

SUPPLEMENTAL DATA REPORT



Air Conditioning | Heating | Refrigeration

the NEWS

BNP Media
2401 W. Big Beaver Road, Ste. 700
P.O. Box 2600, Troy, MI 48084

PASS-ALONG RESEARCH STUDY

Projection of Pass-Along Receivership for: May 28, 2012 Issue

General Information. This is a report on a pass-along research study in which AAM participated in the verification at the request of the publisher of The Air Conditioning, Heating and Refrigeration News, a business publication member of the Alliance for Audited Media and which was conducted in strict conformance with guidelines prescribed for the Advertising Research Foundation. The research process was monitored by AAM. The pass-along analyses presented in this report are derived from the total paid and qualified non-paid circulation in the domestic United States and its possessions based on the June 30, 2012 Consolidated Media Report, which analyzed the May 28, 2012 issue.

Projected Data. This report provides data about the research of The Air Conditioning, Heating & Refrigeration News developed through mail and telephone survey research techniques. The study was conducted by BNP Media in conjunction with Aspen Media & Market Research. BNP Media also tabulated the data and computed the statistical information appearing in this report.



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Scope of Verification. AAM's examination, in addition to the annual circulation audit, included verification that the actual field execution conformed to the design described in the research proposal in the following areas: sample selection; monitoring of research gathering procedures; coding of the data and the tabulation and projection of the data. **This verification does not include AAM participation in the publisher's choice of research methodology nor should it be construed as approval of that methodology.**

Sample and Methodology. The sample for this study was drawn to specifications provided by BNP Media. The Alliance for Audited Media selected a total sample of 1,002 subscribers on an Nth name basis from a file the publisher obtained from the fulfillment house for The Air Conditioning, Heating and Refrigeration News. The file included the total domestic paid subscription circulation and qualified non-paid circulation among five business and industry classes. Business classifications included: Dealers/Contractors, Wholesalers, Manufacturers, Consulting Engineers and Architects, and Industrial and Commercial Buyers and Users.

The sample subscribers were mailed a packet consisting of a 1-page questionnaire, a cover letter from the publisher of The Air Conditioning, Heating and Refrigeration News, asking for their participation, and a postage-paid return envelope addressed to The Air Conditioning, Heating and Refrigeration News. The letter included a \$2.00 dollar bill incentive for completing the questionnaire. In an effort to obtain demographic information from Dealers/Contractors, two versions of the questionnaire were designed. The questionnaire that was sent to Dealers/Contractors contained two additional questions that the other business classifications did not receive. A total of 414 responses were returned/completed for a final response rate of 41.3%.

Circulation Projection Base. In this report, the data has been projected to correspond to the recipient file size, which the sample was drawn from within each business category based on The Air Conditioning, Heating and Refrigeration News' June 30, 2012 Consolidated Media Report, which analyzed the May 28, 2012 issue.

Classification by Business & Industry	Gross Qualified Recipients	Recipients Analyzed (Domestic Qualified)	Pass-Along	Gross Qualified Recipients + Pass-Along
Dealers-contractors, distributors-contractors, service & installation contractors and sales agents, including their engineering, installation, sales and service depts.....	25,560	25,474	62,689	88,249
Wholesalers	2,785	2,768	13,521	16,306
Manufacturers	1,238	1,223	2,734	3,972
Consulting Engineers & Architects.....	429	425	1,214	1,643
Industrial & Commercial Buyers And Users.....	430	430	788	1,218
Public Utilities*	114			114
Government Agencies And Associations *	280			280
Exports and Importers (plus int'l not classified elsewhere) *	15			15
Libraries, Schools, Students *	1,218			1,218
Others Allied to the Field *	566			566
Other paid circulation subscriptions *	2,250			2,250
Single copy sales *				
Total Qualified Recipients and Pass-Along.....	34,885	30,320	80,946	115,831

* Not included in survey

The following tables include projections based only on the recipients analyzed in this study (listed above).

TABLE	TITLES
1	Job Titles of Total Receivership (Including Respondent)
2	Job Title of Total Respondents

TABLE 1
JOB TITLES OF TOTAL RECEIVERSHIP
(Including Respondent)

	Total Analyzed	Dealers/ Contractors	Wholesalers	Manufacturers	Consulting Engineers/ Architects	Industrial & Commercial Buyers/Users
Total Analyzed Circulation (Domestic Qualified)	30,320	25,474	2,768	1,223	425	430
Total Pass-Along (Domestic Qualified)	80,946	62,689	13,521	2,734	1,214	788
Total Receivership (Domestic Qualified)	111,266	88,163	16,289	3,957	1,639	1,218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Management	49,426	41,994	4,123	2,240	425	644
	44.4%	47.6%	25.3%	56.6%	25.9%	52.9%
A. Top Executive	20,131	18,792	683	177	121	358
	18.1%	21.3%	4.2%	4.5%	7.4%	29.4%
B. Vice President	3,895	2,960	231	582	122	
	3.5%	3.3%	1.4%	14.7%	7.4%	
C. Management	6,361	5,377	807	177		
	5.7%	6.1%	5.0%	4.5%		
D. Middle Management	19,039	14,865	2,402	1,304	182	286
	17.1%	16.9%	14.7%	32.9%	11.1%	23.5%
Sales/Marketing (N.S.)	8,894	4,988	3,847	59		
	8.0%	5.7%	23.6%	1.5%		
Engineering (N.S.)	2,592	1,258		654	608	72
	2.3%	1.4%		16.5%	37.1%	5.9%
Maintenance/Service Technicians (N.S.)	34,742	28,626	4,263	865	486	502
	31.2%	32.5%	26.2%	21.9%	29.7%	41.2%
Consultants	711	711				
	0.7%	0.8%				
Other	5,963	5,168	536	139	120	
	5.4%	5.9%	3.3%	3.5%	7.3%	
Title Unknown	8,938	5,418	3,520			
	8.0%	6.1%	21.6%			
Mean (total receivership per copy)	3.7	3.5	5.9	3.2	3.9	2.8

(N.S.) - Non-Supervisory

A. Top Executive includes Owners, Chairman, Chief Executive Officer, Chief Financial Officer and President.

B. Vice President includes Corporate/Executive/General Management, Sales/Marketing V.P., Engineering V.P.

C. Management includes General Management, Administrator/Director, Treasurer, Controller.

D. Middle Management includes Managers, Chiefs and Supervisors.

TABLE 2
JOB TITLES OF TOTAL RESPONDENTS

	Total Analyzed	Dealers/ Contractors	Wholesalers	Manufacturers	Consulting Engineers & Architects	Industrial & Commercial Buyers/Users
Total Analyzed Circulation (Domestic Qualified)	30,320	25,474	2,768	1,223	425	430
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Management	26,125	22,149	2,422	1,014	182	358
	86.2%	87.0%	87.5%	82.9%	42.9%	83.3%
A. Top Executive	14,761	13,671	577	177	121	215
	48.7%	53.7%	20.8%	14.4%	28.5%	50.0%
B. Vice President	1,694	1,253	231	149	61	
	5.6%	4.9%	8.3%	12.2%	14.4%	
C. Management	3,800	2,816	807	177		
	12.5%	11.1%	29.2%	14.5%		
D. Middle Management	5,870	4,409	807	511		143
	19.4%	17.3%	29.2%	41.8%		33.3%
Sales/Marketing (N.S.)	1,153	862	231	60		
	3.8%	3.4%	8.3%	4.9%		
Engineering (N.S.)	401	191		149	61	
	1.3%	0.7%		12.2%	14.3%	
Maintenance/Service Technicians (N.S.)	1,702	1,454	115		61	72
	5.6%	5.7%	4.2%		14.3%	16.7%
Consultants						
Other	939	818			121	
	3.1%	3.2%			28.5%	
Title Unknown						

(N.S.) - Non-Supervisory

- A. Top Executive includes Owners, Chairman, Chief Executive Officer, Chief Financial Officer and President.
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