# CONTRACTOR®

THE LEADING BUSINESS RESOURCE FOR PLUMBING,
HYDRONIC & MECHANICAL SYSTEMS PROFESSIONALS

JANUARY - JUNE 2026

# AUDIENCE ENGAGEMENT REPORT



# CONTRACTOR — Audience Engagement Report

CONTRACTOR

## JANUARY - JUNE 2026

*CONTRACTOR* ensures that mechanical contracting professionals responsible for plumbing, heating, specialty piping and fire protection systems are up to date on the latest products, technologies and strategies that are driving safer, more efficient mechanical systems. Our engaged audience are the owners and managers of plumbing & heating contracting firms that purchase, install, maintain and service mechanical systems in residential, commercial, industrial, and institutional applications.

## AVERAGE MONTHLY REACH



**152,470**

## COMPANIES THAT ENGAGE

A.C. Plumbing Heating & Mechanical
American Leak Detection — The Original Leak Specialists
ARS Rescue Rooter
Benjamin Franklin — The Punctual Plumber
Ferguson
McKenney's
Murphy
Quality Plumbing
Roto-Rooter Plumbing & Drain Service
TDIndustries

## REACH DECISION MAKERS

**98%**

of audience are managers and above

**93%**

of respondents are involved in Plumbing, Heating or Mechanical Contracting

| Types of Activities (Multiple Responses Allowed) | % |
|---|---|
| Repair, Replacement | 86.87% |
| Service | 76.26% |
| New Construction | 67.17% |
| Modernization/Alteration | 60.10% |
| Design/Build Contracting | 37.37% |

*Survey of *CONTRACTOR* magazine audience April 2026

| Areas of Service (Multiple Responses Allowed) | % |
|---|---|
| Plumbing/Hydronic Heating (Wet)/Process Piping | 70.56% |
| Bath/Kitchen Remodeling | 34.01% |
| Radiant Floor Heating | 33.50% |
| Building Systems Controls | 29.95% |
| Green Mechanical Contracting | 19.80% |
| Snow Melt Systems | 15.74% |
| Solar - Thermal/Photovoltaic | 15.23% |
| Private Water Systems | 13.71% |
| Fire/Sprinkler Protection | 11.68% |

*Survey of *CONTRACTOR* magazine audience April 2026

| Markets Served (Multiple Responses Allowed) | % |
|---|---|
| Commercial/Light Commercial | 73.87% |
| Residential: 1 - 3 Dwelling Units | 69.85% |
| Residential: 4 or more Dwelling units | 38.19% |
| Industrial | 36.18% |
| Institutional | 27.64% |

*Survey of *CONTRACTOR* magazine audience April 2026

The Audience Engagement Report provides an integrated view of the *CONTRACTOR* community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

# CONTRACTOR — Digital Engagement & Insights

CONTRACTOR

JANUARY - JUNE 2026

AVERAGE MONTHLY SESSIONS

**16,344**

AVERAGE UNIQUE MONTHLY VISITORS

**11,851**

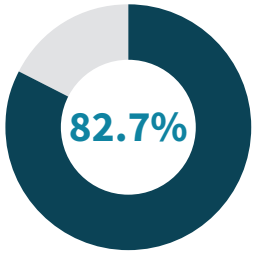
AVERAGE MONTHLY PAGE VIEWS

**25,120**

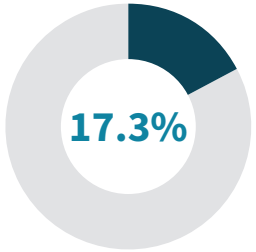
COMBINED SOCIAL REACH

**40,780**

DESKTOP VISITORS AVERAGE MONTHLY




MOBILE VISITORS AVERAGE MONTHLY




MAGAZINE SUBSCRIBERS

**48,000**

# CONTRACTOR — eNewsletter Engagement & Insights

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JANUARY - JUNE 2026

## ENEWSLETTER REACH



**47,346**

## AVERAGE TOTAL OPEN RATE



**57.10%**

▲ 2.5% vs Monthly Average for Previous 6 Months

## AVERAGE TOTAL CTR



**1.07%**

▲ 15.9% vs Monthly Average for Previous 6 Months

| | Monthly Average | Average Total Open Rate | Average Total CTR |
|---|---|---|---|
| CONTRACTOR eNews | 22,161 | 53.32% | 0.75% |
| Hydronics Today | 15,978 | 60.35% | 1.90% |
| Product Spotlight | 9,535 | 57.64% | 0.55% |

# CONTRACTOR — What's Trending

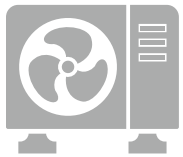
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## TOP TOPICS



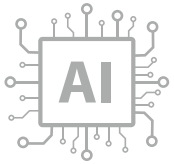
Codes & Standards



Advanced Hydronic Systems



Workforce Development




AI Implementation



The Customer Experience

## WEBINAR - ENGAGEMENT

| | Average |
|---|---|
| Estimated Endeavor-generated registrants from typical webinar | 150 |

## TOP VIEWED ARTICLES

- The Role of Artificial Intelligence in Mechanical Contracting
- The Refrigerant-Free Future is Hydronic
- Blow Down Your Boilers to Save Your Controls
- Pennsylvania Contractor Slams a Hydronic Home Run
- Monthly Plumbing Quiz: Radiant Heating & Cooling
- Bath and Kitchen Remodeling Trends in 2026
- Weighted Check Valves Leave Water with 'One Way Out'
- The Bloomin' Boiler Changeout
- How a Dual-Fuel Hydronic Heat Pump System Transformed a Cold-Climate Home
- Should You Blow Down a Boiler at High Fire or Low Fire?

## TOP WEBINAR OF 2026

- Control Fleet Costs and Improve Contractor Service Capacity

# CONTRACTOR — Sworn Publisher's Statement

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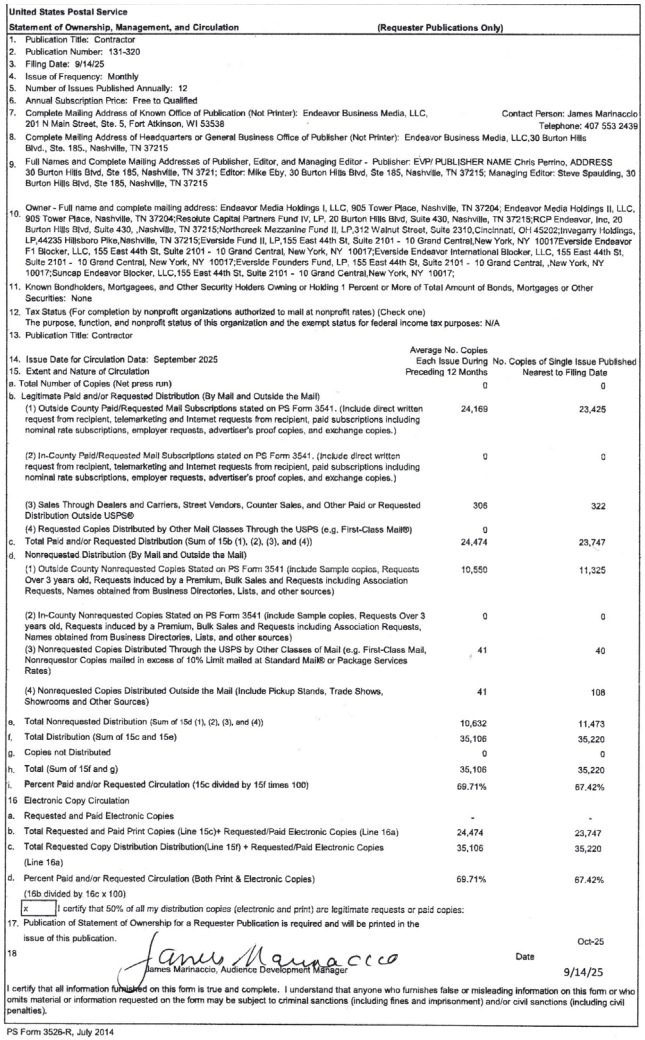
JANUARY - JUNE 2026

## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

| 2026 Issues | Print | Digital | Both | Total Qualified |
|---|---|---|---|---|
| January | 34,262 | 13,490 | 248 | 48,000 |
| February | 34,266 | 13,487 | 247 | 48,000 |
| March | 34,250 | 13,504 | 246 | 48,000 |
| April | 34,309 | 13,445 | 246 | 48,000 |
| May | 34,161 | 13,594 | 245 | 48,000 |
| June | 34,194 | 13,565 | 241 | 48,000 |
| **Total Qualified Circulation** | **34,240** | **13,514** | **246** | **48,000** |

| | Total Qualified Non-Paid Print | Total Qualified Non-Paid Digital | Total Qualified Non-Paid Both | Total Qualified Non-Paid | Total Paid | Total Subscribers |
|---|---|---|---|---|---|---|
| Total Qualified Circulation | 34,222 | 13,512 | 246 | 47,980 | 20 | 48,000 |

## U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION



**United States Postal Service**
**Statement of Ownership, Management, and Circulation** **(Requester Publications Only)**

1. Publication Title: Contractor
2. Publication Number: 131-320
3. Filing Date: 9/14/25
4. Issue of Frequency: Monthly
5. Number of Issues Published Annually: 12
6. Annual Subscription Price: Free to Qualified
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 201 N Main Street, Ste. 5, Fort Atkinson, WI 53538 — Contact Person: James Marinaccio, Telephone: 407 553 2439
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC,30 Burton Hills Blvd., Ste. 185., Nashville, TN 37215
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: EVP/ PUBLISHER NAME Chris Perrino, ADDRESS 30 Burton Hills Blvd, Ste 185, Nashville, TN 3721; Editor: Mike Eby, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215; Managing Editor: Steve Spaulding, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37204; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37204;Resolute Capital Partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215;RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, ,Nashville, TN 37215;Northcreek Mezzanine Fund II, LP,312 Walnut Street, Suite 2310,Cincinnati, OH 45202;Invegarry Holdings, LP,44235 Hillsboro Pike,Nashville, TN 37215;Everside Fund II, LP,155 East 44th St, Suite 2101 - 10 Grand Central,New York, NY 10017Everside Endeavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017;Everside Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017;Everside Founders Fund, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, ,New York, NY 10017;Suncap Endeavor Blocker, LLC,155 East 44th St, Suite 2101 - 10 Grand Central,New York, NY 10017;
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A
13. Publication Title: Contractor
14. Issue Date for Circulation Data: September 2025
15. Extent and Nature of Circulation

| | | Average No. Copies Each Issue During Preceding 12 Months | No. Copies of Single Issue Published Nearest to Filing Date |
|---|---|---|---|
| a. | Total Number of Copies (Net press run) | 0 | 0 |
| b. | Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail) | | |
| | (1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.) | 24,169 | 23,425 |
| | (2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.) | 0 | 0 |
| | (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS® | 306 | 322 |
| | (4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®) | 0 | |
| c. | Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4)) | 24,474 | 23,747 |
| d. | Nonrequested Distribution (By Mail and Outside the Mail) | | |
| | (1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources) | 10,550 | 11,325 |
| | (2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources) | 0 | 0 |
| | (3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates) | 41 | 40 |
| | (4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources) | 41 | 108 |
| e. | Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4)) | 10,632 | 11,473 |
| f. | Total Distribution (Sum of 15c and 15e) | 35,106 | 35,220 |
| g. | Copies not Distributed | 0 | 0 |
| h. | Total (Sum of 15f and g) | 35,106 | 35,220 |
| i. | Percent Paid and/or Requested Circulation (15c divided by 15f times 100) | 69.71% | 67.42% |
| 16 | Electronic Copy Circulation | | |
| a. | Requested and Paid Electronic Copies | - | - |
| b. | Total Requested and Paid Print Copies (Line 15c)+ Requested/Paid Electronic Copies (Line 16a) | 24,474 | 23,747 |
| c. | Total Requested Copy Distribution Distribution(Line 15f) + Requested/Paid Electronic Copies (Line 16a) | 35,106 | 35,220 |
| d. | Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (15b divided by 16c x 100) | 69.71% | 67.42% |

x I certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies:

17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the issue of this publication. Oct-25
18. James Marinaccio, Audience Development Manager — Date 9/14/25

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

PS Form 3526-R, July 2014

We hereby make oath and say that all data set forth in this statement are true.
July *2026* | Chris Perrino, Executive Vice President, Buildings & Construction | Frank Chloupek, Director, User Marketing | James Marinaccio, Audience Development Manager

# CONTRACTOR — Primary Business & Industry

CONTRACTOR

## JANUARY - JUNE 2026

| Job Function | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Number of People Employed Contractors | Grand Total | % of Total | Corporate & Executive Management | Engineering & Technical Management | Service Management | Sales Management | Wholesalers | Others |
| 1-4 | 12,527 | 26.1% | 8,834 | 1,017 | 2,267 | 324 | 55 | 31 |
| 5-9 | 10,436 | 21.7% | 7,878 | 727 | 1,514 | 263 | 40 | 13 |
| 10-19 | 8,422 | 17.5% | 6,352 | 686 | 1,073 | 277 | 24 | 11 |
| 20-49 | 5,990 | 12.5% | 4,253 | 637 | 803 | 258 | 15 | 25 |
| 50-99 | 2,709 | 5.6% | 1,670 | 407 | 433 | 162 | 20 | 17 |
| 100-249 | 1,890 | 3.9% | 1,033 | 427 | 308 | 112 | 7 | 4 |
| 250-499 | 966 | 2.0% | 480 | 245 | 181 | 44 | 7 | 11 |
| 500 or more | 2,314 | 4.8% | 958 | 752 | 439 | 133 | 15 | 17 |
| **Total Contractors** | **45,259** | **94.1%** | **31,458** | **4,898** | **7,018** | **1,573** | **183** | **129** |
| **Total Wholesalers** | **2,178** | **4.5%** | **992** | **263** | **187** | **424** | **279** | **33** |
| **Others Related to the Field** | **563** | **1.2%** | **158** | **181** | **72** | **37** | **0** | **115** |
| **Total Subscribers** | **48,000** | **100%** | **32,608** | **5,342** | **7,277** | **2,034** | **462** | **277** |
| **Percentage** | | | **67.9%** | **11.1%** | **15.2%** | **4.2%** | **1.0%** | **0.6%** |

| Annual Sales Volume | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Firm Size | Grand Total | % of Total | Under $499,999 | $500,000-$749,999 | $750,000-$999,999 | $1,000,000-$2,499,999 | $2,500,000-$4,999,999 | $5,000,000-$7,499,999 | $7,500,000-$9,999,999 | $10,000,000 and over |
| 1-4 | 12,067 | 26.7% | 7,441 | 1,220 | 626 | 1,453 | 193 | 220 | 113 | 800 |
| 5-9 | 10,421 | 23.0% | 1,779 | 1,319 | 1,023 | 5,072 | 378 | 310 | 183 | 357 |
| 10-19 | 8,460 | 18.7% | 598 | 381 | 338 | 4,621 | 888 | 1,094 | 120 | 421 |
| 20-49 | 6,121 | 13.5% | 254 | 131 | 110 | 1,295 | 781 | 2,348 | 313 | 889 |
| 50-99 | 2,806 | 6.2% | 101 | 39 | 41 | 261 | 116 | 443 | 203 | 1,602 |
| 100-249 | 1,959 | 4.3% | 63 | 18 | 21 | 114 | 58 | 147 | 45 | 1,492 |
| 250-499 | 1,008 | 2.2% | 45 | 7 | 7 | 17 | 27 | 54 | 16 | 836 |
| 500 or more | 2,414 | 5.3% | 96 | 17 | 28 | 89 | 35 | 42 | 44 | 2,063 |
| **Contractor Grand Total** | **45,255** | **100%** | **10,377** | **3,133** | **2,194** | **12,922** | **2,475** | **4,656** | **1,036** | **8,462** |
| **% Total** | | | **22.9%** | **6.9%** | **4.8%** | **28.6%** | **5.5%** | **10.3%** | **2.3%** | **18.7%** |

# CONTRACTOR — Subscribers by State

CONTRACTOR

JANUARY - JUNE 2026

## MAGAZINE SUBSCRIBERS BY STATE

| State | Total |
|---|---|
| Alabama | 579 |
| Arizona | 680 |
| Arkansas | 303 |
| California | 4,426 |
| Colorado | 858 |
| Connecticut | 653 |
| D. C. | 51 |
| Delaware | 151 |
| Florida | 3,060 |
| Georgia | 1,253 |
| Idaho | 241 |
| Illinois | 2,134 |
| Indiana | 1,087 |
| Iowa | 609 |
| Kansas | 580 |
| Kentucky | 590 |
| Louisiana | 474 |
| Maine | 219 |
| Maryland | 1,009 |
| Massachusetts | 1,219 |
| Michigan | 1,505 |
| Minnesota | 1,079 |
| Mississippi | 277 |
| Missouri | 1,111 |
| Montana | 203 |
| Nebraska | 436 |
| Nevada | 307 |
| New Hampshire | 292 |

| State | Total |
|---|---|
| New Jersey | 1,586 |
| New Mexico | 293 |
| New York | 2,849 |
| North Carolina | 1,630 |
| North Dakota | 198 |
| Ohio | 2,113 |
| Oklahoma | 510 |
| Oregon | 514 |
| Pennsylvania | 2,607 |
| Rhode Island | 178 |
| South Carolina | 712 |
| South Dakota | 186 |
| Tennessee | 908 |
| Texas | 3,145 |
| Utah | 457 |
| Vermont | 98 |
| Virginia | 1,324 |
| Washington | 739 |
| West Virginia | 188 |
| Wisconsin | 1,327 |
| Wyoming | 107 |
| **Total 48 Contiguous States** | **47,055** |
| Alaska | 68 |
| Hawaii | 104 |
| **Total U.S. Possessions** | **75** |
| **Total USA** | **47,302** |

| Circulation Outside the U.S. | Total |
|---|---|
| Total Canada | 552 |
| Total Foreign | 146 |
| **Grand Total** | **48,000** |

## MAGAZINE SUBSCRIBERS BY REGION

