

# 2012 MEDIA KIT



- New for 2012
- The NEWS<sup>HD</sup> iPad Issues
- Refrigeration eNewsletter

New Look | New Capabilities | New Opportunities

online at [www.achrnews.com](http://www.achrnews.com)

# Taking Industry Advertising and Communications to a Whole New Level

B-to-B marketing opportunities are expanding and changing very rapidly but fortunately The NEWS and achrnews.com are at the forefront to help companies meet the ever-growing information demands of the HVACR industry.

## ALL NEW! PRINT MAGAZINE

"Ease of readability" of The NEWS has been further enhanced with the new design of the magazine. The format promotes a quick and easy read, and blends the trusted news reporting you have become accustomed to in print with the innovation and speed of online communications. In this new integrated media format, decision makers get a weekly digest of what's new and what's relevant to their business in print, and they are guided from print to online for enhanced reporting.

## ALL NEW! ACHRNEWS.COM

The all-new website brings the user experience to a whole new level. It is rich in content and user-friendly. The new site also provides several new interactive features and a more sophisticated search engine. This means more impressions and more visitors to view and click on your advertising. The site also showcases a new content management system that enables editors to quickly and easily add content, and allows for new ad units and contextual advertising. The result is more readers and more opportunities to share your ad message to the growing number of online buyers.



New Look | New Capabilities | New Opportunities

# #1 HVACR CHOICE

The HVACR industry's most trusted & definitive information resource for more than 85 years.



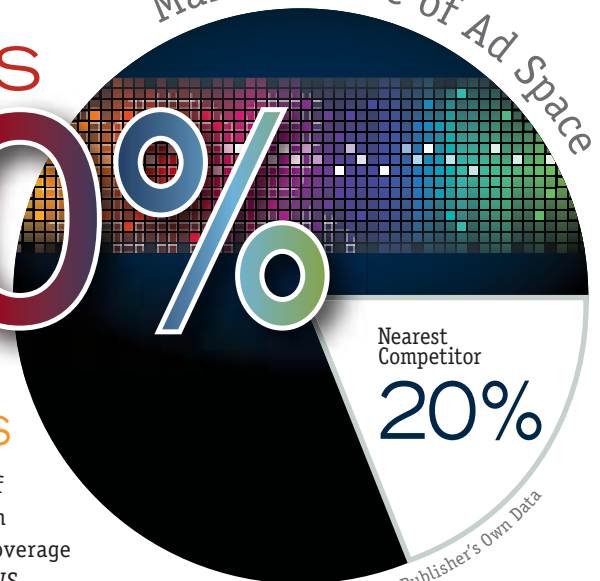
Since 1926, The NEWS has been the leading and most trusted information resource for HVACR decision-makers. Every week in print and 24/7 online, HVACR readers and visitors receive in-depth editorial coverage and analysis of the news and events that affect and shape the industry. The NEWS andachrnews.com are "must reads" for contractors and wholesalers, which means you have the right editorial environment for your advertising message.

the NEWS  
**80%**

ADVERTISERS  
CHOOSE THE NEWS

Over the last five years, an average of 80% of paid advertising space has run in The NEWS. With superior market coverage and strong editorial content, The NEWS continues to be the publication of choice among HVACR marketers.

Market Share of Ad Space



Source: 5 year average. Publisher's Own Data

## READERS MAKE THE NEWS THE CLEAR CHOICE!

The NEWS is overwhelmingly the publication of choice among HVACR contractor readers. In a recent 2011 third-party research survey, when asked if they could read only one publication, readers undeniably selected The NEWS over the nearest competitor.



**MOST  
PREFERRED**  
the NEWS  
**64%**  
Nearest Competitor: 29%

**MOST USEFUL  
FOR WORK**  
the NEWS  
**69%**  
Nearest Competitor: 25%

**EASIEST  
TO READ**  
the NEWS  
**62%**  
Nearest Competitor: 25%

Source: 2011 Readex Research Publication Preference Study

# EDITORIAL

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

## #1 IN EDITORIAL LEADERSHIP

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



TOTAL NUMBER OF  
Staff-Written  
Articles

6x  
as many!

the NEWS: 227

37: Nearest Competitor

TOTAL NUMBER OF  
Feature Articles

4x  
as many!

the NEWS: 524

120: Nearest Competitor

Source: Publisher's Own Data, June 2010-May 2011

## KEY ISSUES EVERY YEAR

Every week, the editors of The NEWS focus on a product category or topic of interest to the HVACR industry. Here are some key annual issues with high reader interest:

- AHR Expo Show Issues
- ACCA Convention Issue
- HVAC Industry Annual Report
- Cooling/Heating Showcases
- High-End HVAC Systems
- Dealer Design Awards Issue
- HVACR Directory & Source Guide
- NEWSmakers



## 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.



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Editor-In-Chief



Kyle  
Gargaro

Managing Editor



Greg  
Mazurkiewicz

Web Editor



Barbara  
Checket-Hanks

Service & Maintenance Editor



Peter  
Powell

Refrigeration Editor



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Turpin

Contributing Editor



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eMedia Development Specialist



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Preville

Departments Editor



Kimberly  
Schwartz

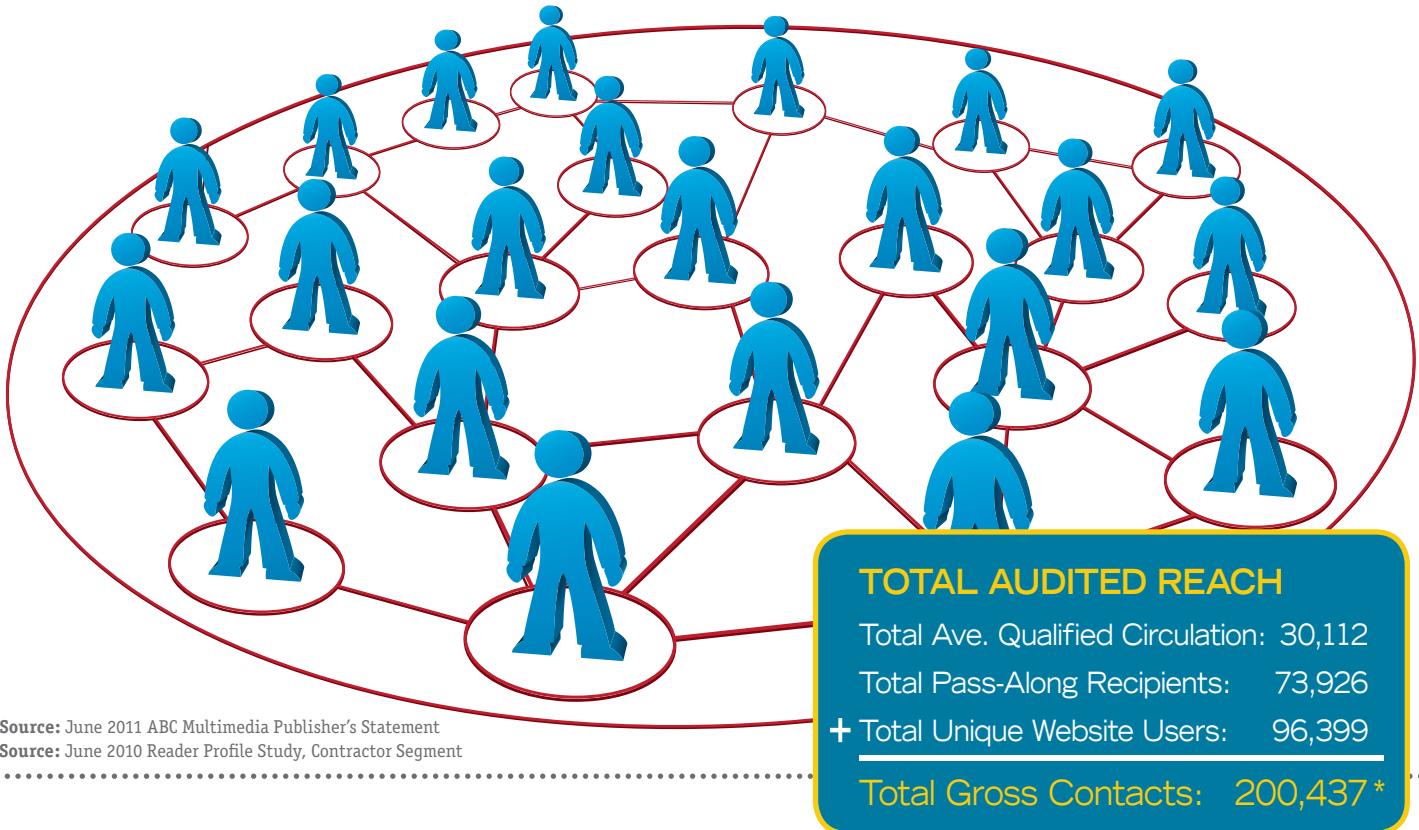
Legislation Editor

# AUDIENCE

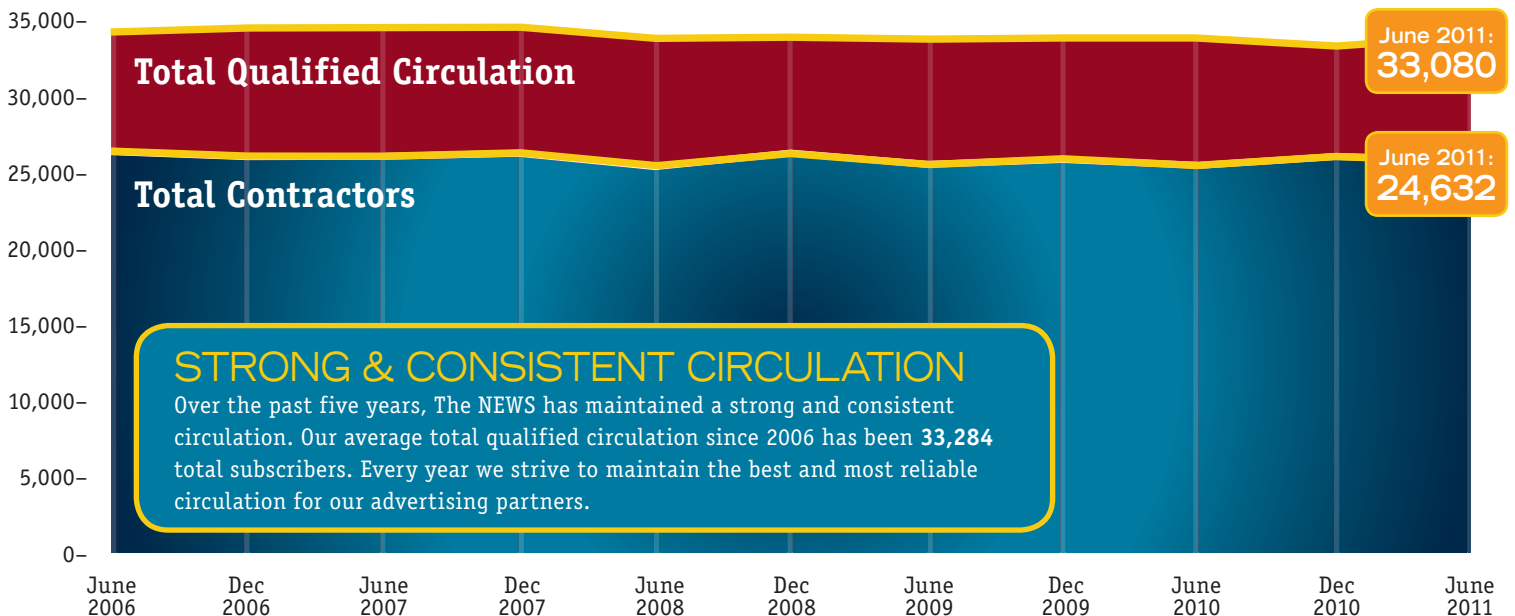
Reaching top contractors and wholesalers with paid circulation.

## REACH AND INFLUENCE THE ENTIRE MARKET

With a total combined reach of 200,437\*, The NEWS is the leading HVACR brand for your ad message. 97% of NEWS readers are responsible, or have influence in the purchase of HVACR equipment, components or tools.^ Reach these decision-makers with your targeted marketing campaign.



\*Source: June 2011 ABC Multimedia Publisher's Statement  
 ^Source: June 2010 Reader Profile Study, Contractor Segment

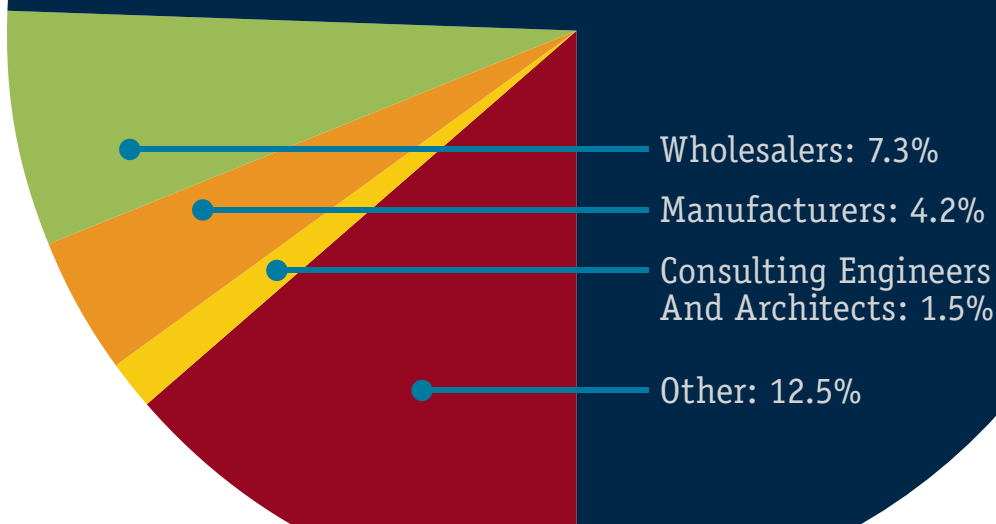


\*Source: June 2006-June 2011 ABC Publisher's Statements

Circulation Breakdown\*

# DEALERS- CONTRACTORS

# 74.5%



## PAID CIRCULATION = 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. With a total circulation of over 33,000\*, The NEWS is your connection to qualified decision makers who make purchasing decisions.

**TOTAL CIRCULATION: 33,080\***  
**PAID CIRCULATION: 27,086\***

\*Source: June 2011 ABC Multimedia Publisher's Statement



## PROFILE OF THE NEWS READER

**97%** are responsible for purchasing decisions

**73%** install unitary cooling and heating equipment

**81%** are owners, presidents, or executives

**87%** consider print advertising a valuable source of information

**89%** are involved in both installation and service

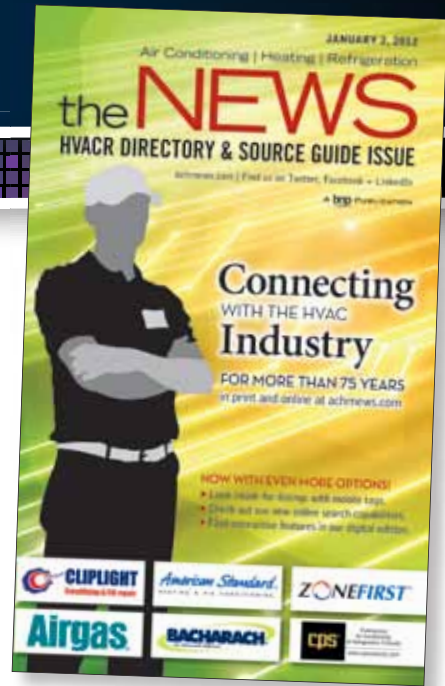
Source: 2010 Reader Profile Study, Contractor Segment

# HVACR DIRECTORY

Be seen for an entire year in print, online and digital.

The #1 product and source directory in the industry with over 1,800 manufacturer listings and 1,700 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.

Your **FREE** listing will appear in the print, digital, and online versions of The Directory.



## IN PRINT

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

## ONLINE

- Keyword searches
- Live links and email lead form
- Premium Plus package offers prime designation and ranking
- Brand identity in prime position
- Expanded searches
- **NEW!** Social media links

## DIGITAL

- Exact replica of the print issue with live links and tracking
- Emailed to more than 15,000 e-subscribers every week
- Archived online for one year giving expanded coverage
- **NEW!** eMedia connectivity with mobile tags

## NEW FOR 2012!

### Social Media Links



Make new connections by linking your company's Facebook, LinkedIn, and Twitter accounts to your online listing. One URL per platform accepted for one low price. Social media icons are included with Premium and Premium Plus listing enhancements.

## NEW FOR 2012!

### Mobile Tags

Your print listing now has eMedia connectivity. Mobile tags provide an innovative way to connect print media and smart phone technology. Add a mobile tag to your print listing and give your customers your contact info in an instant. You can chose either a v-card or website link for your mobile tag.

## DIRECTORY DATES

### 2012 DIRECTORY

Issue Date: January 2, 2012  
Ad Deadline: October 14, 2011

### 2013 DIRECTORY

Issue Date: January 7, 2013  
Ad Deadline: October 15, 2012

>>> For advertising or listing information, please contact Mary Wray at 248.244.6488 or wraym@bnpmedia.com.

\*Source: ABC Multimedia Publisher's Statement, January 3, 2011  
TQ=30,338 plus bonus distribution (Publisher's Own Data)

# MARKETING SERVICES

The NEWS can put you in touch with targeted audiences.

## 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.

## 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.

## 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.

## LIT FOCUS & PRODUCT SHOWCASE

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.

## REFRIGERATION ZONE

Special Section Every Month 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.

## 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.

>>> Please contact Kevin Collopy (kevin.collopy@infogroup.com) or Michael Costantino (michael.costantino@infogroup.com) for postal or email list information.

Customized Marketing Solutions



## CONTENT MARKETING CAMPAIGNS

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you — we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at custommedia.bnpmedia.com or contact us directly: Chris Wilson at 248.244.8264 or wilsonc@bnpmedia.com.

## INDUSTRY FOCUSED RESEARCH

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome. To learn more about how Clear Seas Research can help you maximize your marketing ROI, contact Beth Surowiec at 248-786-1625 or surowiecb@bnpmedia.com, or visit www.clearseasresearch.com.

## A STRATEGIC SALES EVENT

Mechanical Xchange 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 John Conrad at 479.236.6000 or johnconrad@achrnews.com for more information or visit www.mechanicalxchange.com.

# ONLINE

ACHRNEWS.com is the most comprehensive and innovative web marketing tool for the HVACR industry.

INTRODUCING...

# THE ALL-NEW ACHRNEWS.COM

ACHRNEWS.com has been totally redesigned for a faster, easier online experience.

## NEW SITE FEATURES!

- **Quicker Navigation:** Fast access to features, blogs, and web exclusives
- **Advanced Search Tools:** Find content or articles by date, author, issue, and more
- **Simple Social Sharing:** Easily “retweet” or “like” any article
- **“Most Popular” Tab:** See what others in the industry are reading

## RUN-OF-SITE ADVERTISING

Run-of-site advertising provides complete coverage of the entire website, including the home page, feature articles, Extra Edition, blog page, and video gallery.

- 1 **Leaderboard:** 728 x 90 pixels
  - More than 2x the size of a 468 x 60 banner ad
  - Minimal ad competition and above the fold on all sub pages
- 2 **Multimedia Box**
  - Supplied Videos
  - Leaderboard Video Sponsorship
  - Photo Gallery
- 3 **Medium Rectangle:** 300 x 250 pixels
  - More than 4x the size of a 125 x 125 tile ad
  - Minimal ad competition
- 4 **Rich Media** (not shown)
  - **Expandable Leaderboard:** 728 x 90 pixels (animation stage varies)

## HOME PAGE ADVERTISING

The NEWS' home page includes breaking news stories, web exclusives, videos, new products, feature articles, and so much more. Your ad on the home page will be surrounded by content-rich editorial and multi-media features.

- 5 **Full Banner:** 468 x 60 pixels
- 6 **Half Banner:** 234 x 60 pixels
- 7 **Rich Media** (not shown)
  - **Floating Ad:** Maximum size of 800 x 600 pixels
  - **Page Peel Ad:** 150 x 150 page corner and 600 x 600 open
- 8 **Classified Ads**
  - Monthly and weekly ad options



Now Featuring...  
New IAB  
Standard Ad  
Size Units!

## ADVERTISER BENEFITS

- **New Ad Opportunities:** Now features new IAB ad units, including Leaderboard, Medium Rectangle, and Wide Skyscraper ads.
- **Stronger Presence:** Less competition among multiple surrounding ads gives your ad a stronger presence.
- **Topic Page Sponsorship:** Allows you to “own” a content area and establish your company as a market leader.
- **New Web Analytics:** With our new web analytics, we can identify high-traffic areas on our site where you can place your ad for maximum exposure. You can also choose ad placement by site section, position, or keyword.

## SUB-PAGE ADVERTISING

- 9 **Wide Skyscraper:** 160 x 600 pixels
  - Run of site, except home page
- 10 **Topic Sponsorship**
  - Ad package for targeted editorial topic
    - a. **Topic Full Banner (rotates):** 468 x 60 pixels  
Located on main topic page.
    - b. **Topic Wide Skyscraper (rotates):** 160 x 600 pixels  
Located on multiple related article pages.
- 11 **Article Sponsorship (not shown)**
  - **Half Banner:** 234 x 60 pixels  
For a one-time fee, your sponsorship ad appears within the body of the article for the life of the article.
- 12 **Registration Login Page**
  - **Medium Rectangle:** 300 x 250 pixels
  - Exclusive sponsorship

TOPIC PAGE



ARTICLE PAGE



### The Web Audit Advantage

Traffic on The NEWS' website is independently filtered, audited, and reported by ABC Interactive. They provide reliable, credible, and accurate web traffic so you know exactly when you're getting.

# DIGITAL MEDIA

Take advantage of The NEWS' diverse selection of digital offerings to expand your reach.

## WEEKLY eNEWSLETTER

Reach potential customers directly at their desktops!

More than 10,000 HVACR professionals receive The NEWS' eNewsletter every week. Sent out Monday mornings, our eNewsletter delivers the latest breaking news and information to the industry.

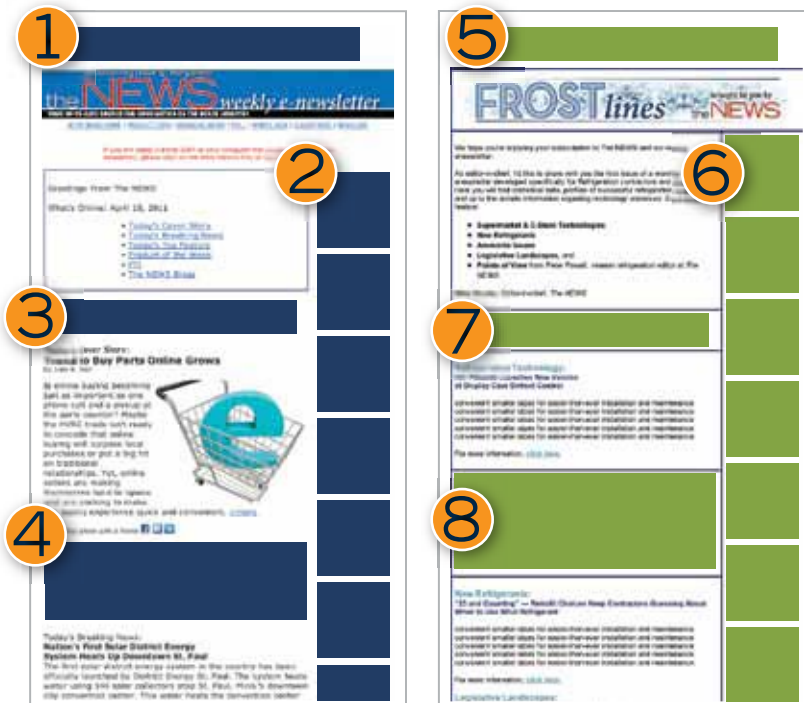
- 1 Banner Ad (468 x 60 pixels)
- 2 Tile Ad (125 x 125 pixels)
- 3 Feature Banner Ad (400 x 60 pixels)
- 4 Text Ad

## NEW! FROSTlines eNEWSLETTER

A targeted eNewsletter for refrigeration contractors and distributors!

This new monthly eNewsletter is targeted specifically for refrigeration contractors and distributors. Every month FROSTlines will provide statistical data, profiles of successful refrigeration strategies, and up-to-the-minute information regarding technology advances. Available advertisements:

- 5 Banner Ad (468 x 60 pixels)
- 6 Tile Ad (125 x 125 pixels)
- 7 Feature Banner Ad (400 x 60 pixels)
- 8 Text Ad



## NEW! NEXT-GENERATION WEBINARS

Interaction with your audience on a whole new level!

Now in addition to our traditional webinar program, The NEWS is excited to introduce a new option for webinars, offering users a more dynamic, powerful, and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery, and more!



With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters, and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness, and ROI.

**NOTE:** Next-generation webinar option must be specified at time of webinar purchase.

## VIRTUAL EVENTS

Trade show benefits without trade show costs!

Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months. Don't miss your opportunity to generate leads. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.



View a demo at <http://portfolio.bnpmmedia.com/virtual>.



## THE NEWS<sup>HD</sup>

Quarterly iPad issues with exclusive content!

Enhance your image as a new technology leader and reach a growing market of iPad users with an exclusive iPad app sponsorship. The NEWS<sup>HD</sup> takes the reader beyond print into a full digital experience.

### iPad App Features & Content:

- Exclusive features and content written for and available only on the iPad
- Enhanced, featured editorial from The NEWS
- In app audio and video features that bring life to the content
- Photos, buttons, advertising, and features that allow reader interaction and immersion.

### PREMIUM ADVERTISING OPPORTUNITY

Large, interactive ads create a unique advertising opportunity for your brand's message — connecting you with the right audience of influential, early adopters.

### BRAND ALIGNMENT WITH INNOVATION & LEADERSHIP

New, breakthrough, innovative media platform with exclusive advertising opportunities for your multimedia message.

For more information about sponsoring an iPad issue, please contact your sales rep.

## FULL SPONSORSHIP OF THE NEWS<sup>HD</sup>

- Three house ads in The NEWS (junior page or 2/3 square) with logo and product picture/caption as sponsor
- Online skyscraper ad at [achrnews.com](http://achrnews.com)
- Two interactive ads in the iPad issue (can include the use of video, podcasts, slideshows, etc.)
- Social media promotion via Facebook and Twitter
- Dedicated email promotion with sponsor identification and logo



## PODCASTS

Get your message heard!

The NEWS' podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on-demand on [achrnews.com](http://achrnews.com) 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 The NEWS' editorial podcast. For more information, contact your sales rep or visit our online podcast page: <http://www.achrnews.com/podcasts>.



## SOCIAL MEDIA

Now it's easier than ever to stay connected!

Social media usage is a reality in today's business environment, and companies who aren't represented in this new medium are falling behind. A smart social media strategy plays an integral role in communicating with your customers and prospects. The NEWS offers a number of opportunities for you to engage with your audience on Facebook, Twitter, and more. Contact your sales rep for more information.



# DIGITAL MEDIA

Interactive marketing engages your customers, positions your brand and creates measurable results.

## VIDEOS

Use the high engagement factor of video to attract customers!

Promote your brand, drive buyers to your website, demo products and experience a lift in sales through online video advertising.

**HOME PAGE VIDEOS:** Place your product, corporate video, or video demonstration on our home page for three weeks. With a simple click, your video message will stream to the HVACR industry.

**SPONSORED EDITORIAL VIDEOS:** Sponsor an editorial video and your video message will be placed before the editorial segment and available in 15-second or 35-second ad durations.

**EXTRA EDITION "HOW-TO" VIDEOS:** Post your technical or training video to Extra Edition — our second-most-visited web page — and reach thousands of contractors.



## 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 ADVERTISEMENT ENHANCEMENTS INCLUDE:

- Blow-in Ads
- Business Reply Card
- Belly Bands
- Audio/Video
- Flash Animation
- Much More!
- Tab Pages

All 52 issues of The NEWS are produced as digital editions — sponsor one today!

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The NEWS is  
your #1 HVACR  
Information  
Resource—In Print  
and Online.



### Corporate Headquarters

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BNP Media Helps People Succeed in Business with Superior Information