

WHOLESALE^{the}SALE

Established 1945
12 Issues Per Year

Publication Overview

The Wholesaler connects manufacturers to key decision makers at Plumbing, PVF and HVAC/R wholesale distribution firms throughout the United States. Through its unmatched investment in circulation and superior editorial content, *The Wholesaler* remains the industry's largest media brand - clearly making it the wholesaler's and advertiser's number one choice!

The Wholesaler is the Official Publication of the PVF Roundtable

Annual Audience Statement

January 2023

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Primary Business

	Total	Percent
Wholesaler or Distributor	24,939	83.1%
Manufacturer	2,644	8.8%
Manufacturer's Sales Department	19	0.1%
Manufacturer's Agent/Rep	2,115	7.1%
Other	283	0.9%
Total	30,000	100.0%

The Wholesaler Geographic Breakdown

	Active Version		Subtotal Copies	Active Version		Subtotal Copies
	Print	Digital		Print	Digital	
New England						
Maine (039-049)	120	32	152			
New Hampshire (030-038)	148	51	199			
Vermont (050-059)	55	12	67			
Massachusetts (010-041)	561	195	756			
Rhode Island (028-029)	84	36	120			
Connecticut (060-069)	331	96	427			
New England Total:	1,299	422	1,721			
Middle Atlantic						
New York (005-149)	915	315	1,230			
New Jersey (070-089)	519	146	665			
Pennsylvania (150-196)	1,131	294	1,425			
Middle Atlantic Total:	2,565	755	3,320			
East North Central						
Ohio (430-459)	1,312	271	1,583			
Indiana (460-479)	619	161	780			
Illinois (600-629)	1,103	249	1,352			
Michigan (480-499)	1,035	205	1,240			
Wisconsin (530-549)	656	126	782			
East North Central Total:	4,725	1,012	5,737			
West North Central						
Minnesota (550-567)	535	110	645			
Iowa (500-528)	434	88	522			
Missouri (622-658)	759	173	932			
North Dakota (580-588)	97	25	122			
South Dakota (570-577)	127	42	169			
Nebraska (680-693)	256	54	310			
Kansas (660-679)	354	61	415			
West North Central Total:	2,562	553	3,115			
South Atlantic						
Delaware (197-199)	61	11	72			
Maryland (206-219)	366	96	462			
D. C. (200-205)	4	3	7			
Virginia (201-246)	467	133	600			
West Virginia (247-268)	76	22	98			
North Carolina (270-289)	603	191	794			
South Carolina (239-301)	290	80	370			
Georgia (300-398)	578	182	760			
Florida (320-349)	1,656	346	2,002			
South Atlantic Total:	4,101	1,064	5,165			
East South Central						
Kentucky (400-427)	355	79	434			
Tennessee (370-385)	627	141	768			
Alabama (350-369)	413	95	508			
Mississippi (386-397)	167	58	225			
East South Central Total:	1,562	373	1,935			
West South Central						
Arkansas (716-755)	274	67	341			
Louisiana (700-714)	430	124	554			
Oklahoma (730-749)	398	67	465			
Texas (750-799)	1,860	400	2,260			
West South Central Total:	2,962	658	3,620			
Mountain						
Montana (590-599)	158	31	189			
Idaho (832-838)	130	44	174			
Wyoming (820-834)	63	17	80			
Colorado (800-816)	453	120	573			
New Mexico (870-884)	137	34	171			
Arizona (850-865)	396	107	503			
Utah (840-853)	227	86	313			
Nevada (890-898)	157	40	197			
Mountain Total:	1,721	479	2,200			
Pacific						
Alaska (995-999)	58	9	67			
Washington (980-998)	403	146	549			
Oregon (970-979)	254	73	327			
California (900-961)	1,710	470	2,180			
Hawaii (967-968)	52	7	59			
Pacific Total:	2,477	705	3,182			
U.S. Possessions						
Guam (969-969)	1	0	1			
Puerto Rico (006-009)	0	4	4			
Total U.S. Possessions	1	4	5			
Total USA	23,975	6,025	30,000			