

# ProSales

## PUBLISHER'S AUDIENCE STATEMENT | June 2019

### MISSION STATEMENT

PROSALES is a leading brand for building supply dealers and distributors who rely on its resources to educate them on new products and trends. PROSALES subscribers are a direct extension of the company's sales force—the more they know about their products, the more successful they will be in selling them. These dealers turn to PROSALES for the kind of timely information that can further strengthen dealers' key relationships with customers and suppliers.

### AUDIENCE FOCUS REQUIREMENT

PROSALES serves independent and chain dealers selling lumber, building materials, hardware products to building professionals. It also serves molding/millwork specialty dealers, short line specialty dealers, and wholesalers/distributors selling to the retail building materials market as well as other targeted industries.

Established: 1989  
Issues per year: 7

**469,364 TOTAL ENGAGEMENTS**



#### MAGAZINE

**34,000**

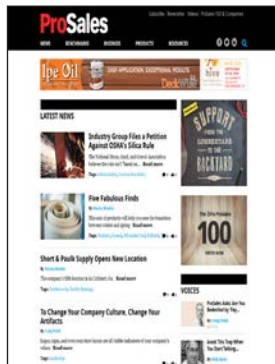
Print Subscribers\*

**5,973**

Digital (Opted-In)  
Subscribers\*

**39,973**

Total Recipients\*



#### WEBSITE

**32,204**

Monthly Unique Users

**81,241**

Monthly Page Views

Google Analytics  
(12 month average)



#### NEWSLETTERS

**40,132**

PROSALES Newsletter  
Recipients Per Issue  
(104 Issues per year)

Publisher's Own Data  
(July 2019)



#### SOCIAL

**10,512**

LinkedIn Members

**3,326**

Twitter Followers

**1,063**

Facebook Likes

(July 2019)

\*Publisher's Own Data June 2019

Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, digital (opted-in) subscribers, newsletter recipients, monthly page views, social media likes/members/followers.

## TYPE OF OWNERSHIP\*

BUSINESS AND INDUSTRY	TOTAL SUBSCRIBERS	INDEPENDENT ESTABLISHMENT	PART OF A CHAIN ORGANIZATION	NOT AVAILABLE
Building Material Dealer/ Lumberyard, Molding/Millwork Specialty Dealer	29,905	17,763	7,709	4,433
Short Line Specialty Dealer/ Distributor	4,679	2,874	698	1,107
Building Material Wholesaler	4,646	2,685	1,136	825
Other Subscribers Involved in Targeted Industries	743	639	95	9
<b>TOTAL</b>	<b>39,973</b>	<b>23,961</b>	<b>9,638</b>	<b>6,374</b>



## BUSINESS/OCCUPATIONAL BREAKOUT\*

BUSINESS AND INDUSTRY	TOTAL SUBSCRIBERS	TITLE			
		Chairman, President, Owner/ Partner, Executive VP, VP Sales, VP Operations, VP Merchandising, Other Corp Exec.	General Mgr., Store Mgr., Dept. Mgr., Other Mgr., Director, Operations, Merchandising Mgr., Purchasing Director, Buyer, Broker, Trader, Pricing, Product Mgr.	Sales Mgr., Contractor Sales, Salesperson, Estimator, Marketing	Others involved in targeted industries
Building Material Dealer/Lumberyard, Molding/ Millwork Specialty Dealer	29,905	9,685	11,585	8,465	170
Short Line Specialty Dealer/Distributor	4,679	2,332	1,411	923	13
Building Material Wholesaler	4,646	1,959	1,619	1,050	18
Other Subscribers Involved in Targeted Industries	743	467	139	115	22
<b>TOTAL</b>	<b>39,973</b>	<b>14,443</b>	<b>14,754</b>	<b>10,553</b>	<b>223</b>

## ANNUAL SALES VOLUME OF MAGAZINE CIRCULATION\*

BUSINESS AND INDUSTRY	TOTAL SUBSCRIBERS	\$10 MILLION AND OVER	\$5 MILLION TO \$9,999,999	\$1 MILLION TO \$4,999,999	\$1 TO \$999,999	NOT AVAILABLE
Building Material Dealer/Lumberyard, Molding/Millwork Specialty Dealer	29,905	12,372	4,536	7,138	3,058	2,801
Short Line Specialty Dealer/Distributor	4,679	965	504	1,234	902	1,074
Building Material Wholesaler	4,646	2,198	488	764	560	636
Other Subscribers Involved in Targeted Industries	743	263	71	144	255	10
<b>TOTAL</b>	<b>39,973</b>	<b>15,798</b>	<b>5,599</b>	<b>9,280</b>	<b>4,775</b>	<b>4,521</b>

## NUMBER OF STORES COMPANIES OPERATE\*

BUSINESS AND INDUSTRY	TOTAL SUBSCRIBERS	1-5	6-9	10-25	26 OR MORE	NOT AVAILABLE
Building Material Dealer/ Lumberyard, Molding/Millwork Specialty Dealer	29,905	16,150	1,892	1,888	6,047	3,928
Short Line Specialty Dealer/ Distributor	4,679	2,691	190	186	519	1,093
Building Material Wholesaler	4,646	2,218	302	317	1,006	803
Other Subscribers Involved in Targeted Industries	743	600	26	31	73	13
<b>TOTAL</b>	<b>39,973</b>	<b>21,659</b>	<b>2,410</b>	<b>2,422</b>	<b>7,645</b>	<b>5,837</b>

## FIRMS' PERCENTAGE OF SALES TO PROFESSIONAL CUSTOMERS\*

BUSINESS AND INDUSTRY	TOTAL SUBSCRIBERS	71% OR MORE	51%-70%	31%-50%	30% OR LESS	NOT AVAILABLE
Building Material Dealer/ Lumberyard, Molding/ Millwork Specialty Dealer	29,905	15,852	4,473	2,615	1,695	5,270
Short Line Specialty Dealer/ Distributor	4,679	1,812	564	469	500	1,334
Building Material Wholesaler	4,646	2,592	469	251	407	927
Other Subscribers Involved in Targeted Industries	743	444	79	48	146	26
<b>TOTAL</b>	<b>39,973</b>	<b>20,700</b>	<b>5,585</b>	<b>3,383</b>	<b>2,748</b>	<b>7,557</b>

\*Publisher's Own Data June 2019

## NUMBER OF CREDIT ACCOUNTS FOR PROS\*\*

### HOW MANY CREDIT ACCOUNTS FOR PROFESSIONAL CUSTOMERS ARE CURRENTLY ACTIVE AT YOUR LOCATION?

None	6.4%
1-9	3.2%
10-49	7.0%
50-99	13.4%
100-249	12.1%
250-499	16.6%
500 or more	41.3%

\*\*Source: PROSALES Buying & Selling Practices Study

The screenshot displays the ProSales website interface. At the top, there's a navigation bar with 'ProSales' logo and menu items like 'NEWS', 'BENCHMARKS', 'BUSINESS', 'PRODUCTS', and 'RESOURCES'. Below the navigation, there are several featured articles and sections:

- LATEST NEWS:** Includes articles such as 'Industry Group Files a Petition Against OSHA's Silica Rule', 'Five Fabulous Finds', 'Short & Paulk Supply Opens New Location', 'To Change Your Company Culture, Change Your Artifacts', 'Think Entering Installed Sales Will Make Your Customers Angry? Stop Worrying', 'GMS Acquires M.R. Lee Building Materials', 'Industry Leaders Petition OSHA's Silica Dust Rule', 'Dealers Changing How They Stock Treated Wood, Survey Finds', 'Five Rules to Sell Commodities at a Higher Price', and 'U.S. Lumber Takes Over Boston Cedar'.
- VOICES:** A section for expert opinions and interviews.
- Free Sample Boards:** A promotional banner for a free sample board.
- TRENDING:** A section for popular or trending content.
- FEATURES:** A section highlighting key features or news items.
- EXCELLENCE AWARDS:** A section showcasing award-winning products and companies.
- PRODUCTS:** A section for product highlights, including AZEK decking and other materials.
- VIDEO:** A section for video content, featuring a man speaking.
- YOU'RE INVITED:** A section for events or invitations.
- YOUR BUSINESS:** A section for business-related news and insights.

## PRODUCTS SOLD\*

Business and Industry	Total Subscribers	Total Respondents	Dimension Lumber	Engineered Lumber	Treated Lumber	Windows	Interior Molding & Millwork	Exterior Molding & Trim	Cabinetry	Insulation	Roofing	Sheathing	Doors
Building Material Dealer/ Lumberyard, Molding/ Millwork Specialty Dealer	29,905	26,453	19,369	18,594	19,323	19,490	19,366	19,171	15,013	16,786	16,968	17,614	19,337
Short Line Specialty Dealer/Distributor	4,679	3,477	638	612	657	1,327	923	869	807	781	895	620	1,249
Building Material Wholesaler	4,646	3,900	1,292	1,237	1,159	1,252	1,213	1,432	801	1,258	1,545	1,277	1,421
Other Subscribers Involved in Targeted Industries	743	513	93	101	97	168	128	126	130	122	151	102	170
<b>TOTAL</b>	<b>39,973</b>	<b>34,343</b>	<b>21,392</b>	<b>20,544</b>	<b>21,236</b>	<b>22,237</b>	<b>21,630</b>	<b>21,598</b>	<b>16,751</b>	<b>18,947</b>	<b>19,559</b>	<b>19,613</b>	<b>22,177</b>

## PRODUCTS SOLD- CONTINUED\*

Business and Industry	Total Subscribers	Total Respondents	Siding	Flooring	Concrete & Related Products	Drywall	Power Tools	Hand Tools	Locksets/ Hardware	Plumbing	Sealants & Adhesives/ Paints & Stain	Ceiling Products	Surface Materials	Housewrap	Roof Windows/ Skylights	Fasteners
Building Material Dealer/ Lumberyard, Molding/ Millwork Specialty Dealer	29,905	26,453	18,262	14,111	14,656	15,928	15,859	16,298	17,327	12,173	16,063	13,529	13,547	17,428	16,557	18,326
Short Line Specialty Dealer/Distributor	4,679	3,477	885	1,077	742	599	984	1,039	907	667	1,131	575	653	699	856	1,263
Building Material Wholesaler	4,646	3,900	1,750	1,015	918	795	957	1,067	874	606	1,338	704	640	1,425	870	1,656
Other Subscribers Involved in Targeted Industries	743	513	141	120	96	85	77	79	88	82	121	67	62	94	78	97
<b>TOTAL</b>	<b>39,973</b>	<b>34,343</b>	<b>21,038</b>	<b>16,323</b>	<b>16,412</b>	<b>17,407</b>	<b>17,877</b>	<b>18,483</b>	<b>19,196</b>	<b>13,528</b>	<b>18,653</b>	<b>14,875</b>	<b>14,902</b>	<b>19,646</b>	<b>18,361</b>	<b>21,342</b>

\*Publisher's Own Data June 2019



