

**MULTIMEDIA
PUBLISHER'S STATEMENT**

For the 6 month period ending
December 31, 2011

the **NEWS**

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

TOTAL AVERAGE CIRCULATION for Six Months Ending December 31, 2011

Qualified Paid Circulation	22,483
Qualified Non-Paid Circulation	6,998
TOTAL QUALIFIED CIRCULATION	29,481

ACHRNEWS.COM ACTIVITY for the month of October 2011

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.	
Page Impressions	262,514	8,468	9,267	6,791	
Unique Users	68,828	2,804	3,016	2,358	68,828

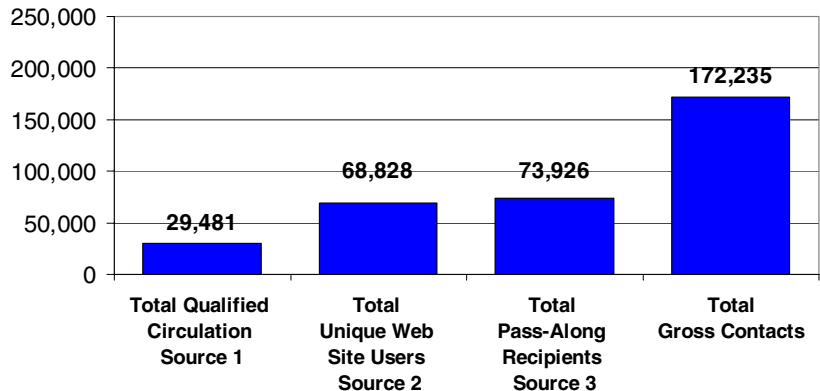
Website activity audited by ABCi (See Par. 11)

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

Total Pass-Along Recipients	73,926
Total Qualified Circulation and Pass-Along Recipients for the September 13, 2010 Issue	107,502
Recipients Per Copy September 13, 2010 Issue	3.2

TOTAL GROSS CONTACTS 172,235

TOTAL GROSS CONTACTS



Source 1 Total qualified circulation for six months ending December 31, 2011 of The Air Conditioning, Heating and Refrigeration News (subject to audit)

Source 2 Total unique users of http://www.achrnews.com - October 2011 ABVS Interactive Audit

Source 3 Total projected pass-along recipients - based on the September 13, 2010 issue - Verified by ABC: July 2011

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 29,481

1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Par. 11(a)	15,940	
Digital Only, See Par. 11(b)	395	
Print & Digital (Unduplicated), See Par. 11(c)	321	
Total Individual	16,656	
Association		
Sponsored Individually Addressed, See Par. 11(d)	5,756	
Multi-Copy Same Addressee, See Par. 11(e)	68	
Single Copy Sales, See Par. 11(f)	3	
Total Average Qualified Paid Circulation	22,483	

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	6,998	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation	6,998	

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	576	
Allocated For Shows & Conventions	19	
Miscellaneous, Including Staff Copies, See Par. 11(g)	2,014	
Total Average Non-Qualified Circulation	2,609	

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

None

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

2011 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
July	4	31,407	23,629	272	197	24,098	7,309	1,355	2,100
	11	30,716	22,928	280	203	23,411	7,305	4	
	18	29,955	22,150	286	215	22,651	7,304	1	
	25	29,443	21,638	286	215	22,139	7,304		
Aug.	1	28,415	20,603	289	220	21,112	7,303	1	
	8	28,108	20,288	297	226	20,811	7,297	6	
	15	27,376	19,540	309	231	20,080	7,296	1	
	22	26,396	18,548	315	238	19,101	7,295	1	
	29	26,118	18,232	342	250	18,824	7,294	1	
Sept.	5	25,236	17,327	353	262	17,942	7,294		
	12	25,394	17,449	370	284	18,103	7,291	3	
	19	25,509	17,534	388	299	18,221	7,288	3	
Oct.	26	25,741	17,723	410	323	18,456	7,285	3	
	3	25,542	17,516	413	328	18,257	7,285		
	10	27,454	19,414	419	340	20,173	7,281	4	
	17	28,814	20,775	424	348	21,547	7,267	14	
	24	31,926	23,859	434	368	24,661	7,265	2	
Nov.	31	33,112	25,041	437	370	25,848	7,264	1	
	7	32,937	24,862	443	368	25,673	7,264		
	14	32,932	24,877	458	377	25,712	7,220	44	
	21	32,140	24,937	484	407	25,828	6,312	908	
	28	33,024	26,084	502	444	27,030	5,994	4,212	3,894
Dec.	5	32,255	25,305	498	445	26,248	6,007		13
	12	32,039	25,086	501	445	26,032	6,007		
	19	32,160	25,188	510	455	26,153	6,007		
	26	32,317	25,419	514	460	26,393	5,924	83	
Total								6,647	6,007

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 28, 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 20.2% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 14.3% 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.....	25,599	77.4	19,025	312	268	19,605	5,994
2. Wholesalers	2,010	6.1	1,947	37	26	2,010	
3. Manufacturers.....	1,209	3.7	1,106	50	53	1,209	
4. Consulting Engineers & Architects	420	1.3	390	20	10	420	
5. Public Utilities	109	0.3	98	5	6	109	
6. Government Agencies & Associations.....	284	0.9	273	7	4	284	
7. Exporters & Importers (plus International not classified elsewhere).....	40	0.1	38	1	1	40	
8. Industrial & Commercial Buyers & Users.....	461	1.4	437	12	12	461	
9. Libraries, Schools, Students	1,265	3.8	1,215	24	26	1,265	
10. Others Allied to the Field	482	1.5	438	25	19	482	
Other Paid Circulation							
Subscriptions	1,145	3.5	1,117	9	19	1,145	
Single Copy Sales							
Total Qualified Circulation	33,024	100.0	26,084	502	444	27,030	5,994

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:	5,994			5,994	100.0
Written	2			2	0.0
Telecommunication	5,980			5,980	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	5,994			5,994	100
Percent.....	100.0			100.0	100.0
Paid Subscription Circulation				27,030	
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation				33,024	

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	30,917	93.7	24,360	336	280	24,976	5,941
Individual by name only	667	2.0	321	150	144	615	52
Title or occupation only	1,125	3.4	1,124		1	1,125	
Company name only	242	0.7	206	16	19	241	1
Multi-Copy Same Addressee	73	0.2	73			73	
Total Qualified Paid Subscription & Non-Paid Circulation	33,024	100.0	26,084	502	444	27,030	5,994
Single Copy Sales							
Total Qualified Circulation	33,024						

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	98		70	1		71	27
NH 030-038	135		102	4	5	111	24
VT 050-059	49		36	2		38	11
MA 010-027	779		646	14	18	678	101
RI 028-029	97		79	3	1	83	14
CT 060-069	488		397	11	6	414	74
New England	1,646	4.9	1,330	35	30	1,395	251
Middle Atlantic							
NY 100-149	1,541		1,254	23	19	1,296	245
NJ 070-089	1,127		948	17	21	986	141
PA 150-196	1,311		1,054	18	23	1,095	216
Middle Atlantic	3,979	12.0	3,256	58	63	3,377	602
East N. Central							
OH 430-459	1,368		1,114	18	17	1,149	219
IN 460-479	746		605	8	11	624	122
IL 600-629	1,251		1,044	21	21	1,086	165
MI 480-499	1,137		936	21	14	971	166
WI 530-549	677		558	12	10	580	97
East N. Central	5,179	15.7	4,257	80	73	4,410	769
West N. Central							
MN 550-567	583		461	7	11	479	104
IA 500-528	489		381	4	2	387	102
MO 630-658	837		710	17	9	736	101
ND 580-588	81		60	3		63	18
SD 570-577	106		89	1	1	91	15
NE 680-693	277		223	3	1	227	50
KS 660-679	347		285	10	3	298	49
West N. Central	2,720	8.2	2,209	45	27	2,281	439
South Atlantic							
DE 197-199	110		93	1		94	16
MD 206-219	904		790	7	12	809	95
DC 200, 202-205	32		26	1	3	30	2
VA 201, 220-246	1,164		980	20	10	1,010	154
WV 247-268	91		67	2		70	21
NC 270-289	1,435		1,033	21	17	1,071	364
SC 290-299	525		409	11	7	427	98
GA 300-319	1,007		776	45	14	835	172
FL 320-349	1,901		1,512	26	28	1,566	335
South Atlantic	7,169	21.7	5,686	134	92	5,912	1,257
East S. Central							
KY 400-427	361		276	2	4	282	79
TN 370-385	640		478	13	15	506	134
AL 350-369	766		399	5	5	409	357
MS 386-397	208		157	2	2	161	47
East S. Central	1,975	6.0	1,310	22	26	1,358	617
West S. Central							
AR 716-729	285		231	3	3	237	48
LA 700-714	385		285	2	8	295	90
OK 730-749	544		450	7	8	465	79
TX 750-799	4,120		2,898	38	38	2,974	1,146
West S. Central	5,334	16.2	3,864	50	57	3,971	1,363
Mountain							
MT 590-599	106		80		1	81	25
ID 832-838	225		188	1	5	194	31
WY 820-831	52		44			44	8
CO 800-816	441		369	5	5	379	62
NM 870-884	129		100	1	6	107	22
AZ 850-865	538		467	6		473	65
UT 840-847	171		133	1	3	137	34
NV 889-898	149		114	6	3	123	26
Mountain	1,811	5.5	1,495	20	23	1,538	273
Pacific							
AK 995-999	82		56	1	1	58	24
WA 980-994	424		350	11	4	365	59
OR 970-979	377		333	3	4	340	37
CA 900-961	2,025		1,681	29	29	1,739	286
HI 967-968	87		69		1	70	17
Pacific	2,995	9.1	2,489	44	39	2,572	423
Single Copy Sales							
U.S. Unclassified							
United States	32,808	99.3	25,896	488	430	26,814	5,994
Poss. & Other Areas							
004-009, 969	52	0.2	52			52	
U.S. & Poss., etc.	32,860	99.5	25,948	488	430	26,866	5,994
Canada	106	0.3	95	6	5	106	
Mexico	3	0.0	3			3	
Military or Civilian							
Personnel Overseas	2	0.0	1		1	2	
Other International	53	0.2	37	8	8	53	
Total International	164	0.5	136	14	14	164	
E-Mail Address Only							
Other Unclassified							
Grand Total	33,024	100.0	26,084	502	444	27,030	5,994

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2011**

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PRICE DATA See Par. 11(h)

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: 811
75% - 99% of basic: 68
50% - 74% of basic: 395
25% - 49% of basic: 9,058
Less than 25% of basic: 6,336
Total **16,668**

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SALES CHANNELS

Ordered by mail and/or directly requested by subscriber 9,453
Ordered through salespeople:
Catalog agencies and individual agents 336
Publisher's own and other publishers' salespeople
Independent agencies' salespeople 6,879
Association memberships None
All other channels None
Total **16,668**

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TERM DATA

Three years or more 353
Two years or more but less than three 128
One year or more but less than two 12,262
Less than one year 3,925
Total **16,668**

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PREMIUM USAGE

Ordered without premium 16,668
Ordered with reprinted material
from this publication, None
Ordered with other premiums None
Total **16,668**

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 November 28, 2011 issue..... 16.9%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement..... 12.7%
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

Reporting not required

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EXPLANATORY

Audit Cycle: December Ending.

- (a) Print Only Individual subscriptions, averaging 15,940 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 395 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 321 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 e-mail notice is sent to recipients notifying them of the availability of each issue.
- (d) Sponsored Individually Addressed, averaging 5,756 copies per issue, represent copies sold in quantities of 240 to 5,179 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 5,179 copies per issue is shown separately: 5,179 subscriptions sold to ACCA at 52 issues \$10.00.
- (e) Multi-Copy Same Addressee subscriptions, averaging 68 copies per issue, represent copies sold in quantities of 2 to 29 to business concerns at 1 yr. \$21.75 to \$87.00. Copies were mailed for redistribution.
- (f) Single Copy Sales, averaging 3 copies per issue, represent copies sold in quantities of 1 to 10 to manufacturers and business concerns at \$5.00 per copy, distribution being made by the purchasers.
- (g) Miscellaneous includes checking and promotion copies, averaging 1,463 copies per issue, served to advertisers and agencies.
- (h) Authorized prices with 5% or more of total subscription sales:
12 wks. \$2.97 52 wks. \$10.00 52 wks. \$29.00 56 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.

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EXPLANATORY (Continued)

(j) These data represent 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 - 1,018, Usable Returns - 428.

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.

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 cookie-based method to measure unique users. If cookies are not accepted, then the IP address and user-agent in combination based method is used 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

TAGGART E. HENDERSON

CO-CEO

Signed: January 31, 2012

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RITA M. FOUMIA

Corporate Strategy Director

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