



Audit Bureau of Circulations

MULTIMEDIA PUBLISHER'S STATEMENT

For the 6 month period ending
June 30, 2009



Air Conditioning | Heating | Refrigeration

the NEWS

Published by: BNP Media
Frequency: 52 times annually, weekly

TOTAL AVERAGE CIRCULATION for Six Months Ending June 30, 2009

Qualified Paid Circulation	23,979
Qualified Non-Paid Circulation	6,699
TOTAL QUALIFIED CIRCULATION	30,678

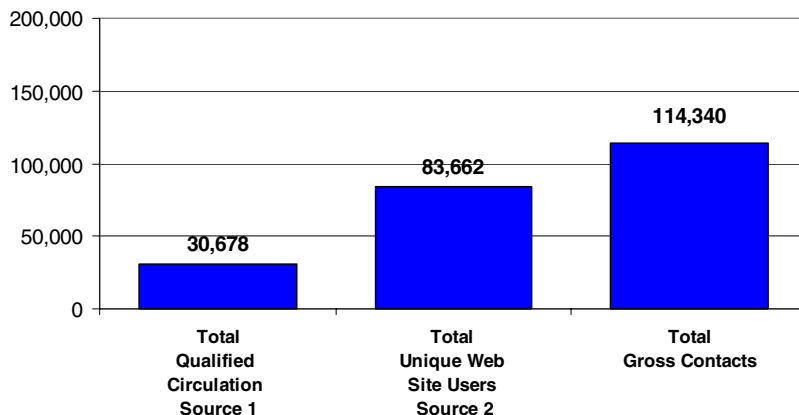
ACHRNEWS.COM ACTIVITY for the month of January, 2009

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.	
Page Impressions	251,022	8,098	9,118	5,602	
Unique Users	83,662	3,340	3,752	2,332	83,662

Website activity audited by ABCi (See Par. 11)

TOTAL GROSS CONTACTS 114,340

TOTAL GROSS CONTACTS



Source 1 Total qualified circulation for six months ending June 30, 2009 of The Air Conditioning, Heating and Refrigeration News (subject to audit)

Source 2 Total unique users of <http://www.achrnews.com> - January, 2009 ABVS Interactive Audit

Gross data are contained in this Multimedia Report. There was no attempt made to eliminate any duplication that may exist.



TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION

30,678

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	23,883	
Association		
Sponsored Individually Addressed		
Multi-Copy Same Addressee, See Par. 11(a)	82	
Single Copy Sales, See Par. 11(b)	14	
Total Average Qualified Paid Circulation		23,979

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	6,699	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation		6,699

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies		
Allocated For Shows & Conventions	106	
Miscellaneous, Including Staff Copies, See Par. 11(c)	2,344	
Total Average Non-Qualified Circulation		2,450

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

None

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

2009 Issue		2009				2009 Issue		2009				2009 Issue		2009			
		Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed			Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed			Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed
Jan.	5	31,483	21,629	9,854	442	1,200	Apr.	6	32,050	25,708	6,342	3	1,800				
	12	31,787	21,985	9,802	53	1		13	32,042	25,751	6,291	51					
	19	31,840	22,047	9,793	9			20	32,120	25,832	6,288	3					
	26	32,038	22,249	9,789	4			27	32,213	25,935	6,278	10					
Feb.	2	31,048	21,276	9,772	17		May	4	32,252	25,999	6,253	25					
	9	31,286	21,520	9,766	7	1		11	32,445	26,249	6,196	57					
	16	31,581	21,829	9,752	14			18	32,537	26,393	6,144	52					
	23	32,049	22,305	9,744	8			25	33,018	26,740	6,278	154	288				
Mar.	2	26,641	22,060	4,581	5,163		June	1	30,079	25,463	4,616	1,662					
	9	26,922	22,348	4,574	7			8	30,007	25,394	4,613	3					
	16	27,150	22,595	4,555	19			15	30,039	25,437	4,602	11					
	23	27,194	22,643	4,551	4			22	30,058	25,456	4,602						
	30	30,457	25,912	4,545	6			29	27,286	22,689	4,597	5					
												Total		7,789	3,290		

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 25, 2009 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 11.5% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 6.3% 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.....	24,686	74.8	18,408	6,278
2. Wholesalers.....	2,112	6.4	2,112	
3. Manufacturers.....	1,435	4.3	1,435	
4. Consulting Engineers & Architects.....	394	1.2	394	
5. Public Utilities.....	123	0.4	123	
6. Government Agencies & Associations.....	264	0.8	264	
7. Exporters & Importers (plus International not classified elsewhere).....	36	0.1	36	
8. Industrial & Commercial Buyers & Users.....	499	1.5	499	
9. Libraries, Schools, Students.....	1,094	3.3	1,094	
10. Others Allied to the Field.....	786	2.4	786	
Other Paid Circulation				
Subscriptions.....	1,589	4.8	1,589	
Single Copy Sales.....				
Total Qualified Circulation.....	33,018	100.0	26,740	6,278

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:	6,278			6,278	100.0
Written.....	25			25	0.4
Telecommunication.....	6,247			6,247	99.5
Internet and E-mail.....	6			6	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.....					
Total Qualified Non-Paid Circulation.....	6,278			6,278	100.0
Percent.....	100.0			100.0	
Paid Subscription Circulation.....				26,740	
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				33,018	

The figures used in Par. 3B are based on percentages established for the November 24, 2008 issue and projected against the totals for the May 25, 2009 issue.

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation.....	30,715	93.0	24,504	6,211
Individual by name only.....	785	2.4	749	36
Title or occupation only.....	1,125	3.4	1,124	1
Company name only.....	283	0.9	283	
Multi-Copy Same Addressee.....	110	0.3	80	30
Total Qualified Paid Subscription & Non-Paid Circulation.....	33,018	100.0	26,740	6,278
Single Copy Sales.....				
Total Qualified Circulation.....	33,018			

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	98		74	24
NH 030-038.....	189		160	29
VT 050-059.....	50		34	16
MA 010-027.....	746		630	116
RI 028-029.....	107		92	15
CT 060-069.....	626		549	77
New England	1,816	5.5	1,539	277
Middle Atlantic				
NY 100-149.....	1,529		1,300	229
NJ 070-089.....	1,017		858	159
PA 150-196.....	1,453		1,192	261
Middle Atlantic	3,999	12.1	3,350	649
East N. Central				
OH 430-459.....	1,463		1,224	239
IN 460-479.....	859		666	193
IL 600-629.....	1,425		1,179	246
MI 480-499.....	1,235		1,028	207
WI 530-549.....	935		748	187
East N. Central	5,917	17.9	4,845	1,072
West N. Central				
MN 550-567.....	673		523	150
IA 500-528.....	411		313	98
MO 630-658.....	858		710	148
ND 580-588.....	90		63	27
SD 570-577.....	109		80	29
NE 680-693.....	252		195	57
KS 660-679.....	370		279	91
West N. Central	2,763	8.4	2,163	600
South Atlantic				
DE 197-199.....	111		91	20
MD 206-219.....	960		843	117
DC 200, 202-205.....	41		38	3
VA 201, 220-246.....	1,208		1,055	153
WV 247-268.....	126		101	25
NC 270-289.....	992		826	166
SC 290-299.....	517		419	98
GA 300-319.....	1,049		876	173
FL 320-349.....	1,981		1,598	383
South Atlantic	6,985	21.1	5,847	1,138
East S. Central				
KY 400-427.....	371		282	89
TN 370-385.....	679		529	150
AL 350-369.....	584		479	105
MS 386-397.....	238		160	78
East S. Central	1,872	5.7	1,450	422

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
West S. Central				
AR 716-729.....	292		222	70
LA 700-714.....	461		339	122
OK 730-749.....	486		370	116
TX 750-799.....	3,349		2,726	623
West S. Central	4,588	13.9	3,657	931
Mountain				
MT 590-599.....	110		76	34
ID 832-838.....	254		196	58
WY 820-831.....	66		43	23
CO 800-816.....	517		391	126
NM 870-884.....	172		119	53
AZ 850-865.....	578		466	112
UT 840-847.....	208		145	63
NV 889-898.....	176		124	52
Mountain	2,081	6.3	1,560	521
Pacific				
AK 995-999.....	117		65	52
WA 980-994.....	450		349	101
OR 970-979.....	293		224	69
CA 900-961.....	1,750		1,339	411
HI 967-968.....	96		68	28
Pacific	2,706	8.2	2,045	661
Single Copy Sales.....				
U.S. Unclassified.....				
United States	32,727	99.1	26,456	6,271
Poss. & Other Areas				
004-009, 969.....	77	0.3	74	3
U.S. & Poss., etc.	32,804	99.4	26,530	6,274
Canada.....	133	0.4	130	3
Mexico.....	7	0.0	7	
Military or Civilian				
Personnel Overseas.....	6	0.0	6	
Other International.....	68	0.2	67	1
Total International	214	0.6	210	4
E-Mail Address Only.....				
Other Unclassified.....				
Grand Total	33,018	100.0	26,740	6,278

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2009

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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: \$5.00	
Sales include Premium Values	
Basic & higher than basic:	945
75% - 99% of basic:	41
50% - 74% of basic:	1,770
25% - 49% of basic:	7,960
Less than 25% of basic:	720
Total	11,436

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TERM DATA

Three years or more	1,325
Two years or more but less than three	229
One year or more but less than two	9,704
Less than one year	178
Total	11,436

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SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	7,089
Ordered through salespeople:	
Catalog agencies and individual agents	1,354
Publisher's own and other publishers' salespeople	None
Independent agencies' salespeople	2,993
Association memberships	None
All other channels	None
Total	11,436

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PREMIUM USAGE

Ordered without premium	11,436
Ordered with reprinted material	
from this publication,	None
Ordered with other premiums	None
Total	11,436

ADDITIONAL CIRCULATION INFORMATION

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POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May 25, 2009 issue	12.2%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement	9.7%
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

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RENEWAL ANALYSIS OF PAID CIRCULATION

Optional and not required

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EXPLANATORY

Audit Cycle: December Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 82 copies per issue, represent copies sold in quantities of 2 to 3 to business concerns at 1 yr. \$83.20 to \$97.60. Copies were mailed for redistribution.

(b) Single Copy Sales, averaging 14 copies per issue, represent 1 copy sold in a quantity of 1 at \$5.00 per copy and 13 copies sold in quantities of 2 to 160 to manufacturers and business concerns at \$5.00 per copy, distribution being made by the purchasers.

(c) Miscellaneous includes checking and promotion copies, averaging 1,568 copies per issue, served to advertisers and agencies.

(d) Authorized prices with 5% or more of total subscription sales:

52 wks.	\$29.00	52 wks.	\$39.00	52 wks.	\$59.00	52 wks.	\$87.00
60 wks.	\$29.00	156 wks.	\$87.00				

(e) 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."

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.

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.

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EXPLANATORY (Continued)

Web Site Activity

Primary URL: <http://www.achrnews.com>

Audit Period: January 1 - 31, 2009

	Page Impressions	Unique Users
Total	251,022	83,662
Daily	8,098	3,340
Mon. to Fri.	9,118	3,752
Sat. & Sun.	5,602	2,332

SOURCE: January, 2009 ABVS Interactive Audit

ABC Interactive Definitions:

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Users:

This site uses the IP address and user-agent in combination based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

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

Parent Company: BNP Media

HARPER T. HENDERSON

CO-CEO

Signed: August 11, 2009

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CHRISTINE A. BALOGA

Corporate Audience Development
Director

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