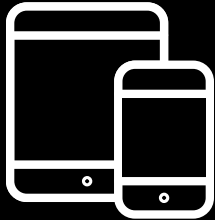
15,811

AVERAGE SESSION
DURATION: 0:01:10



Total Users*

13,771



eNewsletter The Cut

(twice-weekly)

10,644

TOTAL AVERAGE DELIVERED



5,563



1,228



739

7,530

Social Media**

(Twitter, Facebook, LinkedIn)

*BPAWW Interactive - March 2021

**Cumulative as of March 2021