

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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[www.bpaww.com](http://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](http://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](http://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 _____	8
Advertiser and Agency _____	647
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	721
<b>TOTAL</b>	<b>1,376</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,536	100.0	13,528	99.9	8	0.1
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,536</b>	<b>100.0</b>	<b>13,528</b>	<b>99.9</b>	<b>8</b>	<b>0.1</b>

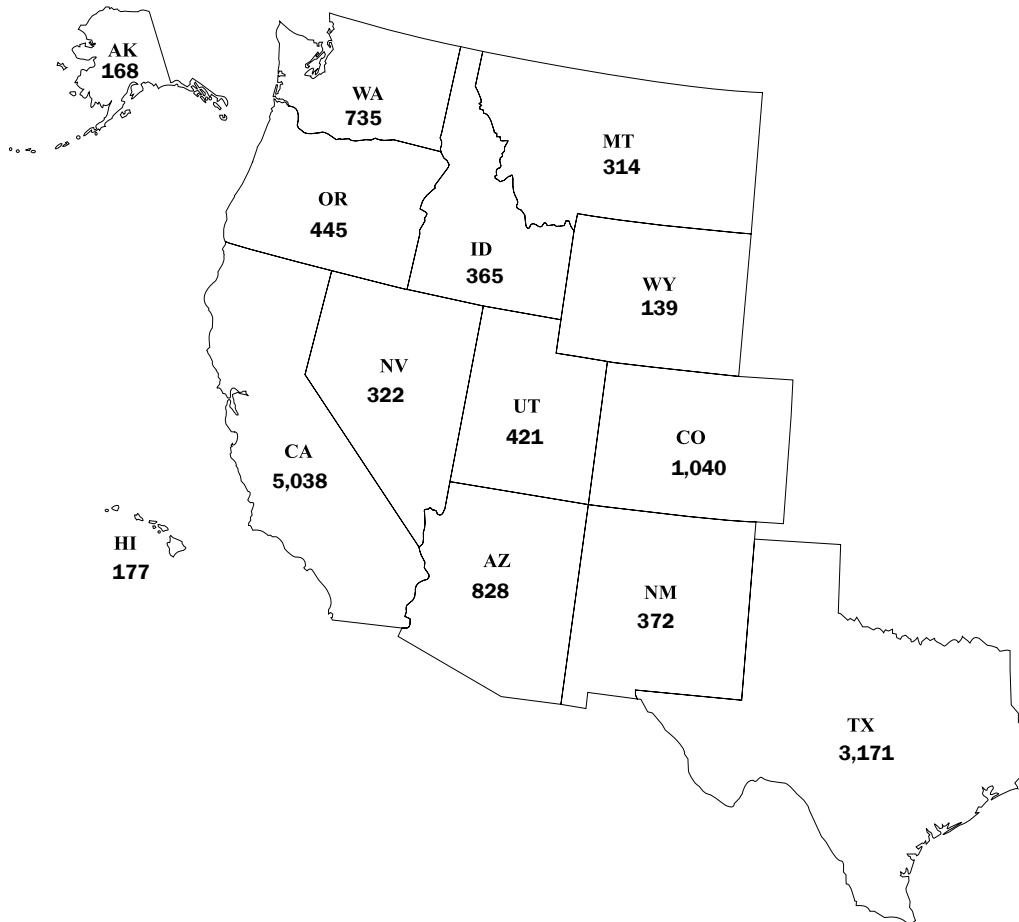
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	7	12			13,539	April _____	25	26			13,536
February _____	14	9			13,534	May _____	151	150			13,535
March _____	6	7			13,535	June _____	69	68			13,534
						<b>TOTAL</b>	<b>272</b>	<b>272</b>			

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>						
<b>This issue is -% or 1 copy below the average of the other 5 issues reported in Paragraph two.</b>						
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	OWNER/ PARTNER, PRESIDENT/ OFFICER, MANAGER	SUPERVISOR, ESTIMATOR, SALES	ENGINEER	OTHER
Contractors _____	11,422	84.4	10,726	613	83	-
Wholesalers _____	1,256	9.3	889	364	3	-
Engineers/Architects _____	857	6.3	512	35	310	-
Others Allied to the Field _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,535</b>	<b>100.0</b>	<b>12,127</b>	<b>1,012</b>	<b>396</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>89.6</b>	<b>7.5</b>	<b>2.9</b>	<b>-</b>

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>8,986</b>	<b>3,463</b>	-			<b>12,449</b>	<b>92.0</b>
a. Written _____	2,308	850	-			3,158	23.3
b. Telecommunication _____	5,216	2,112	-			7,328	54.1
c. Internet and E-Mail _____	1,462	501	-			1,963	14.6
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>12</b>	<b>17</b>	-			<b>29</b>	<b>0.2</b>
a. Written _____	11	17	-			28	0.2
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	1	-	-			1	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>21</b>	<b>37</b>	-			<b>58</b>	<b>0.4</b>
a. Written _____	21	37	-			58	0.4
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>999</b>	-	-			<b>999</b>	<b>7.4</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	999	-	-			999	7.4
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,018</b>	<b>3,517</b>	-			<b>13,535</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>74.0</b>	<b>26.0</b>	-		<b>100.0</b>	

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			13,535	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>13,535</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008																																																																																																						
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**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified _	13,535	13,536	13,533	13,531	13,536
Qualified Non-Paid Total _____	13,532	13,529	13,525	13,525	13,528
Qualified Paid Total _____	3	7	8	6	8
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ___	**NC	**NC	**NC	**NC	**NC

\*NOTE: 2008 data is unaudited.

\*\*NC = None Claimed.

**10. 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)

**11. ADDITIONAL DATA****PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 999 copies or 7.4%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

Christine Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(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 July 7, 2008

State Michigan

County Oakland

Received by BPA Worldwide July 7, 2008

Type PJ

ID Number R017P0J8