

Air Conditioning | Heating | Refrigeration

the **NEWS**  
www.achrnews.com



# 2014 Media Kit

PRINT | ONLINE | DIGITAL | MOBILE APPS



THE #1 HVACR INFORMATION RESOURCE SINCE 1926



# THE LEADING Media Brand for the HVACR Industry

Since 1926, The NEWS has been the leading and most trusted information resource for HVACR decision makers — contractors, wholesalers and distributors.

Through multiple media platforms, The NEWS connects you with the market leaders and decision-makers that drive the industry. From contractors and technicians to owners and business executives, The NEWS is your strongest link to the people who buy, sell and recommend your products. And that's because The NEWS is your #1 information resource.



## The Only HVACR Media Brand With An Audited PRINT, ONLINE, DIGITAL & SOCIAL AUDIENCE!

**Print & Digital**  
29,658 Subscribers\*

**Achrnews.com**  
150,425 Unique Browsers\*

**Pass-Along Readership**  
80,946 Pass-Along Recipients\*

**e-Newsletter**  
11,616 eNews Recipients\*



\*December 2013 AAM Consolidated Media Report

### MORE REACH, MORE FREQUENCY, AND BETTER RESULTS

# #1 IN READERSHIP

The NEWS is overwhelmingly the publication of choice among HVACR contractors. In a recent 2013 third-party research study, when asked if they could read only one publication, HVACR contractors undeniably selected The NEWS over the nearest competitor.

## The NEWS is the Clear Winner in a Third-Party Research Study!

THIRD-PARTY RESEARCH RESULTS	the NEWS	BRAND X	BRAND Y
Maintains highest quality editorial content	44%	9%	15%
Provides the most up-to-date information	49%	9%	11%
Is the easiest to read	40%	13%	13%
Spend the most time reading	44%	12%	14%
Has the most useful website	30%	6%	11%
Is the most useful in your work	48%	17%	16%
Would read if only had time for one	55%	16%	14%

## More Research Study Results...

- 54% of those surveyed are owners, 36% are presidents
- 99% are involved in some way in making purchasing decisions
- \$354,000 is the average annual value of purchases made by individual respondents
- 54% consider ads in HVACR magazines a valuable source of information
- 46% would suggest a supplier run ads in The NEWS
- 53% receive The NEWS, 21% ONLY receive The NEWS

Source: Readex Research Publication Preference Study, 2013



**POWERFUL READERSHIP  
MEANS YOUR MESSAGE  
WILL BE SEEN**

The NEWS is the best media brand for producing the results you need to maximize your return on investment and generate high-quality sales leads.

**70% visited**  
an advertiser's website after  
viewing an ad in The NEWS

**81% sought out**  
more information via  
an Internet search after  
viewing an ad in The NEWS

**75% considered**  
advertisements in The NEWS  
useful to the industry

**61% rely on ads**  
in The NEWS to inform them  
of new products and services

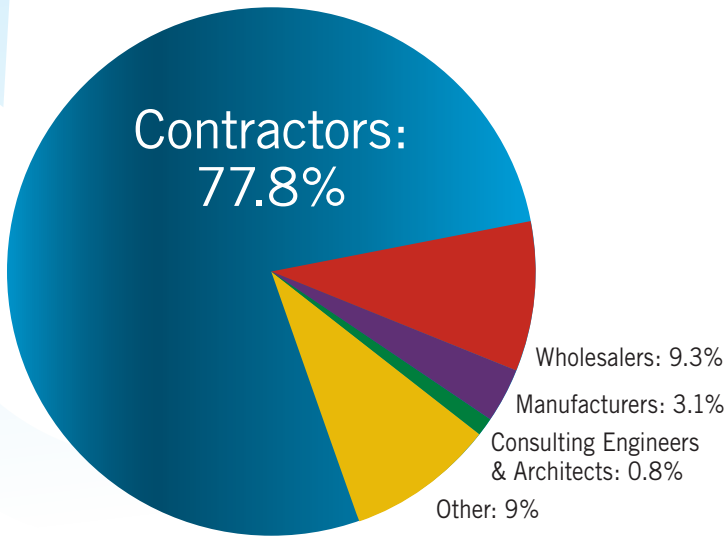
Source: 2013 Reader Preference/Profile Study

# CIRCULATION

The NEWS is the ideal vehicle to reach contractors and wholesalers in the HVACR industry. The NEWS puts you in direct contact with contractors who purchase, sell or specify HVACR-related equipment, parts, supplies and services annually.



CIRCULATION BREAKDOWN\*



Reach  
**32,710** TOTAL QUALIFIED CIRCULATION\*

The NEWS' largest readership means more response to your advertising messages.

Frequency  
**52** WEEKLY ISSUES A YEAR

The NEWS has the most frequency of any HVACR publication, which means more opportunity for your advertising message to be seen and heard by top-level decision-makers.

Results  
**97%** TAKE ACTION<sup>+</sup>

The NEWS readers take action on advertisements by visiting websites, requesting additional information, or buying your products and/or services.

\* December 2013 AAM Consolidated Media Report

<sup>+</sup> Reader Preference/Profile Study, 2013

<sup>^</sup> AAM Audited Pass-Along Study, May 2012

## PAID-CIRCULATION MEANS INVESTED READERS

The NEWS is the only paid-circulation publication in the HVACR industry. Readers are willing to pay for the valuable news and information every week, making it an outstanding communication vehicle.



total paid circulation  
**26,712\***

## AUDITED PASS-ALONG READERSHIP

According to a 2012 audited pass-along readership study, 115,831<sup>^</sup> people see The NEWS every week.



pass-along readership  
**115,831<sup>^</sup>**

## THE EDITORIAL TEAM

In addition to covering an impressive range of content and editorial topics, our editors have the experience, expertise, and resources to target every segment of the HVACR industry.



**KYLE GARGARO**  
Editor-in-Chief



**HERB WOERPEL**  
Managing Editor



**GREG MAZURKIEWICZ**  
Web Editor



**PETER POWELL**  
Refrigeration Editor



**JOANNA TURPIN**  
Contributing Editor



**ANGELA HARRIS**  
Associate Editor



**CHERIE PREVILLE**  
Education & Products Editor



**MATT BISHOP**  
Business Management Editor



**JEN ANESI**  
Legislation Editor



**KIMBERLY SCHWARTZ**  
Contributing Editor

# 88 Years of EDITORIAL LEADERSHIP

As the industry evolves, The NEWS keeps pace. Going beyond breaking news and headline events, The NEWS' editorial staff digs deeper than our competitors to identify and analyze important trends that affect and shape the HVACR industry.

## Multiple Media Platforms

Through multiple media platforms, The NEWS keeps HVACR professionals up-to-date on the latest industry news and information. Our editorial staff delivers content to our readers in the best-possible formats, including ...

### A Weekly Publication

that provides the most comprehensive coverage of news, new products, events and business applications.

### A Fully Interactive Website

with a full range of information, news, and tools that HVACR professionals need to understand their business and make informed decisions.

### A Weekly eNewsletter

that keeps the industry informed on the latest breaking news and headlines.

### Smartphone & Tablet Applications

for on-the-go HVACR coverage.

## #1 in Editorial Coverage

The NEWS' editorial coverage is unmatched by any other publication in the HVACR industry. In a one-year time period, The NEWS published **8 times** as many staff-written articles as our nearest competitor. More editorial equals more industry coverage and more value to our readers and advertisers.

### TOTAL NUMBER OF STAFF-WRITTEN ARTICLES

The NEWS: 286

Brand X: 33

Brand Y: 2

Source: Publisher's Own Data, June 2012-May 2013



# INTEGRATED MEDIA SOLUTIONS

We understand that every business is unique. Our combination of print, online and digital media allow us to deliver customized marketing solutions that align with your needs — helping you grow your business and achieve powerful results.



## Connect

with our target audience of **272,645\***

including heating, ventilation, and air conditioning contractors, wholesalers and distributors.

## Engage

them with **targeted media solutions**

through our comprehensive mix of print, online and digital media products and services.

## Get Results

from your **advertising investment**

by aligning your message with the right audience and the right content.



\* December 2013 AAM Consolidated Media Report

# HVACR DIRECTORY & SOURCE GUIDE

The #1 product and source directory in the industry with over **1,400 manufacturer listings** and **1,800 product listings** is an excellent place for repeated exposure! Reach thousands of professionals who use The NEWS HVACR Directory & Source Guide throughout the year — contractors, wholesalers, technicians and other marketing professionals.



## In Print

- The only industry resource of its kind
- Referred to year-round reaching over 33,000\* professionals in the HVACR market
- Comprehensive product guide to pinpoint your search
- eMedia connectivity with mobile tags

## Digital Edition

- Emailed to more than 15,000 e-subscribers
- Archived online for one year, giving expanded coverage
- eMedia connectivity with mobile tags

## Online

[HTTP://DIRECTORY.ACHRNEWS.COM](http://directory.achrnews.com)

- Keyword searches with live links
- Brand identity in prime position
- Social media links

## New! Mobile App

- Now accessible on your smartphone or tablet
- Download the ACHRNews app from app store
- Easier navigation for supplier and product searches



## Directory Dates

### 2014 DIRECTORY

**Issue Date:** January 13, 2014  
**Ad Deadline:** October 15, 2013

### 2015 DIRECTORY

**Issue Date:** January 5, 2015  
**Ad Deadline:** October 15, 2014

For advertising or listing information, please contact:

Mary Wray, Publisher  
 HVACR Directory & Source Guide  
 248.244.6488  
[wraym@bnpmedia.com](mailto:wraym@bnpmedia.com)

\*December 2013 AAM Consolidated Media Report

## Editorial Reprints

COMPLEMENT YOUR SALES OR MARKETING PROMOTIONS WITH REPRINTS

If your company has been featured in a recent article, don't miss the opportunity to put a reprint to work for you. **Contact Jill Devries at 248.244.1726 or devriesj@bnpmedia.com.**



## Special Inserts

INSERTS = INSTANT EXPOSURE

Place your product spec sheet, brochure, or catalog into The NEWS and reach our entire circulation. The cost is less than postage and a great way to receive additional exposure. **Contact Mary Wray at 248.244.6488 or wraym@bnpmedia.com.**

## Classified Advertising

PROMOTE WHERE CONTRACTORS LOOK TO BUY

Gain exposure for your product on a repetitive basis with the display classified pages of The NEWS. There are a variety of classified sections to choose from. **Contact Mike O'Connor at 610.354.9552 or oconnorm@bnpmedia.com.**



## Refrigeration Zone

SPECIAL REFRIGERATION SECTION IN THE NEWS

Looking to reach the refrigeration market? Your advertising can appear in the right editorial environment with a special section that appears the first week of every month. **Check The NEWS editorial calendar brochure for specific issue focus topics.**

## Product + Lit Focus

PROFILE YOUR COMPANY'S PRODUCT, LITERATURE OR WEBSITE

This four-color special section features reproductions of advertisers' literature, product descriptions, and contact information. Reach the entire circulation of The NEWS. **Contact Mary Wray at 248.244.6488 or wraym@bnpmedia.com.**



## List Rental

REACH READERS BY MAIL, EMAIL OR PHONE

Reach top decision-makers in high-growth, key business markets with BNP Media's postal, telemarketing, and email mailing lists. **Contact Kevin Collopy of InfoGroup at 402.836.6265 or kevin.collopy@infogroup.com.**

## Customized Marketing Solutions

### CONTENT MARKETING SERVICES

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services ... we've got you covered. **To learn more about our services or to quote out a project, please contact our content marketing strategies team: Kim Paulson, Content Marketing Planner, 248.225.9177 or paulsonk@bnpmedia.com.**



### CLEAR SEAS RESEARCH

MAKING THE COMPLEX CLEAR

Your industry-focused market research partner — providing clear insights to complex business questions focused



on brand positioning, marketing effectiveness, new product development, and customer experience evaluations. Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable. **GET STARTED NOW. Contact Beth Surowiec at 248.786.1619 or www.clearseasresearch.com.**

### A STRATEGIC SALES EVENT

## MechanicalXchange<sup>SM</sup>

MechanicalXchange is a revolutionary strategic sales event developed to connect leading suppliers of HVAC solutions with senior executives at "Top 100" mechanical firms. Only executives with the highest strategic responsibility for their organizations will be present. No "happenstance" meetings, no meetings with the wrong person, no need for generic preparation. Rather, two days of concise, efficient meetings with key executives from leading commercial mechanical contracting firms. **Contact Mike Murphy at 440.552.2607 or mikemurphy@achrnews.com for more information or visit www.mechanicalxchange.com.**

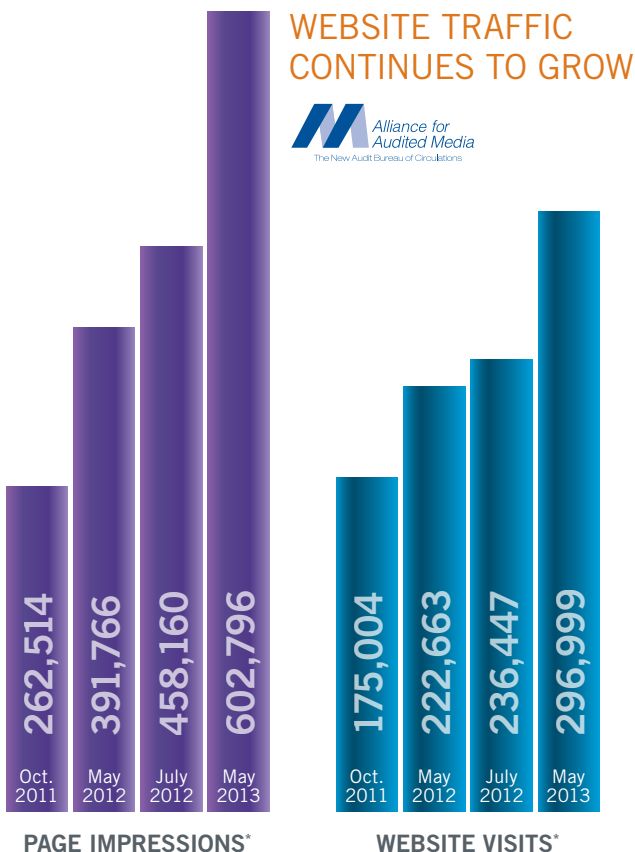


## More Visibility. More Reach.

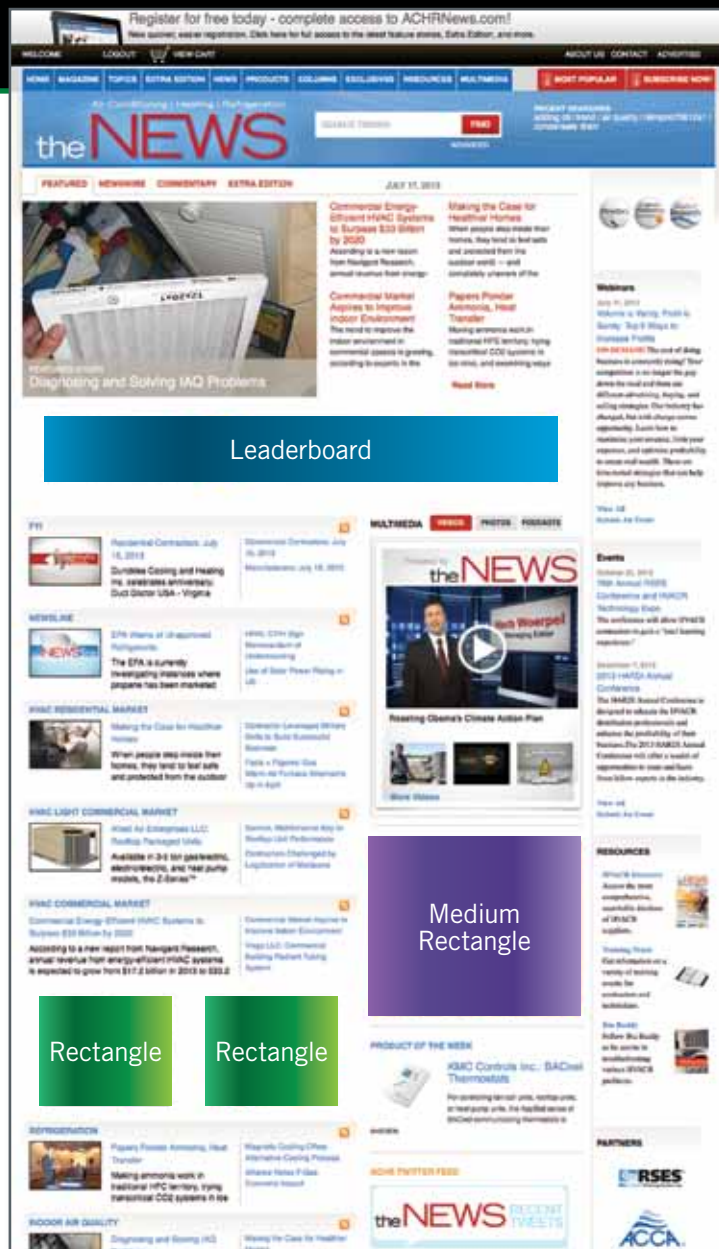
Use the strength of achrnews.com to promote your brand and products through an effective interactive program that delivers ROI and measurable results. Connect with more than **150,425\* HVACR professionals** who visit achrnews.com every month and expand your market reach.

## Audited Web Traffic

The NEWS audits its website traffic via AAM (Alliance for Audited Media), an independent auditing organization. We are proud to lead the HVAC industry by validating our traffic and reporting a comprehensive review of online activity to our advertisers. You can be sure that our numbers reflect an audience capable of clicking on your ads and buying your products and services.



WEBSITE TRAFFIC CONTINUES TO GROW



AUDITED WEB TRAFFIC (AVERAGES FOR JULY-DEC 2013)

Page Impressions  
**294,638\***

Website Visits  
**178,769\***

Unique Browsers  
**150,425\***

\*December 2013 AAM Consolidated Media Report

# Achrnews.com

Achrnews.com allows you to engage and connect with an active online audience of HVAC professionals who are searching for new products and services, breaking news information and new technologies they need to prosper and grow their business.



## Website Advertising Options

### LEADERBOARD

Located above the fold, run of site, 728 x 90 pixels

### MEDIUM RECTANGLE

Minimal ad competition, run of site, 300 x 250 pixels

### RECTANGLE

Home page only (2 adjacent positions), 180 x 150 pixels

### WIDE SKYSCRAPER

Run of site (except home page), 160 x 600 pixels

### ARTICLE SPONSORSHIP

Sponsor an article and your rectangle ad appears with the article for 3 years, 180 x 50 pixels

### TOPIC SPONSORSHIP

Ad package for targeted editorial, includes wide skyscraper on related article pages and medium rectangle on main topic page.

### VIDEO

Run of Site. Video must be submitted as a digital file, fully edited and in finished version. 320 x 240 pixels.

More website advertising opportunities are available. Please contact your sales rep for more information.

### VIDEO



SUB PAGE



### TOPIC SPONSORSHIP



## Website Features

- Breaking Industry News
- On-Demand Videos
- Editorial Blogs
- New Products
- Training & Education
- Web Exclusives
- Searchable Directory

\*Reader Preference/Profile Study, 2013

## eNewsletters

### WEEKLY eNEWSLETTER

Every week, The NEWS delivers an eNewsletter to more than **11,000<sup>^</sup> subscribers** who demand the latest industry news and information. This is a great opportunity to have your ad message displayed alongside our trusted HVACR editorial content. Featuring banner, tile button and text ad positions, The NEWS weekly eNewsletter can help you drive traffic to your site, generate sales leads and reinforce your brand.

### FROSTLINES eNEWSLETTER

Written by the editors of The NEWS, FROSTlines is specifically targeted for refrigeration contractors and distributors. Delivered to **3,535<sup>+</sup> subscribers** on the first Wednesday of every month, FROSTlines contains statistical data, profiles of successful refrigeration strategies and up to the minute information regarding technology advances.



## Webinars

Through a turnkey solution, our educational webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

### WEBINAR BENEFITS

- Establish your brand as a thought-leader
- Receive qualified registration leads with demographics
- Engage a captive audience with Q&A sessions, polling and survey reporting
- Event promotions across our multiple platforms — print, online, eNewsletter, emails and social media

Lots of people can produce a webinar. But only The NEWS offers the expertise, audience, and tools to help your webinar succeed. **For webinar tips, samples and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>.**



“The execution and professionalism was outstanding with the Webinar. We were very pleased with the results. Great communication and attention to detail made everything very easy.”

Joseph Heinzelmann  
Market Development Manager  
Neogen Corporation



## Podcasts

### GET YOUR MESSAGE HEARD!

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast. **For more information, contact your sales rep or visit [www.achrnews.com/podcasts](http://www.achrnews.com/podcasts).**

<sup>^</sup> December 2013 AAM Consolidated Media Report (11,616 eNews)

\* Publisher's Own Data

\* 2013 BNP Media Corporate Webinar Averages

## Mobile

### NEW! THE NEWS MOBILE APP

The NEWS' mobile app engages users and embraces the mobile technology of today with a unique interactive experience. Available on smartphone or tablet devices, this app pushes the latest and most pertinent news to mobile devices of HVAC professionals. Advertisers can showcase their innovation to HVACR decision-makers who demand up-to-the-minute news throughout the day. Limited ad positions within the app means an extremely high share of voice for marketers looking to reach a deeply engaged, highly targeted audience.



### CUSTOM iPad APP — THE NEWS<sup>HD</sup>

Enhance your image as a new technology leader and reach a growing market of iPad users with an exclusive sponsorship of The NEWS<sup>HD</sup> — our custom iPad app. The NEWS HD contains exclusive features and content written for and only available on the iPad. It includes audio and video features that bring life to the content. Sponsorship opportunities are available.



eBooks are deployed in 3 formats: iPad, digital edition, and PDF.

## New! eBooks

eBooks are a turnkey program, and an excellent tool to align your marketing message within an editorially relevant environment and obtain qualified leads. The NEWS will handle all production details from gathering leads to marketing and creation management.

## Virtual Events

Virtual events are more than just an event. It is a centralized location for sharing content among people. Execution of this “content sharing” comes in many forms:

- Internal sales training
- Product highlights or launches
- Supplier/partner showcase
- Annual summits
- Career Recruitment
- Lead-nurturing events

The opportunities are endless. If you have a situation where you need to share content — live, on-demand or hands-on, contact your sales rep today or view a demo at <http://portfolio.bnpmmedia.com/virtual>.

93% of event planners who organized a virtual event say it met or exceeded their objectives.\*



\*Hybrid Meeting & Events, MPI and Mediasite, 2012

## Videos

There's a reason video has exploded across the web ... its ability to educate, demonstrate, communicate and motivate is unlike any other marketing tool in our arsenal. Educate prospects on your product's capabilities and offer solutions, demonstrate market knowledge, build a relationship of trust, communicate what makes your products different and motivate prospects to buy! Don't have video capabilities? The NEWS can produce a video for you!

## Social Media

Collaborate together with The NEWS to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! The NEWS offers a number of opportunities for audience engagement through Facebook, Twitter, YouTube and QR Codes. Partner with The NEWS to build a social presence for your brand! Not yet involved in social media? Let us build, design, and organize the accounts for you with Social Startup Plans! Contact your sales representative for more information.



## Digital Edition

Combine the look of a print edition with the interactivity of the web! Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable web links, ad view tracking and — of course — access to view on a laptop or PC.

Digital editions are deployed via email and posted to The NEWS' website for one year — opening your ad up to an audience of potential buyers. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation, video or audio to your ad.

### DIGITAL EDITION SPONSORSHIP:

- Banner ad included in email delivery notification
- Full-page sponsor ad opposite the front cover
- Logo on the loading page and in the toolbar

## Contact Information

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THE #1 HVACR INFORMATION RESOURCE SINCE 1926



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BNP Media Helps People Succeed in Business with Superior Information