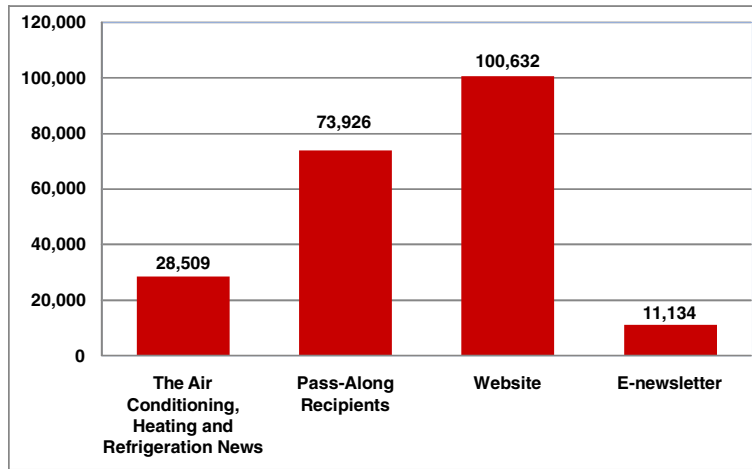


TOTAL GROSS CONTACTS: 214,201



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
The Air Conditioning, Heating and Refrigeration News: (See pages 2 - 6)	Qualified Paid & Non-Paid: 28,509	Six months ended June 30, 2012
Magazine Pass-Along: (See page 7)	Total Recipients: 73,926	September 13, 2010 issue
Website: (See page 7) www.achrnews.com	Page Impressions: 391,766 Unique Browsers: 100,632	For the month of May 2012
E-newsletter: (See page 7) ACHRNews-Weekly e-newsletter	Net Distribution: 11,134	For the month of May 2012 (4 issues)

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



CHANNEL PROFILES



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.

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

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION	28,509
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1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory	14,333
Digital Only, See Explanatory	635
Print & Digital (Unduplicated), See Explanatory	590
Total Individual	15,558
Association	
Sponsored Individually Addressed, See Explanatory	5,882
Multi-Copy Same Addressee, See Explanatory	76
Single Copy Sales, See Explanatory	8
Total Average Qualified Paid Circulation	21,524

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	6,985
Association	
Multi-Copy Same Addressee	
Total Average Qualified Non-Paid Circulation	6,985

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	1,050
Allocated For Shows & Conventions	129
Miscellaneous, Including Staff Copies, See Explanatory	2,207
Total Average Non-Qualified Circulation	3,386

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

None

CHANNEL PROFILES

**THE AIR
CONDITIONING,
HEATING AND
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NEWS**



2

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

2012 Issue		Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	2	30,702	25,098	516	465	26,079	4,623	2,101	800
	9	31,535	23,719	529	477	24,725	6,810	13	2,200
	16	30,038	22,214	532	482	23,228	6,810		
	23	28,369	20,546	536	482	21,564	6,805	5	
	30	27,200	19,373	538	485	20,396	6,804	1	
Feb.	6	26,021	18,172	550	497	19,219	6,802	2	
	13	26,131	18,259	568	508	19,335	6,796	6	
	20	26,218	18,303	597	526	19,426	6,792	4	
	27	25,577	17,588	634	567	18,789	6,788	4	
	Mar.	5	24,544	16,544	636	578	17,758	6,786	2
Apr.	12	24,649	16,627	652	595	17,874	6,775	11	
	19	24,685	16,654	655	601	17,910	6,775		
	26	24,715	16,679	659	606	17,944	6,771	4	
	2	24,859	16,817	664	610	18,091	6,768	3	
	9	24,832	16,789	665	612	18,066	6,766	2	
May	16	27,013	16,970	666	621	18,257	8,756	9	1,999
	23	27,013	16,962	671	625	18,258	8,755	1	
	30	27,105	17,036	681	637	18,354	8,751	4	
	7	28,904	18,846	678	637	20,161	8,743	8	
	14	30,505	20,505	686	640	21,831	8,674	69	
June	21	31,524	21,504	695	656	22,855	8,669	5	
	28	33,835	26,467	706	680	27,853	5,982	2,687	
	4	33,129	25,789	693	670	27,152	5,977	5	
	11	34,000	26,754	695	676	28,125	5,875	102	
	18	34,036	26,785	700	676	28,161	5,875	1	1
	25	34,096	26,789	712	723	28,224	5,872	3	
						Total		5,052	5,000

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 28, 2012 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 29.4% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 14.4% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid
1. Dealers-contractors, distributors-contractors, service & installation contractors and sales agents, including their engineering, installation, sales and service departments	25,093	74.1	18,272	434	405	19,111	5,982
2. Wholesalers	2,611	7.7	2,531	46	34	2,611	
3. Manufacturers	1,159	3.4	990	71	98	1,159	
4. Consulting Engineers & Architects	402	1.2	353	31	18	402	
5. Public Utilities	107	0.3	92	8	7	107	
6. Government Agencies & Associations	263	0.8	245	10	8	263	
7. Exporters & Importers (plus International not classified elsewhere)	35	0.1	33	1	1	35	
8. Industrial & Commercial Buyers & Users	403	1.2	366	18	19	403	
9. Libraries, Schools, Students	1,142	3.4	1,058	39	45	1,142	
10. Others Allied to the Field	531	1.6	460	40	31	531	
Other Paid Circulation							
Subscriptions	2,089	6.2	2,067	8	14	2,089	
Single Copy Sales							
Total Qualified Circulation	33,835	100.0	26,467	706	680	27,853	5,982

CHANNEL PROFILES



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:	5,982			5,982	100.0
Written	2			2	0.0
Telecommunication	5,968			5,968	99.8
Internet and E-mail	12			12	0.2
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	5,982			5,982	100.0
Percent	100.0			100.0	
Paid Subscription Circulation				27,853	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				33,835	



3C MAILING ADDRESS ANALYSIS

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid
Individual by name and title and/or occupation	31,587	93.4	24,725	462	442	25,629	5,958
Individual by name only	824	2.4	373	217	210	800	24
Title or occupation only	1,106	3.3	1,103	1	2	1,106	
Company name only	253	0.7	201	26	26	253	
Multi-Copy Same Addressee	65	0.2	65			65	
Total Qualified Paid Subscription & Non-Paid Circulation	33,835	100.0	26,467	706	680	27,853	5,982
Single Copy Sales							
Total Qualified Circulation	33,835						

CHANNEL PROFILES

**THE AIR
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NEWS**

4 GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid
New England							
ME 039-049.....	118		84	3	1	88	30
NH 030-038.....	166		126	5	5	136	30
VT 050-059.....	65		48	2		50	15
MA 010-027.....	769		614	23	23	660	109
RI 028-029.....	106		81	6	1	88	18
CT 060-069.....	477		387	14	11	412	65
New England	1,701	5.0	1,340	53	41	1,434	267
Middle Atlantic							
NY 100-149.....	1,505		1,194	29	31	1,254	251
NJ 070-089.....	1,015		819	16	24	859	156
PA 150-196.....	1,380		1,074	25	36	1,135	245
Middle Atlantic	3,900	11.5	3,087	70	91	3,248	652
East N. Central							
OH 430-459.....	1,649		1,389	29	29	1,447	202
IN 460-479.....	772		613	11	13	637	135
IL 600-629.....	1,275		1,023	37	30	1,090	185
MI 480-499.....	1,181		960	35	26	1,021	160
WI 530-549.....	735		562	22	12	596	139
East N. Central	5,612	16.6	4,547	134	110	4,791	821
West N. Central							
MN 550-567.....	574		452	11	17	480	94
IA 500-528.....	512		407	5	3	415	97
MO 630-658.....	801		653	17	14	684	117
ND 580-588.....	85		64	3		67	18
SD 570-577.....	98		79	1	1	81	17
NE 680-693.....	264		215	6	2	223	41
KS 660-679.....	366		289	14	5	308	58
West N. Central	2,700	8.0	2,159	57	42	2,258	442
South Atlantic							
DE 197-199.....	96		81	1		82	14
MD 206-219.....	920		776	15	20	811	109
DC 200, 202-205.....	32		23	2	4	29	3
VA 201, 220-246.....	1,164		986	22	18	1,026	138
WV 247-268.....	123		92	5	1	98	25
NC 270-289.....	1,278		1,043	25	29	1,097	181
SC 290-299.....	544		421	15	17	453	91
GA 300-319.....	1,067		795	49	33	877	190
FL 320-349.....	1,945		1,492	41	43	1,576	369
South Atlantic	7,169	21.2	5,709	175	165	6,049	1,120
East S. Central							
KY 400-427.....	385		288	3	5	296	89
TN 370-385.....	678		513	18	24	555	123
AL 350-369.....	567		443	7	9	459	108
MS 386-397.....	217		152	2	3	157	60
East S. Central	1,847	5.5	1,396	30	41	1,467	380
West S. Central							
AR 716-729.....	322		250	4	3	257	65
LA 700-714.....	525		399	4	11	414	111
OK 730-749.....	489		385	6	14	405	84
TX 750-799.....	3,727		2,981	60	58	3,099	628
West S. Central	5,063	15.0	4,015	74	86	4,175	888
Mountain							
MT 590-599.....	95		73			73	22
ID 832-838.....	195		132	5	6	143	52
WY 820-831.....	65		46	1		47	18
CO 800-816.....	466		368	7	8	383	83
NM 870-884.....	168		115	2	6	123	45
AZ 850-865.....	607		492	7	8	507	100
UT 840-847.....	181		135	2	2	139	42
NV 889-898.....	187		135	8	3	146	41
Mountain	1,964	5.8	1,496	32	33	1,561	403
Pacific							
AK 995-999.....	94		77		2	79	15
WA 980-994.....	460		377	11	3	391	69
OR 970-979.....	342		292	4	5	301	41
CA 900-961.....	2,670		1,717	44	44	1,805	865
HI 967-968.....	89		74	1	2	77	12
Pacific	3,655	10.8	2,537	60	56	2,653	1,002
Single Copy Sales U.S. Unclassified.....							
United States	33,611	99.4	26,286	685	665	27,636	5,975
Poss. & Other Areas 004-009, 969.....	50	0.1	45	2		47	3
U.S. & Poss., etc.	33,661	99.5	26,331	687	665	27,683	5,978
Canada.....	118	0.3	98	11	6	115	3
Mexico.....	3	0.0	3				
Military or Civilian Personnel Overseas.....	1	0.0			1	1	
Other International.....	52	0.2	35	8	8	51	1
Total International	174	0.5	136	19	15	170	4
E-Mail Address Only.....							
Other Unclassified.....							
Grand Total	33,835	100.0	26,467	706	680	27,853	5,982

Air Conditioning | Heating | Refrigeration

the **NEWS**

THE HVAC CONTRACTOR'S WEEKLY NEWSMAGAZINE SINCE 1956

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New Residential Boiler Standards Effective Sept. 1

Green Building

ASHRAE 90.1-2010

Geothermal Hybrid Applications and ASHRAE HQ Energy Comparison Study

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**THE AIR
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**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2012**

5	PRICE DATA See Explanatory	
	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:	977
	75% - 99% of basic:	81
	50% - 74% of basic:	688
	25% - 49% of basic:	10,864
	Less than 25% of basic:	5,957
	Total	18,567

6	TERM DATA	
	Three years or more	740
	Two years or more but less than three	203
	One year or more but less than two	17,571
	Less than one year	53
	Total	18,567

7	SALES CHANNELS	
	Ordered by mail and/or directly requested by subscriber	10,317
	Ordered through salespeople:	
	Catalog agencies and individual agents	648
	Publisher's own and other publishers' salespeople	
	Independent agencies' salespeople	7,602
	Association memberships	None
	All other channels	None
	Total	18,567

8	PREMIUM USAGE	
	Ordered without premium	18,567
	Ordered with reprinted material from this publication	None
	Ordered with other premiums	None
	Total	18,567

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 May 28, 2012 issue	9.1%
	Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement	14.1%
	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	
	Reporting not required	



Air Conditioning | Heating | Refrigeration

the NEWS

For six months ended June 30, 2012



Audit Bureau
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Consolidated Media Report

CHANNEL PROFILES

PASS-ALONG

PASS-ALONG AUDIENCE RESEARCH from the September 13, 2010 Issue

Total Pass-Along Recipients	Total Circulation & Pass-Along	Recipients Per Copy
73,926	111,750	3.2

WEBSITE



Achrnews.com

FOR THE MONTH OF MAY 2012	Total	Daily Avg	Mon to Fri Avg	Sat & Sun Avg
Page Impressions	391,766	12,637	14,181	8,199
Unique Browsers	100,632	4,702	5,235	3,169

E-NEWSLETTER



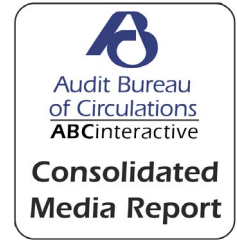
E-NEWSLETTER FOR THE MONTH OF MAY 2012	Issues Reported	Net Distribution
ACHRNEWS-Weekly e-newsletter	4	11,134



Air Conditioning | Heating | Refrigeration

the NEWS

For six months ended June 30, 2012



**Consolidated
Media Report**

EXPLANATORY

Publication:

Audit Cycle: December Ending.

- (a) Print Only Individual subscriptions, averaging 14,333 copies per issue, represent copies served to individuals receiving the print version only of AIR CONDITIONING, HEATING AND REFRIGERATION NEWS.
- (b) Digital Only Individual subscriptions, averaging 635 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of AIR CONDITIONING, HEATING AND REFRIGERATION NEWS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (c) Total Print and Digital (Unduplicated) Individual subscriptions, averaging 590 copies per issue, represent copies served to individuals receiving both a print and digital version of AIR CONDITIONING, HEATING AND REFRIGERATION NEWS. The digital version of AIR CONDITIONING, HEATING AND REFRIGERATION NEWS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (d) Sponsored Individually Addressed, averaging 5,882 copies per issue, represent copies sold in quantities of 7 to 5,496 to business concerns at 52 issues \$10.00 to \$25.00. In accordance with Rule D 2.1 the following multi-copy sale in excess of 5%, averaging 5,496 copies per issue, is shown separately: 5,496 subscriptions sold to ACCA at 52 issues \$10.00.
- (e) Multi-Copy Same Addressee subscriptions, averaging 76 copies per issue, represent copies sold in quantities of 2 to 11 to business concerns at 1 yr. \$25.00 to \$94.61. Copies were mailed for redistribution.
- (f) Single Copy Sales, averaging 8 copies per issue, represent copies sold in quantities of 1 to 200 to manufacturers and business concerns at \$5.00 per copy, distribution being made by the purchasers.
- (g) Miscellaneous includes checking and promotion copies, averaging 1,465 copies per issue, served to advertisers and agencies.
- (h) Authorized prices with 5% or more of total subscription sales:

52 wks.	\$10.00	52 wks.	\$29.00	60 wks.	\$29.00
---------	---------	---------	---------	---------	---------

(i) 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.

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.

Website:

ABC Interactive Definitions:

Domains included in website traffic: www.achrnews.com.

This site uses the cookie-based method to measure Unique Browsers.

Note: The Total number of Unique Browsers is adjusted to remove duplicate Visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single Unique Browser for the period.

The Daily average represents the number of Unique Browsers 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 averages but limited to weekdays and weekends respectively.

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Communication Errors: The failure of a web browser/web server to successfully request/transfer a document is considered a communications error. ABC Interactive only measures successful communications.

HTML Page: A Hyper Text Markup Language document is stored in a directory on a web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio and other files.

Internal Page Impressions: Website activity that is generated by individuals with IP addresses known to be associated with the website. This activity is excluded from the report.

Nonqualifying Activity: Unsuccessful transfers of requested documents, as well as successful transfers of requested documents where evidence suggests that browsers were not in use (i.e., a human was not viewing the page at the time of the request) are considered nonqualifying and have been deducted from reported figures.

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 Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of Unique Browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

E-newsletter:

Gross Sent: Total number of e-mails that were attempted to be delivered.

Undeliverable: Recipients with e-mail address delivery failures.

Net Distribution: A message that reached the subscriber's e-mail delivery server. Net of internal and test addresses.

Newsletter Date: ACHRNEWS-Weekly e-newsletter - May 2012 (4 issues)

Average Gross Sent	11,224
Average Undeliverable	-90
Average Net Distribution	11,134

SOURCE: May 2012 - ACHRNEWS-Weekly e-newsletter - ABVS Interactive Audit

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

TAGGART E. HENDERSON

CO-CEO

RITA M. FOUMIA

Corporate Strategy Director

Signed: July 23, 2012

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