

## BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011

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.

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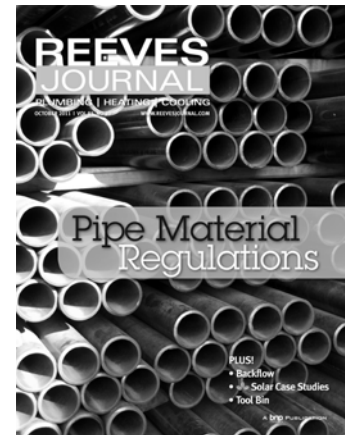
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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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 Representatives, 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 _____                    | 5          |
| Advertiser and Agency _____                     | 558        |
| Rotated or Occasional _____                     | -          |
| Allocated for Trade Shows and Conventions _____ | -          |
| Digital _____                                   | -          |
| All Other _____                                 | 299        |
| <b>TOTAL</b>                                    | <b>862</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |             |                |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                                     | 13,015          | 100.0        | 13,008             | 99.9        | 7              | 0.1        |
| Sponsored Individually Addressed _____               | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____                             | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____                      | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales _____                              | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>13,015</b>   | <b>100.0</b> | <b>13,008</b>      | <b>99.9</b> | <b>7</b>       | <b>0.1</b> |

| 2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD |                |              |                        |                          |                 |
|--|----------------|--------------|------------------------|--------------------------|-----------------|
| 2011 Issue                                     | Number Removed | Number Added | Print Version Only (A) | Digital Version Only (B) | Total Qualified |
| July _____                                     | 9              | 7            | 11,690                 | 1,360                    | 13,050          |
| August _____                                   | 95             | 70           | 11,599                 | 1,426                    | 13,025          |
| September _____                                | 131            | 117          | 11,351                 | 1,660                    | 13,011          |
| October _____                                  | 1,262          | 1,255        | 11,320                 | 1,684                    | 13,004          |
| November _____                                 | 1,978          | 1,975        | 11,178                 | 1,823                    | 13,001          |
| December _____                                 | 5              | 7            | 11,265                 | 1,738                    | 13,003          |
| <b>TOTAL</b>                                   | <b>3,480</b>   | <b>3,431</b> |                        |                          |                 |

| 2b. WEBSITE ACTIVITY BY MONTH |                  |               |                 |                          |               |                       |
|-------------------------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| Month                         | Page Impressions | User Sessions | Unique Browsers | Unique Browser Frequency | Page Duration | User Session Duration |
| July _____                    | 6,684            | 4,427         | 4,130           | 1.07                     | 01:07         | 01:47                 |
| August _____                  | 6,796            | 4,279         | 4,010           | 1.07                     | 00:59         | 01:31                 |
| September _____               | 7,058            | 4,683         | 4,433           | 1.06                     | 01:02         | 01:36                 |
| October _____                 | 7,795            | 5,554         | 5,199           | 1.07                     | 01:08         | 01:34                 |
| November _____                | 7,910            | 5,443         | 5,131           | 1.06                     | 01:06         | 01:41                 |
| December _____                | 6,904            | 4,756         | 4,495           | 1.06                     | 00:56         | 01:25                 |
| <b>AVERAGE</b>                | <b>7,191</b>     | <b>4,857</b>  | <b>4,566</b>    | <b>1.07</b>              | <b>01:03</b>  | <b>01:36</b>          |

\*See Additional Data

| <b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011</b>               |                 |                  |                        |                          |   |   |            |          |
|---|-----------------|------------------|------------------------|--------------------------|---|---|------------|----------|
| <b>This issue is 0.1% or 18 copies below the average of the other 5 issues reported in Paragraph two.</b> |                 |                  |                        |                          |   |   |            |          |
| BUSINESS AND INDUSTRY   | TOTAL QUALIFIED | PERCENT OF TOTAL | Print Version Only (A) | Digital Version Only (B) | OWNER/PARTNER, PRESIDENT/OFFICER, MANAGER | SUPERVISOR, ESTIMATOR, SALES REPRESENTATIVE | ENGINEER   | OTHER    |
| Contractors _____   | 10,933          | 84.1             | 9,511                  | 1,422                    | 10,130                                    | 714   | 89         | -        |
| Wholesalers _____   | 1,319           | 10.1             | 1,109                  | 210                      | 887                                       | 422   | 10         | -        |
| Engineers/Architects _____  | 749             | 5.8              | 558                    | 191                      | 467                                       | 45  | 237        | -        |
| Others Allied to the Field _____  | -               | -                | -                      | -                        | -   | -   | -          | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>13,001</b>   | <b>100.0</b>     | <b>11,178</b>          | <b>1,823</b>             | <b>11,484</b>                             | <b>1,181</b>                                | <b>336</b> | <b>-</b> |
| <b>PERCENT</b>  | <b>100.0</b>    |                  | <b>86.0</b>            | <b>14.0</b>              | <b>88.3</b>                               | <b>9.1</b>                                  | <b>2.6</b> | <b>-</b> |

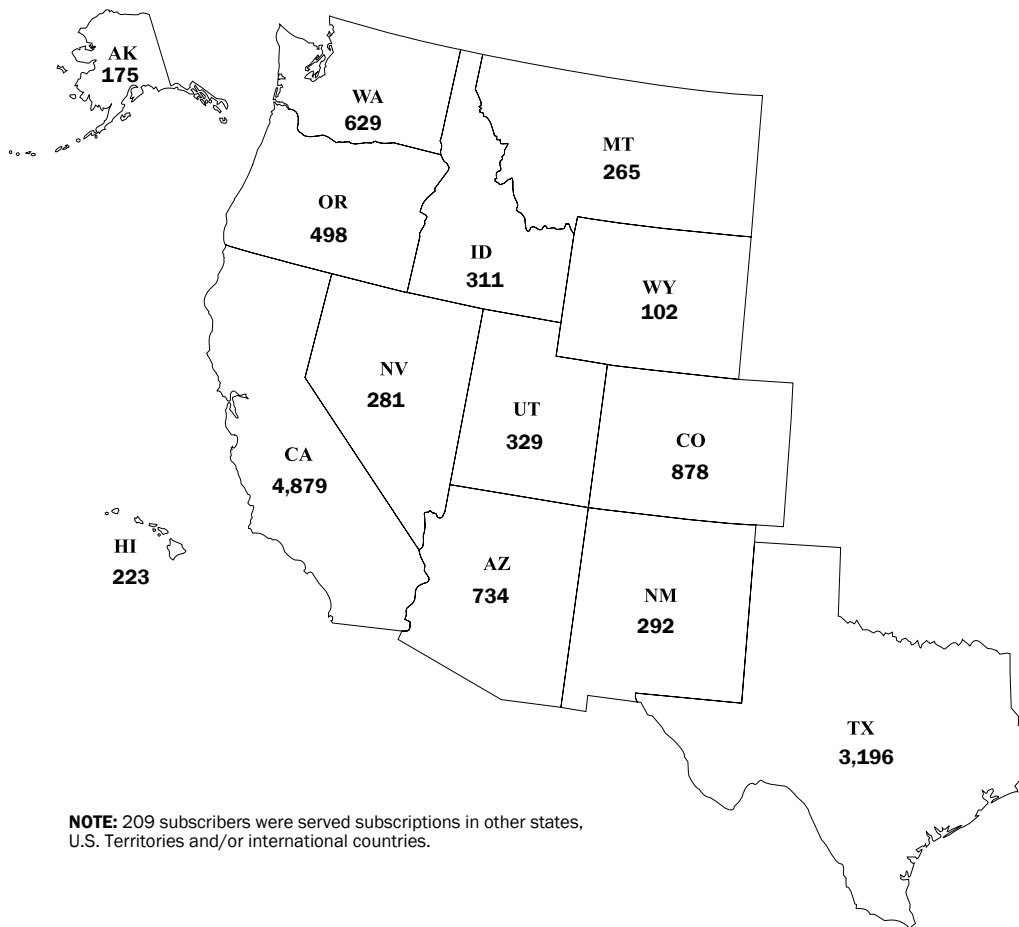
| <b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011</b>       |                  |              |             |                        |                          |                 |              |  |
|--|------------------|--------------|-------------|------------------------|--------------------------|-----------------|--------------|--|
| QUALIFICATION SOURCE   | Qualified Within |              |             | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent      |  |
|  | 1 year           | 2 year       | 3 year      |                        |                          |                 |              |  |
| <b>I. TOTAL - Direct Request:</b> _____  | <b>7,267</b>     | <b>3,635</b> | <b>112</b>  | <b>9,201</b>           | <b>1,813</b>             | <b>11,014</b>   | <b>84.7</b>  |  |
| a. Written _____   | 1,147            | 454          | 61          | 1,638                  | 24                       | 1,662           | 12.8         |  |
| b. Telecommunication _____   | 4,829            | 2,532        | 51          | 5,906                  | 1,506                    | 7,412           | 57.0         |  |
| c. Electronic _____  | 1,291            | 649          | -           | 1,657                  | 283                      | 1,940           | 14.9         |  |
| <b>II. TOTAL - Request from recipient's company:</b> _____   | <b>136</b>       | <b>132</b>   | <b>-</b>    | <b>258</b>             | <b>10</b>                | <b>268</b>      | <b>2.1</b>   |  |
| a. Written _____   | 8                | 10           | -           | 18                     | -                        | 18              | 0.1          |  |
| b. Telecommunication _____   | 20               | 3            | -           | 21                     | 2                        | 23              | 0.2          |  |
| c. Electronic _____  | 108              | 119          | -           | 219                    | 8                        | 227             | 1.8          |  |
| <b>III. TOTAL - Membership Benefit:</b> _____  | <b>-</b>         | <b>-</b>     | <b>-</b>    | <b>-</b>               | <b>-</b>                 | <b>-</b>        | <b>-</b>     |  |
| a. Individual _____  | -                | -            | -           | -                      | -                        | -               | -            |  |
| b. Organizational _____  | -                | -            | -           | -                      | -                        | -               | -            |  |
| <b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b> _____ | <b>7</b>         | <b>22</b>    | <b>-</b>    | <b>29</b>              | <b>-</b>                 | <b>29</b>       | <b>0.2</b>   |  |
| a. Written _____   | 7                | 22           | -           | 29                     | -                        | 29              | 0.2          |  |
| b. Telecommunication _____   | -                | -            | -           | -                      | -                        | -               | -            |  |
| c. Electronic _____  | -                | -            | -           | -                      | -                        | -               | -            |  |
| <b>V. TOTAL - Sources other than above (listed alphabetically):</b> _____                          | <b>1,690</b>     | <b>-</b>     | <b>-</b>    | <b>1,690</b>           | <b>-</b>                 | <b>1,690</b>    | <b>13.0</b>  |  |
| Association rosters and directories _____  | -                | -            | -           | -                      | -                        | -               | -            |  |
| *Business directories _____  | 1,690            | -            | -           | 1,690                  | -                        | 1,690           | 13.0         |  |
| Manufacturer's, distributor's and wholesaler's lists _____   | -                | -            | -           | -                      | -                        | -               | -            |  |
| Other sources _____  | -                | -            | -           | -                      | -                        | -               | -            |  |
| <b>VI. TOTAL - Single Copy Sales:</b> _____  | <b>-</b>         | <b>-</b>     | <b>-</b>    | <b>-</b>               | <b>-</b>                 | <b>-</b>        | <b>-</b>     |  |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>9,100</b>     | <b>3,789</b> | <b>112</b>  | <b>11,178</b>          | <b>1,823</b>             | <b>13,001</b>   | <b>100.0</b> |  |
| <b>*See Additional Data</b>  | <b>PERCENT</b>   | <b>70.0</b>  | <b>29.1</b> | <b>0.9</b>             | <b>86.0</b>              | <b>14.0</b>     | <b>100.0</b> |  |

| <b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011</b> |                        |                          |                 |              |
|---|------------------------|--------------------------|-----------------|--------------|
| MAILING ADDRESS   | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent      |
| Individuals by name and title and/or function _____                                     | 11,178                 | 1,823                    | 13,001          | 100.0        |
| Individuals by name only _____  | -                      | -                        | -               | -            |
| Titles or functions only _____  | -                      | -                        | -               | -            |
| Company names only _____  | -                      | -                        | -               | -            |
| Multi-Copy Same Addressee copies _____  | -                      | -                        | -               | -            |
| Single Copy Sales _____   | -                      | -                        | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>11,178</b>          | <b>1,823</b>             | <b>13,001</b>   | <b>100.0</b> |

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

| State                   | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
|-------------------------|------------------------|--------------------------|-----------------|---------|
| Maine                   | -                      | -                        | -               |         |
| New Hampshire           | -                      | -                        | -               |         |
| Vermont                 | -                      | -                        | -               |         |
| Massachusetts           | -                      | -                        | -               |         |
| Rhode Island            | -                      | -                        | -               |         |
| Connecticut             | -                      | -                        | -               |         |
| <b>NEW ENGLAND</b>      | -                      | -                        | -               | -       |
| New York                | -                      | -                        | -               |         |
| New Jersey              | -                      | -                        | -               |         |
| Pennsylvania            | -                      | -                        | -               |         |
| <b>MIDDLE ATLANTIC</b>  | -                      | -                        | -               | -       |
| Ohio                    | -                      | -                        | -               |         |
| Indiana                 | -                      | -                        | -               |         |
| Illinois                | -                      | -                        | -               |         |
| Michigan                | 9                      | 3                        | 12              |         |
| Wisconsin               | 6                      | -                        | 6               |         |
| <b>EAST NO. CENTRAL</b> | 15                     | 3                        | 18              | 0.1     |
| Minnesota               | 9                      | -                        | 9               |         |
| Iowa                    | 1                      | -                        | 1               |         |
| Missouri                | 13                     | -                        | 13              |         |
| North Dakota            | 3                      | -                        | 3               |         |
| South Dakota            | -                      | -                        | -               |         |
| Nebraska                | -                      | -                        | -               |         |
| Kansas                  | 3                      | -                        | 3               |         |
| <b>WEST NO. CENTRAL</b> | 29                     | -                        | 29              | 0.2     |
| Delaware                | -                      | -                        | -               |         |
| Maryland                | 5                      | 2                        | 7               |         |
| Washington, DC          | -                      | -                        | -               |         |
| Virginia                | 10                     | -                        | 10              |         |
| West Virginia           | 2                      | -                        | 2               |         |
| North Carolina          | 7                      | 2                        | 9               |         |
| South Carolina          | 4                      | -                        | 4               |         |
| Georgia                 | 8                      | 3                        | 11              |         |
| Florida                 | 14                     | 4                        | 18              |         |
| <b>SOUTH ATLANTIC</b>   | 50                     | 11                       | 61              | 0.5     |

| State                              | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent      |
|------------------------------------|------------------------|--------------------------|-----------------|--------------|
| Kentucky                           | 2                      | -                        | 2               |              |
| Tennessee                          | 8                      | 2                        | 10              |              |
| Alabama                            | 2                      | 1                        | 3               |              |
| Mississippi                        | 1                      | -                        | 1               |              |
| <b>EAST SO. CENTRAL</b>            | 13                     | 3                        | 16              | 0.1          |
| Arkansas                           | 25                     | 7                        | 32              |              |
| Louisiana                          | 4                      | -                        | 4               |              |
| Oklahoma                           | 2                      | 5                        | 7               |              |
| Texas                              | 2,753                  | 443                      | 3,196           |              |
| <b>WEST SO. CENTRAL</b>            | 2,784                  | 455                      | 3,239           | 24.9         |
| Montana                            | 230                    | 35                       | 265             |              |
| Idaho                              | 277                    | 34                       | 311             |              |
| Wyoming                            | 93                     | 9                        | 102             |              |
| Colorado                           | 759                    | 119                      | 878             |              |
| New Mexico                         | 263                    | 29                       | 292             |              |
| Arizona                            | 637                    | 97                       | 734             |              |
| Utah                               | 269                    | 60                       | 329             |              |
| Nevada                             | 235                    | 46                       | 281             |              |
| <b>MOUNTAIN</b>                    | 2,763                  | 429                      | 3,192           | 24.6         |
| Alaska                             | 148                    | 27                       | 175             |              |
| Washington                         | 533                    | 96                       | 629             |              |
| Oregon                             | 422                    | 76                       | 498             |              |
| California                         | 4,199                  | 680                      | 4,879           |              |
| Hawaii                             | 191                    | 32                       | 223             |              |
| <b>PACIFIC</b>                     | 5,493                  | 911                      | 6,404           | 49.3         |
| <b>UNITED STATES</b>               | 11,147                 | 1,812                    | 12,959          | 99.7         |
| U.S. Territories                   | 1                      | -                        | 1               |              |
| Canada                             | 13                     | 5                        | 18              |              |
| Mexico                             | 5                      | -                        | 5               |              |
| Other International                | 12                     | 6                        | 18              |              |
| APO/FPO                            | -                      | -                        | -               |              |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>11,178</b>          | <b>1,823</b>             | <b>13,001</b>   | <b>100.0</b> |



**NOTE:** 209 subscribers were served subscriptions in other states, U.S. Territories and/or international countries.

| AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS |                   |                    |                   |                    |                    |                     |
|---|-------------------|--------------------|-------------------|--------------------|--------------------|---------------------|
| 6-Month Period Ended:   | Audited Data      | Audited Data       | Audited Data      | Audited Data       | Circulation Claim  | Circulation Claim   |
|   | January-June 2009 | July-December 2009 | January-June 2010 | July-December 2010 | January-June 2011* | July-December 2011* |
| Total Audit Average Qualified   | 13,053            | 13,055             | 13,051            | 13,035             | 13,028             | 13,015              |
| Qualified Non-Paid  | 13,045            | 13,048             | 13,044            | 13,027             | 13,020             | 13,008              |
| Print Version Only  | 13,045            | 13,048             | 12,259            | 11,836             | 11,646             | 11,393              |
| Digital Version Only  | -                 | -                  | 785               | 1,191              | 1,374              | 1,615               |
| Qualified Paid  | 8                 | 7                  | 7                 | 8                  | 8                  | 7                   |
| Print Version Only  | 8                 | 7                  | 7                 | 8                  | 8                  | 7                   |
| Digital Version Only  | -                 | -                  | -                 | -                  | -                  | -                   |
| Post Expire Copies included in Total Qualified Circulation                                | **NC              | **NC               | **NC              | **NC               | **NC               | **NC                |
| Average Annual Order Price  | **NC              | **NC               | **NC              | **NC               | **NC               | **NC                |

\*NOTE: January – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services and other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica – Editorial and design are uncharged from the original print edition.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 1,690 copies or 13.0%, including InfoUSA.

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY |                 |              |                    |             |                |            |
|---|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION   | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|   | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual  | 11,400          | 100.0        | 11,393             | 99.9        | 7              | 0.1        |
| Sponsored Individually Addressed  | -               | -            | -                  | -           | -              | -          |
| Membership Benefit  | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee   | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales   | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>11,400</b>   | <b>100.0</b> | <b>11,393</b>      | <b>99.9</b> | <b>7</b>       | <b>0.1</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY |                 |              |                    |              |                |          |
|---|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION   | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|   | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual  | 1,615           | 100.0        | 1,615              | 100.0        | -              | -        |
| Sponsored Individually Addressed  | -               | -            | -                  | -            | -              | -        |
| Membership Benefit  | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee   | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales   | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>1,615</b>    | <b>100.0</b> | <b>1,615</b>       | <b>100.0</b> | <b>-</b>       | <b>-</b> |

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 16, 2012  
 State Michigan  
 County Oakland  
 Received by BPA Worldwide January 16, 2012  
 Type PD  
 ID Number R017Y0D1

| WEBSITE GLOSSARY:  |
|--|
| <b>Unique Browsers:</b> 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 |
| <b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period   |
| <b>User Sessions:</b> 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  |
| <b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period   |
| <b>User Session Duration:</b> The average time a browser remained on the site per session  |
| <b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site   |