

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
www.reevesjournal.com

Official Publication of: None
Established: 1922
Issues Per Year: 12

FIELD SERVED

REEVES JOURNAL, PLUMBING-HEATING-COOLING, serves the field of contractors, wholesalers, engineers, architects, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owner/Partner, President/Officer, Manager, Supervisor, Estimator, Sales, Engineer and other titled/non-titled personnel in the field served, located primarily in the fourteen western states which include California, Texas, Oregon, Washington, Alaska, Hawaii, Arizona, New Mexico, Colorado, Nevada, Utah, Idaho, Montana, and Wyoming.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	7
Advertiser and Agency _____	599
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	545
TOTAL	1,151

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,053	100.0	13,045	99.9	8	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,053	100.0	13,045	99.9	8	0.1

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	28	35			13,061
February _____	55	45			13,051
March _____	57	56			13,050
April _____	27	27			13,050
May _____	35	39			13,054
June _____	32	30			13,052

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	8,844	5,596	5,347	1.05	00:54	01:35
February _____	7,663	4,640	4,412	1.05	01:01	01:43
March _____	9,477	5,946	5,644	1.05	00:49	01:19
April _____	8,742	5,406	5,066	1.07	00:57	01:35
May _____	8,060	5,019	4,681	1.07	00:58	01:34
June _____	8,142	4,745	4,401	1.08	01:03	01:50
AVERAGE:	8,488	5,225	4,925	1.06	00:57	01:36

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is -% or 1 copy above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	OWNER/ PARTNER, PRESIDENT/ OFFICER, MANAGER	SUPERVISOR, ESTIMATOR, SALES	ENGINEER	OTHER
Contractors _____	10,902	83.5	10,116	696	90	-
Wholesalers _____	1,342	10.3	916	422	4	-
Engineers/Architects _____	810	6.2	489	39	282	-
Others Allied to the Field _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,054	100.0	11,521	1,157	376	-
PERCENT	100.0		88.3	8.8	2.9	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	7,522	3,892	-			11,414	87.4
a. Written _____	2,216	758	-			2,974	22.8
b. Telecommunication _____	3,836	2,679	-			6,515	49.9
c. Electronic _____	1,470	455	-			1,925	14.7
II. TOTAL - Request from recipient's company: _____	275	12	-			287	2.2
a. Written _____	28	10	-			38	0.3
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	247	2	-			249	1.9
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	36	12	-			48	0.4
a. Written _____	36	12	-			48	0.4
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,305	-	-			1,305	10.0
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,305	-	-			1,305	10.0
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,138	3,916	-			13,054	100.0
*See Paragraph 9	PERCENT	70.0	30.0	-		100.0	

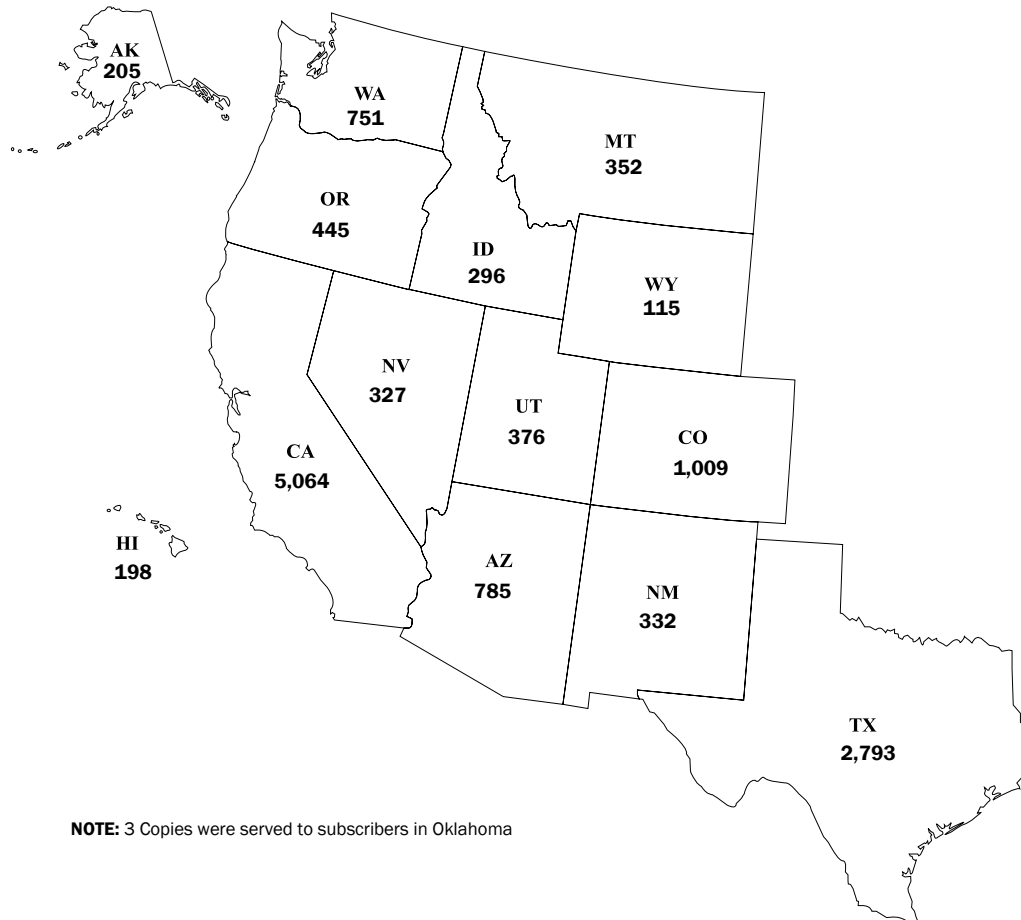
3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			13,054	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			13,054	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Total Qualified	Percent
039-049 Maine	-	-
030-038 New Hampshire	-	-
050-059 Vermont	-	-
010-027 Massachusetts	-	-
028-029 Rhode Island	-	-
060-069 Connecticut	-	-
NEW ENGLAND	-	-
100-149 New York	-	-
070-089 New Jersey	-	-
150-196 Pennsylvania	-	-
MIDDLE ATLANTIC	-	-
430-459 Ohio	-	-
460-479 Indiana	-	-
600-629 Illinois	-	-
480-499 Michigan	-	-
530-549 Wisconsin	-	-
EAST NO. CENTRAL	-	-
550-567 Minnesota	-	-
500-528 Iowa	-	-
630-658 Missouri	-	-
580-588 North Dakota	-	-
570-577 South Dakota	-	-
680-693 Nebraska	-	-
660-679 Kansas	-	-
WEST NO. CENTRAL	-	-
197-199 Delaware	-	-
206-219 Maryland	-	-
200-205 Washington, DC	-	-
220-246 Virginia	-	-
247-268 West Virginia	-	-
270-289 North Carolina	-	-
290-299 South Carolina	-	-
300-319 Georgia	-	-
320-349 Florida	-	-
SOUTH ATLANTIC	-	-

State & Zip Code	Total Qualified	Percent
400-427 Kentucky	-	-
370-385 Tennessee	-	-
350-369 Alabama	-	-
386-397 Mississippi	-	-
EAST SO. CENTRAL	-	-
716-729 Arkansas	-	-
700-714 Louisiana	-	-
730-749 Oklahoma	3	-
750-799 Texas	2,793	-
WEST SO. CENTRAL	2,796	21.4
590-599 Montana	352	-
832-838 Idaho	296	-
820-831 Wyoming	115	-
800-816 Colorado	1,009	-
870-884 New Mexico	332	-
850-865 Arizona	785	-
840-847 Utah	376	-
889-898 Nevada	327	-
MOUNTAIN	3,592	27.5
995-999 Alaska	205	-
980-994 Washington	751	-
970-979 Oregon	445	-
900-961 California	5,064	-
967-968 Hawaii	198	-
PACIFIC	6,663	51.1
UNITED STATES	13,051	100.0
969 & 004-009 U.S. Territories	-	-
Canada	2	-
Mexico	-	-
Other International	1	-
APO/FPO	-	-
TOTAL QUALIFIED CIRCULATION	13,054	100.0



NOTE: 3 Copies were served to subscribers in Oklahoma

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	2006	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	13,536	13,533	13,531	13,536	13,362	13,053
Qualified Non-Paid: _____	13,529	13,525	13,525	13,528	13,354	13,045
Qualified Paid: _____	7	8	6	8	8	8
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

****NC = None Claimed.**

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPH 3b:

Business directories includes 1 source of circulation for a quantity of 1,305 copies or 10.0%, including Dun & Bradstreet.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 30, 2009
Christine A. Baloga, Corporate Audience Development Director	State	Michigan
Catherine M. Ronan, Corporate Audience Audit Manager	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	June 30, 2009
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	R017POJ9