



Audit Bureau of Circulations

# MULTIMEDIA PUBLISHER'S STATEMENT

For the 6 month period ending June 30, 2011



Air Conditioning | Heating | Refrigeration

# the NEWS

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

## TOTAL AVERAGE CIRCULATION for Six Months Ending June 30, 2011

Qualified Paid Circulation . . . . .	23,117
Qualified Non-Paid Circulation . . . . .	6,995
<b>TOTAL QUALIFIED CIRCULATION . . . . .</b>	<b>30,112</b>

## ACHRNEWS.COM ACTIVITY for the month of January 2011

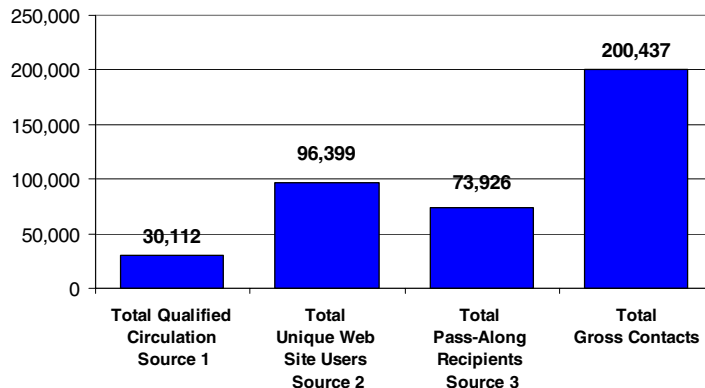
	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions . . . . .	281,476	9,080	10,178	6,775
Unique Users . . . . .	96,399	3,455	4,039	2,229

Website activity audited by ABCi (See Par. 11) **96,399**

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

Total Pass-Along Recipients . . . . .	<b>73,926</b>
Total Qualified Circulation and Pass-Along Recipients for the September 13, 2010 Issue . . . . .	107,502
Recipients Per Copy September 13, 2010 Issue . . . . .	3.2
<b>TOTAL GROSS CONTACTS . . . . .</b>	<b>200,437</b>

## TOTAL GROSS CONTACTS



- Source 1 Total qualified circulation for six months ending June 30, 2011 of The Air Conditioning, Heating and Refrigeration News (subject to audit)
- Source 2 Total unique users of http://www.achrnews.com - January 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.

A collage of magazine covers and website screenshots for 'the NEWS'. The top cover features the headline 'What Happened to Home Star?' and 'Changes in D.C. Fall 2010 Progress, Budget Woes May Doom Bill'. Below it is a 'fyi' section with 'Manufacturers' and 'Contractors' sub-sections. Another cover shows 'YOU CAN ONLY MANAGE WHAT YOU CAN MEASURE: Control Costs and Forecast Sales Up to the Minute!'. The bottom part shows a website interface with a search bar and various news articles.



# THE AIR CONDITIONING, HEATING AND REFRIGERATION NEWS

<b>TOTAL AVERAGE QUALIFIED PAID &amp; NON-PAID CIRCULATION</b>	<b>30,112</b>
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<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Print Only, See Par. 11(a) . . . . .	17,146	
	Digital Only, See Par. 11(b) . . . . .	108	
	Print & Digital (Unduplicated), See Par. 11(c) . . . . .	71	
	Total Individual . . . . .	17,325	
	Association . . . . .		
	Sponsored Individually Addressed, See Par. 11(d) . . . . .	5,723	
	Multi-Copy Same Addressee, See Par. 11(e) . . . . .	64	
	Single Copy Sales, See Par. 11(f) . . . . .	5	
	<b>Total Average Qualified Paid Circulation</b> . . . . .		<b>23,117</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Individual . . . . .	6,995	
	Association . . . . .		
	Multi-Copy Same Addressee . . . . .		
	<b>Total Average Qualified Non-Paid Circulation</b> . . . . .		<b>6,995</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies . . . . .	174	
	Allocated For Shows & Conventions . . . . .	113	
	Miscellaneous, Including Staff Copies, See Par. 11(g) . . . . .	1,995	
	<b>Total Average Non-Qualified Circulation</b> . . . . .	2,282	

<b>1D</b>	<b>AVERAGE QUALIFIED PAID &amp; NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	
	None	

## 2

### 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
Jan.	3	30,338	22,985		22,985	7,353	1,504	2,953
	10	30,420	23,113		23,113	7,307	46	
	17	29,345	22,050		22,050	7,295	12	
	24	28,872	21,581		21,581	7,291	4	
Feb.	31	28,962	21,675		21,675	7,287	4	
	7	28,234	20,961		20,961	7,273	14	
	14	28,212	21,009		21,009	7,203	70	
	21	28,103	20,897	40	20,960	7,143	60	
Mar.	28	28,084	20,884	54	20,961	7,123	20	
	7	27,223	20,022	63	20,117	7,106	17	
	14	27,392	20,165	85	20,298	7,094	12	
	21	27,524	20,286	103	20,448	7,076	18	
Apr.	28	27,748	20,503	113	20,686	7,062	14	
	4	28,508	21,242	127	21,450	7,058	4	
	11	29,358	22,122	134	22,344	7,014	44	
	18	30,247	23,005	143	23,238	7,009	5	
May	25	30,844	23,592	151	23,838	7,006	3	
	2	31,195	23,942	156	24,199	6,996	10	
	9	31,586	24,320	167	24,595	6,991	5	
	16	32,385	25,142	177	25,434	6,951	40	
June	23	33,356	26,100	178	26,407	6,949	2	
	30	33,080	26,714	223	27,086	5,994	1,414	459
	6	32,880	25,943	201	26,290	6,590	4	600
	13	32,840	25,892	223	26,271	6,569	21	
	20	33,034	26,051	243	26,469	6,565	4	
	27	33,148	26,134	262	26,584	6,564	1	
<b>Total</b>							<b>3,352</b>	<b>4,012</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 30, 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 17.2% 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.....	24,632	74.5	18,427	113	98	18,638	5,994
2. Wholesalers.....	2,402	7.3	2,367	28	7	2,402	
3. Manufacturers.....	1,375	4.2	1,333	24	18	1,375	
4. Consulting Engineers & Architects.....	512	1.5	500	8	4	512	
5. Public Utilities.....	133	0.4	130	2	1	133	
6. Government Agencies & Associations.....	316	1.0	310	5	1	316	
7. Exporters & Importers (plus International not classified elsewhere).....	47	0.1	46		1	47	
8. Industrial & Commercial Buyers & Users.....	536	1.6	523	8	5	536	
9. Libraries, Schools, Students.....	1,170	3.5	1,154	10	6	1,170	
10. Others Allied to the Field.....	528	1.6	504	18	6	528	
Other Paid Circulation							
Subscriptions.....	1,423	4.3	1,414	7	2	1,423	
Single Copy Sales.....	6	0.0	6			6	
<b>Total Qualified Circulation.....</b>	<b>33,080</b>	<b>100.0</b>	<b>26,714</b>	<b>223</b>	<b>149</b>	<b>27,086</b>	<b>5,994</b>

**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:	<b>5,994</b>			<b>5,994</b>	<b>100.0</b>
Written .....	3			3	0.1
Telecommunication .....	5,982			5,982	99.7
Internet and E-mail .....	9			9	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.....					
<b>Total Qualified Non-Paid Circulation .....</b>	<b>5,994</b>			<b>5,994</b>	<b>100.0</b>
<b>Percent.....</b>	<b>100.0</b>			<b>100.0</b>	
Paid Subscription Circulation.....				27,080	
Paid Acquired Circulation.....					
Single Copy Sales.....				6	
<b>Total Qualified Circulation .....</b>				<b>33,080</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Undupli- cated)	Total Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	30,628	92.6	24,603	146	94	24,843	5,785
Individual by name only .....	806	2.5	645	73	48	766	40
Title or occupation only .....	1,332	4.0	1,161		2	1,163	169
Company name only .....	275	0.8	266	4	5	275	
Multi-Copy Same Addressee .....	33	0.1	33			33	
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>33,074</b>	<b>100.0</b>	<b>26,708</b>	<b>223</b>	<b>149</b>	<b>27,080</b>	<b>5,994</b>
Single Copy Sales.....	6						
<b>Total Qualified Circulation .....</b>	<b>33,080</b>						

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid
<b>New England</b>							
ME 039-049 .....	108		80	1		81	27
NH 030-038 .....	167		139	3	1	143	24
VT 050-059 .....	58		46	1		47	11
MA 010-027 .....	806		693	6	6	705	101
RI 028-029 .....	109		90	3	2	95	14
CT 060-069 .....	542		464	3	1	468	74
<b>New England</b>	<b>1,790</b>	<b>5.4</b>	<b>1,512</b>	<b>17</b>	<b>10</b>	<b>1,539</b>	<b>251</b>
<b>Middle Atlantic</b>							
NY 100-149 .....	1,585		1,326	9	5	1,340	245
NJ 070-089 .....	978		824	5	8	837	141
PA 150-196 .....	1,380		1,147	5	12	1,164	216
<b>Middle Atlantic</b>	<b>3,943</b>	<b>11.9</b>	<b>3,297</b>	<b>19</b>	<b>25</b>	<b>3,341</b>	<b>602</b>
<b>East N. Central</b>							
OH 430-459 .....	1,400		1,167	7	7	1,181	219
IN 460-479 .....	771		643	2	4	649	122
IL 600-629 .....	1,355		1,178	8	4	1,190	165
MI 480-499 .....	1,208		1,023	12	7	1,042	166
WI 530-549 .....	735		630	5	3	638	97
<b>East N. Central</b>	<b>5,469</b>	<b>16.5</b>	<b>4,641</b>	<b>34</b>	<b>25</b>	<b>4,700</b>	<b>769</b>
<b>West N. Central</b>							
MN 550-567 .....	541		530	2	5	537	104
IA 500-528 .....	585		482	1		483	102
MO 630-658 .....	852		741	8	2	751	101
ND 580-588 .....	95		75	2		77	18
SD 570-577 .....	112		96		1	97	15
NE 680-693 .....	286		236			236	50
KS 660-679 .....	371		314	7	1	322	49
<b>West N. Central</b>	<b>2,942</b>	<b>8.9</b>	<b>2,474</b>	<b>20</b>	<b>9</b>	<b>2,503</b>	<b>439</b>
<b>South Atlantic</b>							
DE 197-199 .....	105		89			89	16
MD 206-219 .....	921		817	4	5	826	95
DC 200, 202-205 .....	41		37	1	1	39	2
VA 201, 220-246 .....	1,134		971	7	2	980	154
WV 247-268 .....	105		84			84	21
NC 270-289 .....	1,250		873	10	3	886	364
SC 290-299 .....	533		424	7	4	435	98
GA 300-319 .....	1,010		812	22	4	838	172
FL 320-349 .....	1,975		1,622	8	10	1,640	335
<b>South Atlantic</b>	<b>7,074</b>	<b>21.4</b>	<b>5,729</b>	<b>59</b>	<b>29</b>	<b>5,817</b>	<b>1,257</b>
<b>East S. Central</b>							
KY 400-427 .....	380		297	1	3	301	79
TN 370-385 .....	638		494	6	4	504	134
AL 350-369 .....	790		431	1	1	433	357
MS 386-397 .....	225		176	1	1	178	47
<b>East S. Central</b>	<b>2,033</b>	<b>6.2</b>	<b>1,398</b>	<b>9</b>	<b>9</b>	<b>1,416</b>	<b>617</b>
<b>West S. Central</b>							
AR 716-729 .....	275		225	1	1	227	48
LA 700-714 .....	302		297	3	2	302	90
OK 730-749 .....	512		429	2	2	433	79
TX 750-799 .....	3,862		2,678	24	14	2,716	1,146
<b>West S. Central</b>	<b>5,041</b>	<b>15.2</b>	<b>3,629</b>	<b>30</b>	<b>19</b>	<b>3,678</b>	<b>1,363</b>
<b>Mountain</b>							
MT 590-599 .....	117		92			92	25
ID 832-838 .....	307		274	1	1	276	31
WY 820-831 .....	50		42			42	8
CO 800-816 .....	460		392	4	2	398	62
NM 870-884 .....	134		109	1	2	112	22
AZ 850-865 .....	525		459	1		460	65
UT 840-847 .....	189		154		1	155	34
NV 889-898 .....	166		137	2	1	140	26
<b>Mountain</b>	<b>1,948</b>	<b>5.9</b>	<b>1,659</b>	<b>9</b>	<b>7</b>	<b>1,675</b>	<b>273</b>
<b>Pacific</b>							
AK 995-999 .....	97		72		1	73	24
WA 980-994 .....	438		372	5	2	379	59
OR 970-979 .....	256		217	1	1	219	37
CA 900-961 .....	1,725		1,422	11	6	1,439	286
HI 967-968 .....	102		84		1	85	17
<b>Pacific</b>	<b>2,612</b>	<b>7.9</b>	<b>2,167</b>	<b>17</b>	<b>11</b>	<b>2,195</b>	<b>423</b>
Single Copy Sales .....	6	0.0	6			6	
U.S. Unclassified .....							
<b>United States</b>	<b>32,864</b>	<b>99.3</b>	<b>26,512</b>	<b>214</b>	<b>144</b>	<b>26,870</b>	<b>5,994</b>
<b>Poss. &amp; Other Areas</b>							
004-009, 969 .....	58	0.2	58			58	
<b>U.S. &amp; Poss., etc.</b>	<b>32,922</b>	<b>99.5</b>	<b>26,570</b>	<b>214</b>	<b>144</b>	<b>26,928</b>	<b>5,994</b>
Canada .....	96	0.3	90	3	3	96	
Mexico .....	6	0.0	6			6	
<b>Military or Civilian</b>							
Personnel Overseas .....	1	0.0	1			1	
Other International .....	55	0.2	47	6	2	55	
<b>Total International</b>	<b>158</b>	<b>0.5</b>	<b>144</b>	<b>9</b>	<b>5</b>	<b>158</b>	
E-Mail Address Only .....							
Other Unclassified .....							
<b>Grand Total</b>	<b>33,080</b>	<b>100.0</b>	<b>26,714</b>	<b>223</b>	<b>149</b>	<b>27,086</b>	<b>5,994</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2011**

**5 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: .....	1,209
75% - 99% of basic: .....	41
50% - 74% of basic: .....	817
25% - 49% of basic: .....	8,957
Less than 25% of basic: .....	744
<b>Total</b> .....	<b>11,768</b>

**6 TERM DATA**

Three years or more .....	756
Two years or more but less than three .....	171
One year or more but less than two .....	10,068
Less than one year .....	773
<b>Total</b> .....	<b>11,768</b>

**7 SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber . . . .	5,122
Ordered through salespeople:	
Catalog agencies and individual agents .....	636
Publisher's own and other publishers' salespeople .....	None
Independent agencies' salespeople .....	6,010
Association memberships .....	None
All other channels .....	None
<b>Total</b> .....	<b>11,768</b>

**8 PREMIUM USAGE**

Ordered without premium .....	11,768
Ordered with reprinted material from this publication, .....	None
Ordered with other premiums .....	None
<b>Total</b> .....	<b>11,768</b>

**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 30, 2011 issue .....	10.4%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement .....	9.9%
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

**11 EXPLANATORY**

Audit Cycle: December Ending.

(a) Print Only individual subscriptions, averaging 17,146 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 108 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 web site 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 71 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 web site wherein e-mail notice is sent to recipients notifying them of the availability of each issue

(d) Sponsored Individually Addressed, averaging 5,723 copies per issue, represent copies sold in quantities of 290 to 4,942 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 64 copies per issue, represent copies sold in quantities of 2 to 3 to business concerns at 1 yr. \$92.00 to \$119.20. Copies were mailed for redistribution.

(f) Single Copy Sales, averaging 5 copies per issue, represent copies sold in quantities of 1 to 100 to manufacturers and business concerns at \$5.00 per copy, distribution being made by the purchasers.

(g) Miscellaneous includes checking and promotion copies, averaging 1,538 copies per issue, served to advertisers and agencies.

(h) Authorized prices with 5% or more of total subscription sales:  
52 wks. \$29.00      52 wks. \$87.00      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.

**11**

## **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 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

**TAGGART E. HENDERSON**

CO-CEO

Signed: July 28, 2011

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**RITA M. FOUMIA**

Corporate Strategy Director

**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](http://www.achrnews.com)

**Publisher:** John Conrad

**Editor-in-Chief:** Mike Murphy

06-0025-0	Analyzed Issue Date	05/30/11
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	5.00
	Association Subscription Price	
	U.S. Subscription Price	87.00
	Canadian Subscription Price	117.09
	International Subscription Price	169.00