



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
December 31, 2007**

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 28,791



1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	21,714	
Association		
Sponsored Individually Addressed		
Multi-Copy Same Addressee, See Par. 11(a)	74	
Single Copy Sales, See Par. 11(b)	9	
Total Average Qualified Paid Circulation		21,797

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	6,994	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation		6,994

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies		
Allocated For Shows & Conventions	64	
Miscellaneous, Including Staff Copies, See Par. 11(c)	7,399	
Total Average Non-Qualified Circulation		7,463

1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

**PASS-ALONG
AUDIENCE RESEARCH**

Research Study: November 27, 2006 issue
Verified by ABC: July 2007

Total Subscribers &
Pass-Along Recipients 112,787

Average Number of
Recipients Per Copy 3.20

See Par. 11(e)

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

2007 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July	2	26,547	18,729	7,818	4,680
	9	25,442	17,624	7,818	
	16	22,948	15,130	7,818	
	23	21,564	13,783	7,781	37
	30	20,968	13,188	7,780	1
Aug.	6	20,502	12,723	7,779	1
	13	20,723	12,948	7,775	4
	20	20,635	13,033	7,602	173
	27	20,849	13,246	7,603	
Sept.	3	25,526	17,928	7,598	5
	10	27,675	20,081	7,594	4
	17	29,067	21,479	7,588	6
	24	31,934	24,346	7,588	
Oct.	1	37,300	29,764	7,536	52
	8	37,389	29,856	7,533	3
	15	37,585	30,062	7,523	10
	22	37,765	30,250	7,515	8
	29	37,043	30,531	6,512	1,003
Nov.	5	35,440	30,122	5,318	1,194
	12	35,609	30,291	5,318	
	19	35,574	30,256	5,318	
	26	33,767	27,939	5,828	
Dec.	3	28,276	22,448	5,828	
	10	27,824	21,996	5,828	
	17	26,569	20,741	5,828	
	24	24,047	18,219	5,828	
Total				7,181	8,329

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 26, 2007 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 28.2% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 16.7% 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.....	25,397	75.2	19,569	5,828
2. Wholesalers.....	2,141	6.3	2,141	
3. Manufacturers.....	1,480	4.4	1,480	
4. Consulting Engineers & Architects.....	351	1.0	351	
5. Public Utilities.....	86	0.3	86	
6. Government Agencies & Associations.....	179	0.5	179	
7. Exporters & Importers (plus International not classified elsewhere).....	52	0.2	52	
8. Industrial & Commercial Buyers & Users.....	457	1.4	457	
9. Libraries, Schools, Students.....	613	1.8	613	
10. Others Allied to the Field.....	690	2.0	690	
Other Paid Circulation				
Subscriptions.....	2,321	6.9	2,321	
Single Copy Sales.....				
Total Qualified Circulation.....	33,767	100.0	27,939	5,828

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:	5,828			5,828	100.0
Written.....	64			64	1.1
Telecommunication.....	5,695			5,695	97.7
Internet and E-mail.....	69			69	1.2
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.....					
Total Qualified Non-Paid Circulation.....	5,828			5,828	100.0
Percent.....	100.0			100.0	
Paid Subscription Circulation.....				27,939	
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				33,767	

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MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation.....	31,556	93.5	25,888	5,668
Individual by name only.....	926	2.7	766	160
Title or occupation only.....	882	2.6	882	
Company name only.....	330	1.0	330	
Multi-Copy Same Addressee.....	73	0.2	73	
Total Qualified Paid Subscription & Non-Paid Circulation.....	33,767	100.0	27,939	5,828
Single Copy Sales.....				
Total Qualified Circulation.....	33,767			

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	92		74	18
NH 030-038.....	154		131	23
VT 050-059.....	56		47	9
MA 010-027.....	711		594	117
RI 028-029.....	108		90	18
CT 060-069.....	597		505	92
New England	1,718	5.1	1,441	277
Middle Atlantic				
NY 100-149.....	1,379		1,154	225
NJ 070-089.....	909		768	141
PA 150-196.....	1,356		1,140	216
Middle Atlantic	3,644	10.8	3,062	582
East N. Central				
OH 430-459.....	1,412		1,188	224
IN 460-479.....	855		720	135
IL 600-629.....	1,797		1,500	297
MI 480-499.....	1,211		1,021	190
WI 530-549.....	1,440		1,125	315
East N. Central	6,715	19.9	5,554	1,161
West N. Central				
MN 550-567.....	760		622	138
IA 500-528.....	592		472	120
MO 630-658.....	846		719	127
ND 580-588.....	78		65	13
SD 570-577.....	127		105	22
NE 680-693.....	260		214	46
KS 660-679.....	390		322	68
West N. Central	3,053	9.0	2,519	534
South Atlantic				
DE 197-199.....	108		90	18
MD 206-219.....	742		624	118
DC 200, 202-205.....	34		31	3
VA 201, 220-246.....	995		833	162
WV 247-268.....	259		208	51
NC 270-289.....	938		782	156
SC 290-299.....	468		388	80
GA 300-319.....	985		830	155
FL 320-349.....	1,843		1,525	318
South Atlantic	6,372	18.9	5,311	1,061
East S. Central				
KY 400-427.....	363		300	63
TN 370-385.....	687		572	115
AL 350-369.....	776		637	139
MS 386-397.....	253		209	44
East S. Central	2,079	6.2	1,718	361

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
West S. Central				
AR 716-729.....	375		313	62
LA 700-714.....	664		522	142
OK 730-749.....	602		495	107
TX 750-799.....	3,812		3,029	783
West S. Central	5,453	16.1	4,359	1,094
Mountain				
MT 590-599.....	94		78	16
ID 832-838.....	428		346	82
WY 820-831.....	46		39	7
CO 800-816.....	462		390	72
NM 870-884.....	143		119	24
AZ 850-865.....	402		338	64
UT 840-847.....	213		177	36
NV 889-898.....	203		169	34
Mountain	1,991	5.9	1,656	335
Pacific				
AK 995-999.....	41		36	5
WA 980-994.....	451		380	71
OR 970-979.....	232		198	34
CA 900-961.....	1,804		1,511	293
HI 967-968.....	36		32	4
Pacific	2,564	7.6	2,157	407
Single Copy Sales				
U.S. Unclassified				
United States	33,589	99.5	27,777	5,812
Poss. & Other Areas				
004-009, 969.....	53	0.1	45	8
U.S. & Poss., etc.	33,642	99.6	27,822	5,820
Canada				
Mexico.....	66	0.2	60	6
Military or Civilian	2	0.0	2	
Personnel Overseas.....	2	0.0	2	
Other International.....	55	0.2	53	2
Total International	125	0.4	117	8
E-Mail Address Only				
Other Unclassified				
Grand Total	33,767	100.0	27,939	5,828

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2007**

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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: \$3.00

Sales include Premium Values

Basic & higher than basic:	941
75% - 99% of basic:	55
50% - 74% of basic:	1,066
25% - 49% of basic:	24,275
Less than 25% of basic:	56
Total	26,393

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TERM DATA

Three years or more	608
Two years or more but less than three	245
One year or more but less than two	25,494
Less than one year	46
Total	26,393

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SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	26,142
Ordered through salespeople:	
Catalog agencies and individual agents	251
Publisher's own and other publishers' salespeople	None
Independent agencies' salespeople	None
Association memberships	None
All other channels	None
Total	26,393

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PREMIUM USAGE

Ordered without premium	26,393
Ordered with reprinted material	
from this publication,	None
Ordered with other premiums	None
Total	26,393

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 26, 2007 issue 4.1%

Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement 7.8%

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 28 to business concerns at 1 yr. \$25.00 to \$87.00. Copies were mailed for redistribution.

(b) Single Copy Sales, averaging 9 copies per issue, represent 1 copy sold in a quantity of 1 at \$3.00 per copy and 8 copies sold in quantities of 2 to 152 to manufacturers and business concerns at \$1.50 per copy, distribution being made by the purchasers.

(c) Miscellaneous includes checking and promotion copies, averaging 2,003 copies per issue served to advertisers and agencies.

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

(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.

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>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</p>	<p>Frequency: Weekly Format: Tabloid Established: 1926 ABC Member Since: 1930 Member No. 06-0025-0 SRDS: 2 Published by: 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 TAGGART HENDERSON TERESA OWENS Group Publisher Group Audience Development Manager</p>	
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06-0025-0	Analyzed Issue Date	11/26/07
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	3.00
	Association Subscription Price	
	U.S. Subscription Price	87.00
	Canadian Subscription Price	117.09
	International Subscription Price	169.00