



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
December 31, 2008**

**bnp**  
media  
Air Conditioning | Heating | Refrigeration

the **NEWS**

**Field Served:**

All branches of the air conditioning, heating and refrigeration industry (residential, commercial and industrial) including contractors, dealers, distributors, wholesalers, manufacturers, consulting engineers and architects, public utilities, government agencies and associations, exporters and importers, industrial and commercial buyers and users, libraries, schools, students, and others allied to the field.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 27,907**

<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	
	Individual . . . . .	18,847
	Association . . . . .	
	Sponsored Individually Addressed . . . . .	
	Multi-Copy Same Addressee, See Par. 11(a) . . . . .	74
	Single Copy Sales, See Par. 11(b) . . . . .	2
	<b>Total Average Qualified Paid Circulation . . . . .</b>	<b>18,923</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>	
	Individual . . . . .	8,984
	Association . . . . .	
	Multi-Copy Same Addressee . . . . .	
	<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>8,984</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>	
	Non-Continuous Market Coverage Copies . . . . .	
	Allocated For Shows & Conventions . . . . .	113
	Miscellaneous, Including Staff Copies, See Par. 11(c) . . . . .	4,796
	<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>4,909</b>

<b>1D</b>	<b>AVERAGE QUALIFIED PAID &amp; NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	
	None	

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July	7	30,009	21,572	8,437	437
	14	29,653	21,373	8,280	157
	21	25,439	17,249	8,190	90
	28	24,498	16,339	8,159	31
Aug.	4	24,024	15,894	8,130	29
	11	25,496	16,104	9,392	35
	18	25,752	16,379	9,373	19
	25	26,069	16,718	9,351	22
Sept.	1	25,192	15,857	9,335	16
	8	25,420	16,119	9,301	34
	15	25,251	16,038	9,213	88
	22	25,305	16,127	9,178	35
Oct.	29	25,458	16,294	9,164	14
	6	24,867	15,714	9,153	11
	13	24,870	15,741	9,129	24
	20	24,971	15,844	9,127	2
Nov.	27	28,897	19,884	9,013	114
	3	28,328	19,324	9,004	9
	10	31,343	22,356	9,987	17
	17	32,192	23,237	8,955	32
Dec.	24	33,111	24,165	8,946	3,594
	1	32,979	23,685	9,294	2
	8	32,967	23,676	9,291	3
	15	32,819	23,719	9,100	192
	22	32,775	23,679	9,096	4
			<b>Total</b>	<b>4,901</b>	<b>5,670</b>



**PASS-ALONG  
AUDIENCE RESEARCH**

Research Study: November 27, 2006 issue  
Verified by ABC: July, 2007  
Total Qualified Circulation . . . . . 38,237  
Total Pass-Along Recipients . . . . . 74,550  
Total Qualified Circulation &  
Pass-Along Recipients . . . . . 112,787  
Average Number of  
Recipients Per Copy . . . . . 3.2  
See Par. 11(e)

**Residential Equipment Warms Up Winter**

The winter heating equipment high-contract period, the cover story in this issue, is a key indicator of the industry's health. The winter season is a key indicator of the industry's health. The winter season is a key indicator of the industry's health.

**Price Increases**

While material increases in copper and steel are not expected, the price of copper is expected to rise. The price of steel is expected to rise. The price of copper is expected to rise.

**Manufacturers**

Manufacturers are expected to see a decline in sales. The price of copper is expected to rise. The price of steel is expected to rise.

**Organizations**

Organizations are expected to see a decline in sales. The price of copper is expected to rise. The price of steel is expected to rise.

**“The market here is wide open for good contractors who are willing to say that they are probably the high-priced for some of the customers.”**

— Joe Trosper, President, BNP

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 24, 2008 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 27.7% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.4% LESS THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid
1. Dealers-contractors, distributors-contractors, service & installation contractors and sales agents, including their engineering, installation, sales and service departments.....	25,412	76.8	16,466	8,946
2. Wholesalers.....	1,937	5.9	1,937	
3. Manufacturers.....	1,402	4.2	1,402	
4. Consulting Engineers & Architects.....	335	1.0	335	
5. Public Utilities.....	111	0.3	111	
6. Government Agencies & Associations.....	229	0.7	229	
7. Exporters & Importers (plus International not classified elsewhere).....	36	0.1	36	
8. Industrial & Commercial Buyers & Users.....	403	1.2	403	
9. Libraries, Schools, Students.....	997	3.0	997	
10. Others Allied to the Field.....	891	2.7	891	
Other Paid Circulation				
Subscriptions.....	1,357	4.1	1,357	
Single Copy Sales.....	1	0.0	1	
<b>Total Qualified Circulation.....</b>	<b>33,111</b>	<b>100.0</b>	<b>24,165</b>	<b>8,946</b>

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	<b>8,946</b>			<b>8,946</b>	<b>100.0</b>
Written.....	36			36	0.4
Telecommunication.....	8,901			8,901	99.5
Internet and E-mail.....	9			9	0.1
Total Direct request from recipient's company:					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Total Communication other than request:					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Association.....					
Business Directories.....					
Lists.....					
Acquired Circulation.....					
Other Sources.....					
<b>Total Qualified Non-Paid Circulation.....</b>	<b>8,946</b>			<b>8,946</b>	<b>100.0</b>
<b>Percent.....</b>	<b>100.0</b>			<b>100.0</b>	
Paid Subscription Circulation.....				24,164	
Paid Acquired Circulation.....					
Single Copy Sales.....				1	
<b>Total Qualified Circulation.....</b>				<b>33,111</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation.....	31,207	94.2	22,272	8,935
Individual by name only.....	547	1.7	537	10
Title or occupation only.....	986	3.0	985	1
Company name only.....	292	0.9	292	
Multi-Copy Same Addressee.....	78	0.2	78	
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation.....</b>	<b>33,110</b>	<b>100.0</b>	<b>24,164</b>	<b>8,946</b>
Single Copy Sales.....	1			
<b>Total Qualified Circulation.....</b>	<b>33,111</b>			

## 4

### GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049.....	90		61	29
NH 030-038.....	173		137	36
VT 050-059.....	50		31	19
MA 010-027.....	651		520	131
RI 028-029.....	87		69	18
CT 060-069.....	600		499	101
<b>New England</b>	<b>1,651</b>	<b>5.0</b>	<b>1,317</b>	<b>334</b>
<b>Middle Atlantic</b>				
NY 100-149.....	1,538		1,183	355
NJ 070-089.....	986		796	190
PA 150-196.....	1,366		1,043	323
<b>Middle Atlantic</b>	<b>3,890</b>	<b>11.8</b>	<b>3,022</b>	<b>868</b>
<b>East N. Central</b>				
OH 430-459.....	1,377		1,070	307
IN 460-479.....	774		576	198
IL 600-629.....	1,408		1,059	349
MI 480-499.....	1,134		907	227
WI 530-549.....	947		696	251
<b>East N. Central</b>	<b>5,640</b>	<b>17.0</b>	<b>4,308</b>	<b>1,332</b>
<b>West N. Central</b>				
MN 550-567.....	690		473	217
IA 500-528.....	520		329	191
MO 630-658.....	884		675	209
ND 580-588.....	110		65	45
SD 570-577.....	130		85	45
NE 680-693.....	302		203	99
KS 660-679.....	410		281	129
<b>West N. Central</b>	<b>3,046</b>	<b>9.2</b>	<b>2,111</b>	<b>935</b>
<b>South Atlantic</b>				
DE 197-199.....	106		86	20
MD 206-219.....	906		756	150
DC 200, 202-205.....	40		33	7
VA 201, 220-246.....	1,075		909	166
WV 247-268.....	175		89	86
NC 270-289.....	993		726	267
SC 290-299.....	460		354	106
GA 300-319.....	958		797	161
FL 320-349.....	1,791		1,365	426
<b>South Atlantic</b>	<b>6,504</b>	<b>19.6</b>	<b>5,115</b>	<b>1,389</b>
<b>East S. Central</b>				
KY 400-427.....	375		257	118
TN 370-385.....	664		497	167
AL 350-369.....	727		491	236
MS 386-397.....	244		144	100
<b>East S. Central</b>	<b>2,010</b>	<b>6.1</b>	<b>1,389</b>	<b>621</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>West S. Central</b>				
AR 716-729.....	320		216	104
LA 700-714.....	605		383	222
OK 730-749.....	521		387	134
TX 750-799.....	3,230		2,315	915
<b>West S. Central</b>	<b>4,676</b>	<b>14.1</b>	<b>3,301</b>	<b>1,375</b>
<b>Mountain</b>				
MT 590-599.....	129		71	58
ID 832-838.....	225		125	100
WY 820-831.....	79		39	40
CO 800-816.....	579		370	209
NM 870-884.....	212		107	105
AZ 850-865.....	596		430	166
UT 840-847.....	249		131	118
NV 889-898.....	250		129	121
<b>Mountain</b>	<b>2,319</b>	<b>7.0</b>	<b>1,402</b>	<b>917</b>
<b>Pacific</b>				
AK 995-999.....	91		43	48
WA 980-994.....	500		325	175
OR 970-979.....	351		217	134
CA 900-961.....	2,058		1,271	787
HI 967-968.....	95		67	28
<b>Pacific</b>	<b>3,095</b>	<b>9.3</b>	<b>1,923</b>	<b>1,172</b>
Single Copy Sales.....	1	0.0	1	
U.S. Unclassified.....				
<b>United States</b>	<b>32,832</b>	<b>99.1</b>	<b>23,889</b>	<b>8,943</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969.....	89	0.3	87	2
<b>U.S. &amp; Poss., etc.</b>	<b>32,921</b>	<b>99.4</b>	<b>23,976</b>	<b>8,945</b>
Canada.....	125	0.4	124	1
Mexico.....	3	0.0	3	
Military or Civilian				
Personnel Overseas.....	5	0.0	5	
Other International.....	57	0.2	57	
<b>Total International</b>	<b>190</b>	<b>0.6</b>	<b>189</b>	<b>1</b>
E-Mail Address Only.....				
Other Unclassified.....				
<b>Grand Total</b>	<b>33,111</b>	<b>100.0</b>	<b>24,165</b>	<b>8,946</b>

### ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2008

## 5

#### PRICE DATA See Par. 11(d)

Basic Prices: Subscriptions: U.S., 1 yr. \$87.00; 2 yrs. \$135.00; 3 yrs. \$174.00. Canada, 1 yr. \$117.09; 2 yrs. \$192.45. 3 yrs. \$258.18. International, 1 yr. \$169.00; 2 yrs. \$299.00; 3 yrs. \$420.00	
Single Copy: \$5.00	
Sales include Premium Values	
Basic & higher than basic: .....	774
75% - 99% of basic: .....	20
50% - 74% of basic: .....	1,691
25% - 49% of basic: .....	7,775
Less than 25% of basic: .....	4,781
<b>Total</b> .....	<b>15,041</b>

## 6

#### TERM DATA

Three years or more .....	1,289
Two years or more but less than three .....	185
One year or more but less than two .....	13,556
Less than one year .....	11
<b>Total</b> .....	<b>15,041</b>

## 7

#### SALES CHANNELS

Ordered by mail and/or directly requested by subscriber .....	9,760
Ordered through salespeople:	
Catalog agencies and individual agents .....	1,439
Publisher's own and other publishers' salespeople .....	
Independent agencies' salespeople .....	3,842
Association memberships .....	None
All other channels .....	None
<b>Total</b> .....	<b>15,041</b>

## 8

#### PREMIUM USAGE

Ordered without premium .....	15,041
Ordered with reprinted material	
from this publication, .....	None
Ordered with other premiums .....	None
<b>Total</b> .....	<b>15,041</b>

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the November 24, 2008 issue ..... 8.0%

Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement ..... 11.1%

International (4 to 6 months) ..... None

Average percentage of paid subscriptions serviced, from 4 to 6 months beyond expiration, for the period covered by this statement ..... None

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**

Optional and not required

**11 EXPLANATORY**

Audit Cycle: December Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 74 copies per issue, represent copies sold in quantities of 2 to 3 to business concerns at 1 yr. \$87.00 to \$169.00. Copies were mailed for redistribution.

(b) Single Copy Sales, averaging 2 copies per issue, represent 1 copy sold in a quantity of 1 at \$5.00 per copy and 1 copy sold in quantities of 6 to 10 to manufacturers and business concerns at \$2.50 per copy, distribution being made by the purchasers.

(c) Miscellaneous includes checking and promotion copies, averaging 1,677 copies per issue served to advertisers and agencies.

(d) Authorized prices with 5% or more of total subscription sales:  
60 wks. \$29.00      52 wks. \$29.00      52 wks. \$10.00

(e) This data presents results of a Pass-Along audience research study conducted with strict conformance to standard research guidelines approved and monitored by ABC.  
Summary of Pass-Along Questionnaire Mailings, Receipts and Valid Responses:  
Number mailed - 1,028, Received by Recipients (minus undeliverables) - 1,024. Completed Returns - 466, Unusable returns - 439.

(f) It is the practice of the publisher to expire all subscriptions on a monthly basis, therefore, some subscribers may receive from one to four issues more than contracted for but no offer of this kind is made to subscribers.

**NOTE BY AUDIT BUREAU OF CIRCULATIONS**

In accordance with Chapter B 2.8(d) of the Bureau Rules, in effect at the release of the audit, the following is repeated from the Audit Report for the 12 months ended December 31, 2007:  
"The difference shown in average paid and qualified non-paid circulation in comparing this report with the Publisher's Statements for the period audited is 2,756 copies per issue deduction."

**Definition of Recipient Qualification:**

Qualified recipients are: dealers-contractors, service and installation contractors and sales agents, including engineers, installers, salesmen and servicemen; wholesalers; manufacturers; consulting design engineers and architects; industrial and commercial buyers and users including mechanical, design and operating engineers, public utilities, exporters and importers, colleges and universities, libraries, newspapers and others allied to field served.

<p><b>We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules</b></p>	<p><b>Frequency:</b> Weekly <b>Format:</b> Tabloid <b>Established:</b> 1926 <b>ABC Member Since:</b> 1930 <b>Member No.</b> 06-0025-0 <b>SRDS:</b> 2 <b>Published by:</b> BNP Media 2401 W. Big Beaver Road, Ste. 700 P.O. Box 2600, Troy, MI 48084-3333 T: (248) 362-3700 • F: (248) 362-0317 www.achrnews.com Publisher: John Conrad Editor-in-Chief: Mike Murphy</p>
<p>Parent Company: BNP Media</p>	
<p><b>TAGGART E. HENDERSON</b></p>	<p><b>CHRISTINE A. BALOGA</b></p>
<p>Co-CEO</p>	<p>Corporate Audience Development Director</p>
<p>Signed: January 29, 2009</p>	
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