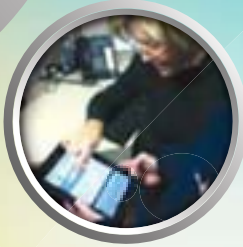


Air Conditioning | Heating | Refrigeration

the **NEWS**

www.achrnews.com



Media Kit

2013

Delivering content through
multiple media platforms

PRINT | ONLINE | DIGITAL | SMARTPHONE | TABLET

Air Conditioning | Heating | Refrigeration

the NEWS

is the premier resource for communicating your advertising message to key decision-makers in the HVACR industry.

Through multiple media platforms, The NEWS can help you develop and execute a marketing strategy that connects you with exactly the right people.

- Industry's only publication with paid circulation — proof of its value to our readers.
- Published every week since 1926, The NEWS is the industry's most trusted information resource.
- Reaches 115,831* audited subscribers and pass-along readers.
- The largest and most productive editorial staff with more staff-written articles than any other industry publication.[^]
- Third-party research shows The NEWS is best-read and most preferred by contractors.⁺
- A dynamic and innovative website with more breaking news and in-depth articles than ever before. Plus, editorial archives dating back to 1999.
- New smartphone, tablet apps and ebooks for HVACR contractors who are on-the-go.

*AAM Audited Pass-Along Study, 2012

[^]Publisher's Own Data

⁺2011 Readex Research Publication Preference Study



#1 HVACR Choice



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 and achrnews.com are “must reads” for contractors and wholesalers, which means you have the right editorial environment for your advertising message.

Advertisers Choose The NEWS

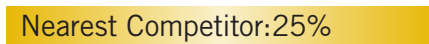
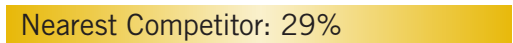
Over the last five years, an average of 81% of paid advertising space has run in The NEWS. With superior market coverage and strong editorial content, The NEWS continues to be the publication of choice among HVACR marketers.

Source: Publisher's Own Data, 5 Year Average



HVACR Contractors Prefer The NEWS!

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, HVACR contractors undeniably selected The NEWS over the nearest competitor.



Source: 2011 Readex Research Publication Preference Study

Editorial

87 Years of Editorial Leadership

As the industry evolves, The NEWS keeps pace. Going beyond breaking news and headline events, The NEWS' editorial staff digs deeper than our competitors to identify and analyze important trends that affect and shape the HVACR industry.

Multiple Media Platforms

Through multiple media platforms, The NEWS keeps HVACR professionals up-to-date on the latest industry news and information.

Our editorial staff delivers content to our readers in the best-possible formats, including...

A Weekly Publication

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

A Fully Interactive Website

with a full range of information, news, and tools that HVACR professionals need to understand their business and make informed decisions.

A Weekly eNewsletter

that keeps the industry informed on the latest breaking news and headlines.

Smartphone & Tablet Applications

for on-the-go HVACR coverage.

#1 in Editorial Coverage

The NEWS' editorial coverage is unmatched by any other publication in the HVACR industry. In a one-year time period, The NEWS published 5½ times as many staff-written articles as our nearest competitor. More editorial equals more industry coverage and more value to our readers and advertisers.



Source: 2011 Reader Preference/Profile Study

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.



Kyle Gargaro
Editor-in-Chief



Herb Woerpel
Managing Editor



Greg Mazurkiewicz
Web Editor



Peter Powell
Refrigeration Editor



Joanna Turpin
Contributing Editor



Angela Harris
Associate Editor



Cherie Preville
Education & Products Editor



Matt Bishop
Business Management Editor



Jen Anesi
Legislation Editor



Kimberly Schwartz
Contributing Editor



Source: Publisher's Own Data, June 2011-May 2012

Targeted HVACR Coverage for Decision-Makers

The NEWS is the ideal vehicle to reach contractors and wholesalers in the HVACR industry. The NEWS puts you in direct contact with contractors who purchase, sell or specify an average of \$2.4 million on HVACR-related equipment, parts, supplies and services annually.*

Strength of Our Subscribers

Qualified
Circulation:

33,804*

Contractors:

24,402*

Total Circulation
and Pass-Along
Readership:

115,831^

Paid-Circulation Means 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 paid circulation of 27,837***, The NEWS is your connection to qualified decision-makers who pay to receive the publication.

Audited Pass-Along Readership

According to an Alliance for Audited Media (formerly ABC) study of The NEWS' circulation and pass-along readership ... **115,831^ industry professionals** see The NEWS every week.



*December 2012 AAM Consolidated Media Report

^AAM Audited Pass-Along Study, 2012

+2012 Reader Profile Study – Contractor Segment

Audience

Strong & Consistent Circulation

Over the past five years, The NEWS has maintained a strong and consistent circulation. Our average total qualified circulation since 2007 has been **33,258 total subscribers**. Every year we strive to maintain the best and most reliable circulation for our advertising partners.

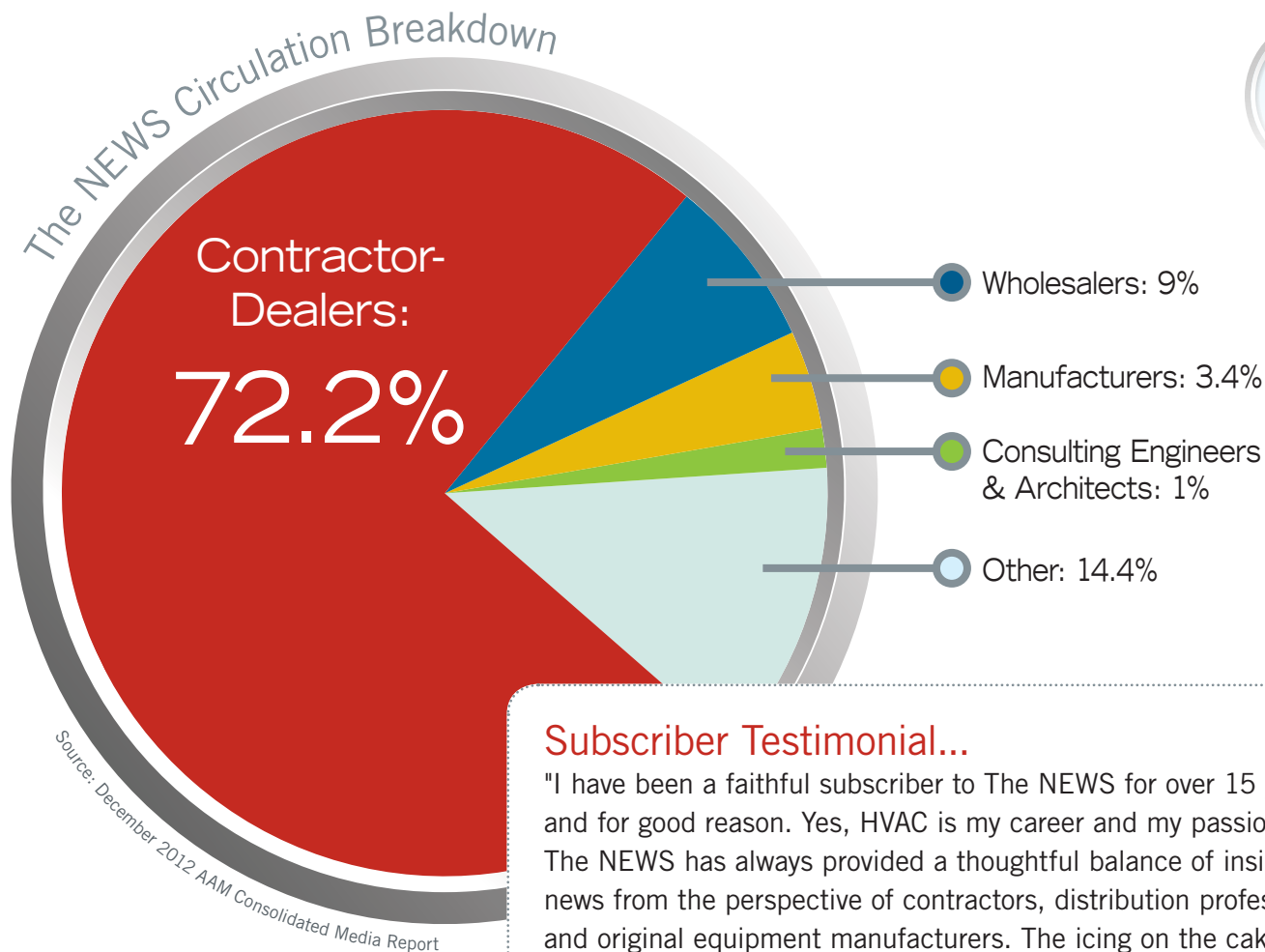
the **NEWS**

5-Year Circulation Averages

Total Qualified Circulation: 33,258

Contractors: 24,961

Source: December 2007-December 2012 Publisher's Statements



Subscriber Testimonial...

"I have been a faithful subscriber to The NEWS for over 15 years and for good reason. Yes, HVAC is my career and my passion and The NEWS has always provided a thoughtful balance of insider trade news from the perspective of contractors, distribution professionals and original equipment manufacturers. The icing on the cake is the technical articles, project profiles and regulatory updates. Quite simply, the magazine captures it all and presents it ideally."

— Robert Giba, A/C and Energy Solutions Group, LG Electronics

HVACR Directory

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.

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
- eMedia connectivity with mobile tags

Online/Smartphone/Tablet

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

Digital Edition

- 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
- eMedia connectivity with mobile tags

Access On The Go

The NEWS HVACR Directory is now accessible with your smartphone and tablet. For over 75 years, The NEWS Directory has been serving the HVACR market to find products and suppliers in every possible medium. The NEWS HVACR Directory serves the needs of the industry through print, online, digital and now smartphones and tablets.

Mobile Tags

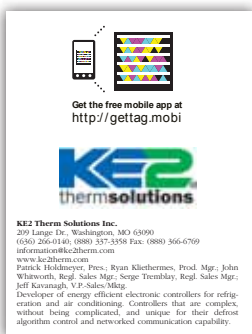
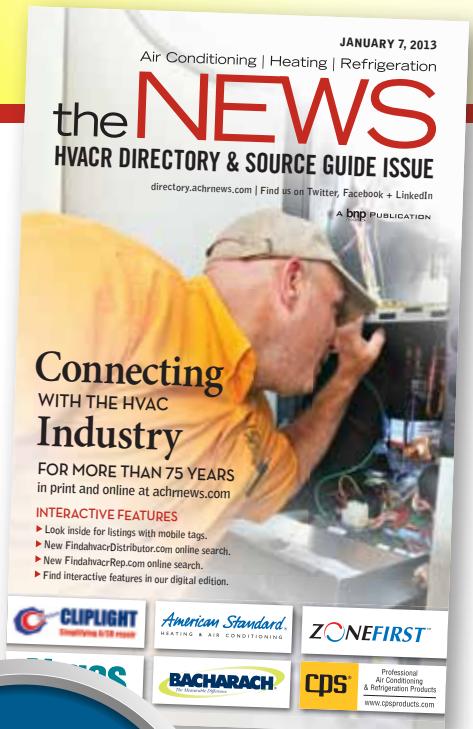
Your print listing now has eMedia connectivity. Mobile tags provide an innovative way to connect print media and smart phone technology. Add a mobile tag to your print listing and give your customers your contact info in an instant. You can chose either a v-card or website link for your mobile tag.

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.

*Source: ABC Consolidated Media Report, January 2, 2012
TQ = 30,702 plus bonus distribution (Publisher's Own Data)



Directory Dates

2013 Directory

Issue Date:

January 7, 2013

Ad Deadline:

October 15, 2012

2014 Directory

Issue Date:

January 6, 2014

Ad Deadline:

October 15, 2013

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

Marketing Services

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. **Contact Kevin Collopy of InfoGroup at 402.836.6265 or kevin.collopy@infogroup.com.**

Customized Marketing Solutions

Content Development – Custom Publishing – Market-Specific Delivery

Orangetap 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 www.bnporangetap.com. Or contact us for a free marketing consultation at orangetap@bnpmedia.com.**



orangetap

Industry Focused Research

Clear Seas Research is an industry-focused market research company dedicated to providing clear



Captive Audience • Industry Knowledge • Clear Insight

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

MechanicalXchangeSM

MechanicalXchange 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 Mike Murphy at 440.552.2607 or mikemurphy@achrnews.com for more information or visit www.mechanicalxchange.com.**

Use the strength of achrnews.com to promote your brand and products through an effective interactive program that delivers ROI and measurable results. Connect with more than 78,000* HVACR professionals who visit achrnews.com every month and expand your market reach.

- Breaking Industry News
- On-demand Videos, Webinars & Podcasts
- Editorial Blogs
- New Products
- Training & Education
- Web Exclusives
- Searchable Directory
- Editorial Archives

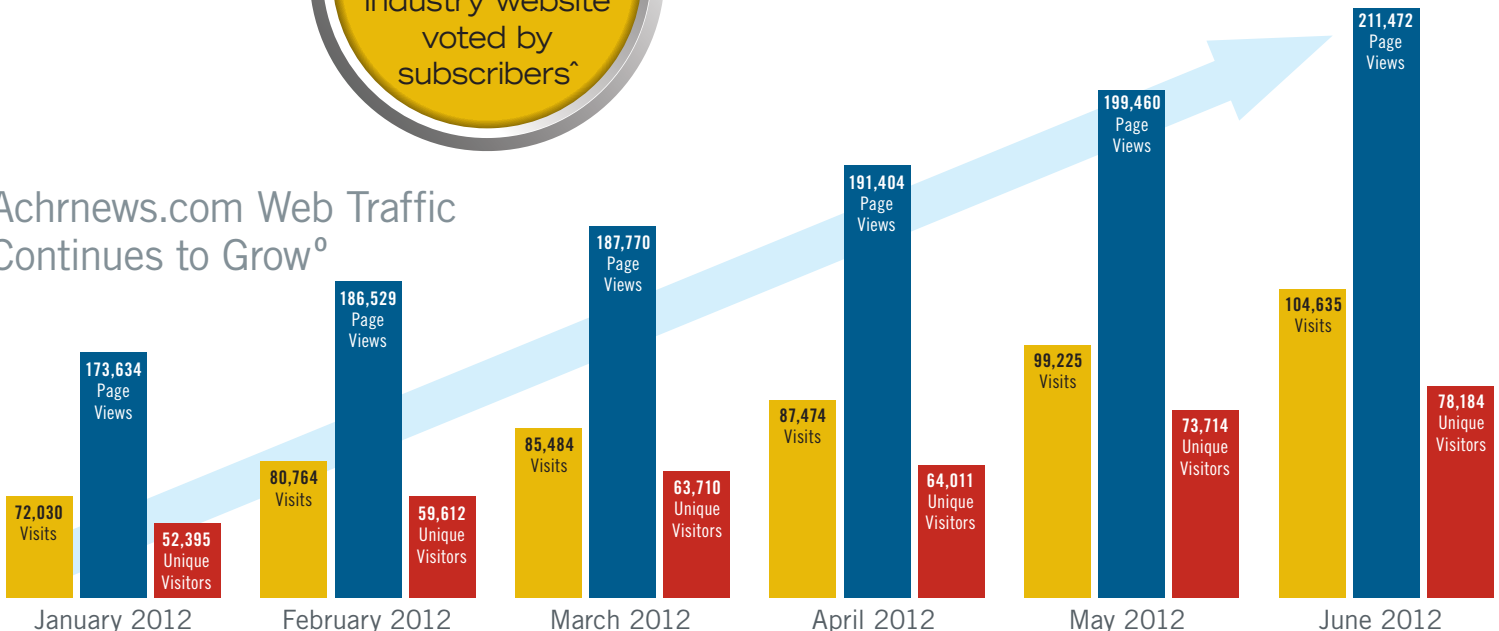
More than
190,000
page views
per month⁺

17
minutes
spent on the site
per visit⁺

**Most
useful**
industry website
voted by
subscribers[^]



Achrnews.com Web Traffic Continues to Grow^o



^oWebTrends, Unique Visitors for June 2012 ⁺WebTrends, Jan. 2012-June 2012 (averages)

[^]2011 Reader Preference/Profile Study

^oWebTrends, Jan. 2012-June 2012

Advertising Opportunities

Run-Of-Site

Leaderboard

Rotation of up to 10 ads, located above the fold

Medium Rectangle

Rotation of up to 15 ads, minimal ad competition

Expandable Leaderboard

Rich media ad, animation stage varies



Home Page

NEW! Rectangle

2 adjacent spots, rotation available

Page Peel Ad

Rich media ad that expands from the corner to reveal an attractive ad underneath

Floating Ad

Rich media ad that floats in the center of the page

Sub Pages

Wide Skyscraper

Run of site, except home page, rotation up to 15 ads

Topic Sponsorship

Ad package for targeted editorial, includes wide skyscraper and medium rectangle ads

Article Sponsorship

Sponsor an article and your rectangle ad appears with the article for three years



Additional website advertising opportunities are available. Please contact your sales rep for more information.

Top 5 Topic Pages

- 1 Extra Edition
- 2 Service & Maintenance
- 3 Technical
- 4 What's New
- 5 News

Source: June 2012 WebTrends

Digital Media

eNewsletter

Your Message — Delivered to their Inbox!

eNewsletter advertising is an easy way to get your message in front of thousands of opt-in subscribers who depend on our updates to stay current. Delivered on a weekly basis to more than 10,000 HVACR professionals, The NEWS' eNewsletter is a great way to have your message displayed alongside our trusted editorial content.

- Banner Ad (468 x 60 pixels)
- Tile Ad (125 x 125 pixels)
- Feature Banner Ad (400 x 60 pixels)
- Text Ad

Webinars

Now with Video!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI
- CEU options

For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>.



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 high-quality leads — over 250 per exhibitor booth on average†. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

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



*Market Research Media Ltd., "Virtual Conference & Trade Show Market Forecast 2010-2015"
†BNP Media corporate virtual event averages



Smartphone & Tablet Applications

Weekly Editions of The NEWS on Smartphones & Tablets!

Meet the demand for information "Any Way You Want It!" in The NEWS. Reach your customers as they read The NEWS via multiple platforms: iPads, tablets, iPhones, and Androids. For more information about advertising in Smartphone and Tablet formats, please contact your sales rep.

The NEWS HD Custom iPad App

Enhance your image as a new technology leader and reach a growing market of iPad users with your exclusive sponsorship.

iPad App Features and Content

- Exclusive features and content written for and only available on the iPad
- In App audio and video features that bring life to the content
- Advertising features that allow reader interaction and immersion

Exclusive Sponsorship of The NEWS HD

- House ads in The NEWS with logo and product picture/caption as sponsor
- Online skyscraper ad at achrnews.com
- Interactive ads in the iPad issue (can include video, podcasts, slideshows, etc.)
- Social media promotion via Facebook and Twitter
- Dedicated email promotion with sponsor identification and logo



Source: 2011 Reader Preference/Profile Study



Podcasts

Get Your Message Heard!

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand 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 an editorial podcast.



For more information, contact your sales rep or visit www.achrnews.com/podcasts.

Social Media

Building Communities and Leading the Conversation

Social media usage is now the number one activity on the web. It's no longer a fad, it's a fundamental shift in the way we communicate. Collaborate together with The NEWS to create a smart social media strategy that communicates with customers and prospects. The NEWS offers a number of opportunities for audience engagement through Facebook, Twitter, LinkedIn, YouTube and QR Codes/Mobile Tags. Partner with The NEWS to build a social presence for your brand!



Contact your sales representative for more information.

Digital Media

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.

ROS 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 30-second ad durations.

Extra Edition “How-To” Videos

Post your technical or training video to Extra Edition — one of our most popular web pages — and reach thousands of contractors.



81%

of NEWS subscribers use/view instructional videos

67%

of NEWS subscribers use/view videos for business purposes

76%

of NEWS subscribers use/view product demonstrations

Source: 2011 Reader Preference/Profile Study



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
- Belly Bands
- Flash Animation
- Gatefold Pages
- Business Reply Card
- Audio/Video
- Much More!

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the **NEWS**

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BNP Media Helps People Succeed in Business with Superior Information