

WHOLESALE

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

July 2024

PHCPPros
6201 W Howard St
Ste 201
Niles, IL 60714
Tel. No.: (847) 564-1127
Fax No.: (847) 564-1264
www.phcppros.com

Primary Business

		Total	Percent
Wholesaler or Distributor	25,145	83.8%	
Manufacturer	2,492	8.3%	
Manufacturer's Sales Department	32	0.1%	
Manufacturer's Agent/Rep	2,006	6.7%	
Other	325	1.1%	
Total	30,000	100.0%	

The Wholesaler Geographic Breakdown

	Copies		Copies
New England		East South Central	
Maine (039-049)	146	Kentucky (400-427)	336
New Hampshire (030-038)	236	Tennessee (370-385)	590
Vermont (050-059)	86	Alabama (350-369)	408
Massachusetts (010-041)	878	Mississippi (386-397)	175
Rhode Island (028-029)	140	East South Central Total:	1,509
Connecticut (060-069)	456	West South Central	
New England Total:	1,942	Arkansas (716-755)	315
Middle Atlantic		Louisiana (700-714)	481
New York (005-149)	1,500	Oklahoma (730-749)	430
New Jersey (070-089)	832	Texas (750-799)	2,452
Pennsylvania (150-196)	1,675	West South Central Total:	3,678
Middle Atlantic Total:	4,007	Mountain	
East North Central		Montana (590-599)	144
Ohio (430-459)	1,240	Idaho (832-838)	206
Indiana (460-479)	651	Wyoming (820-834)	77
Illinois (600-629)	1,072	Colorado (800-816)	629
Michigan (480-499)	1,027	New Mexico (870-884)	204
Wisconsin (530-549)	599	Arizona (850-865)	642
East North Central Total:	4,589	Utah (840-853)	409
West North Central		Nevada (890-898)	236
Minnesota (550-567)	488	Mountain Total:	2,547
Iowa (500-528)	394	Pacific	
Missouri (622-658)	734	Alaska (995-999)	86
North Dakota (580-588)	93	Washington (980-998)	683
South Dakota (570-577)	133	Oregon (970-979)	406
Nebraska (680-693)	251	California (900-961)	2,922
Kansas (660-679)	349	Hawaii (967-968)	76
West North Central Total:	2,442	Pacific Total:	4,173
South Atlantic		U.S. Possessions	
Delaware (197-199)	73	Guam (969-969)	1
Maryland (206-219)	568	Puerto Rico (006-009)	4
D. C. (200-205)	18	Total U.S. Possessions	5
Virginia (201-246)	695	Total USA	30,000
West Virginia (247-268)	126		
North Carolina (270-289)	1,006		
South Carolina (239-301)	385		
Georgia (300-398)	687		
Florida (320-349)	1,550		
South Atlantic Total:	5,108		