

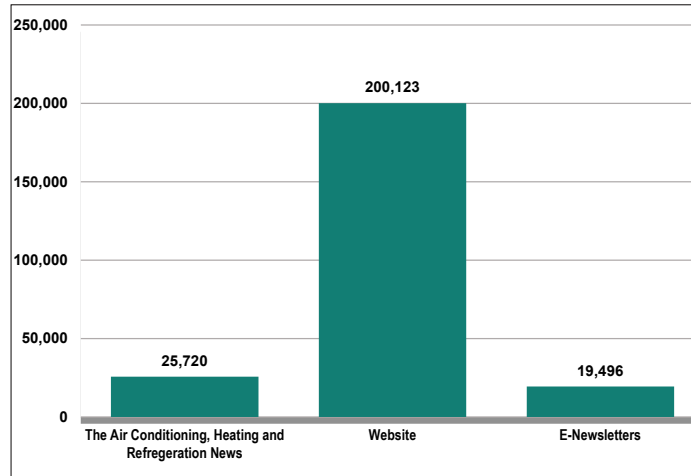
CONSOLIDATED MEDIA REPORT
B2B Media

6 months ended December 31, 2022

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

the **NEWS**

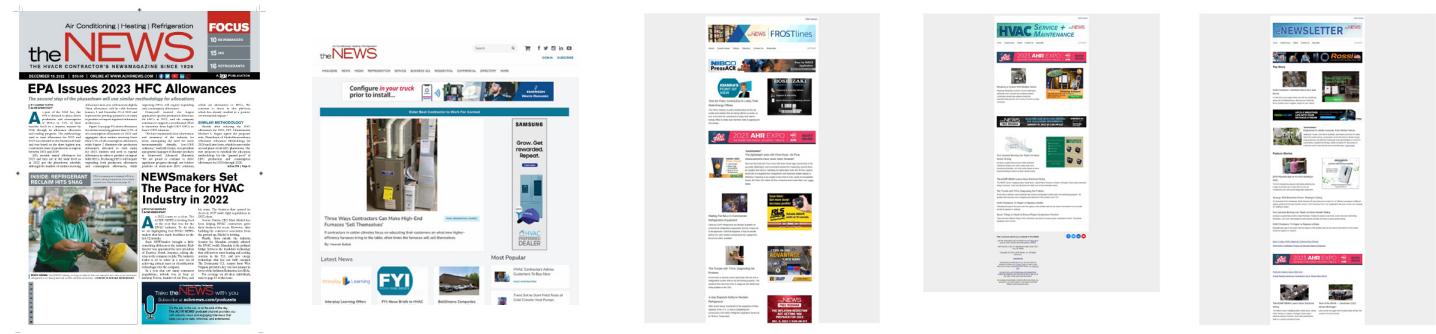
TOTAL GROSS CONTACTS **245,339**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
The Air Conditioning, Heating and Refrigeration News Total Qualified Circulation	25,720	6 months ended December 31, 2022
Website Activity Page Impressions Visits Unique Browsers	325,941 241,039 200,123	For the month of August 2022
E-Newsletters Total Average Net Distribution Per Issue	19,496	For the month of December 2022
Social Media Facebook Likes LinkedIn Fans Twitter Followers	7,405 7,321 16,693	As of December 31, 2022

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended December 31, 2022
Subject to Audit

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.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION **25,720**

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	4,051	Qualified Nonpaid Individual - Digital	6,694
Qualified Paid Individual - Digital	2,199	Total Qualified Nonpaid Individual	6,694
Total Qualified Paid Individual	6,250	Total Average Qualified Nonpaid Circulation	6,694
Qualified Paid Sponsored Individually Addressed - Print	10,400		
Qualified Paid Sponsored Individually Addressed - Digital	2,364		
Total Qualified Paid Sponsored Individually Addressed	12,764		
Qualified Paid Multicopy Same Addressee - Print	8		
Total Qualified Paid Multicopy Same Addressee	8		
Single Copy Sales - Print	4		
Total Single Copy Sales	4		
Total Average Qualified Paid Circulation	19,026		

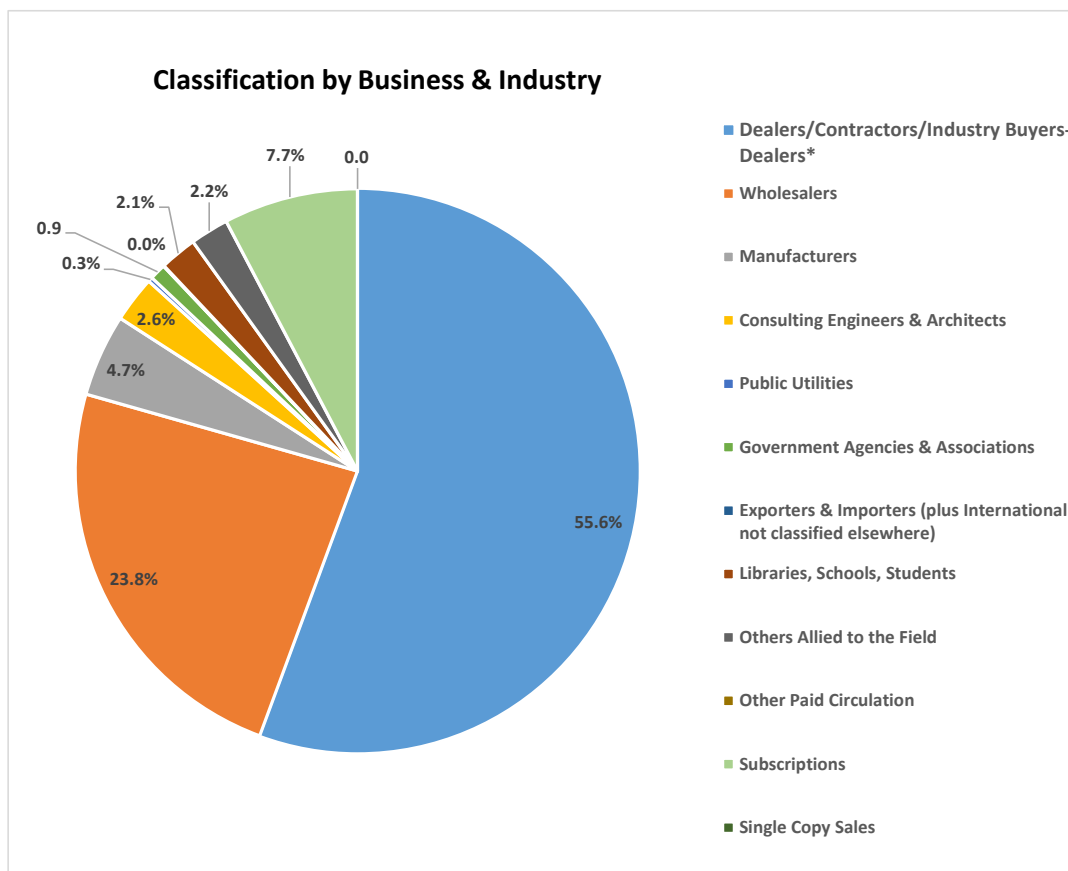
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	98
Total Nonqualified Allocated for Shows & Conventions	98
Nonqualified Miscellaneous, Including Staff Copies - Print	1,622
Nonqualified Miscellaneous, Including Staff Copies - Digital	325
Total Nonqualified Miscellaneous, Including Staff Copies	1,947
Total Average Nonqualified Circulation	2,045

CIRCULATION BY ISSUES

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jul 04	14,127	4,503		18,630	2	6,733		6,735	25,365
Jul 18	14,278	4,571		18,849		6,714		6,714	25,563
Aug 01	14,154	4,590		18,744		6,683		6,683	25,427
Aug 15	14,164	4,686		18,850		6,664		6,664	25,514
Aug 29	15,097	4,646		19,743		6,630		6,630	26,373
Sept 12	15,149	4,563		19,712		6,606		6,606	26,318
Sept 26	15,012	4,490		19,502		6,591		6,591	26,093
Oct 10	12,636	4,480		17,116		6,567		6,567	23,683
Oct 24	14,829	4,458		19,287		6,549		6,549	25,836
Nov 07	14,742	4,473		19,215		6,530		6,530	25,745
Nov 21	14,658	4,668		19,326		6,511		6,511	25,837
Dec 05	14,546	4,605		19,151		6,494		6,494	25,645
Dec 19	14,637	4,587		19,224		7,751		7,751	26,975

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
1.	Dealers/Contractors/Industry Buyers-Dealers*	15,007	55.6	7,477	1,762		9,239		5,768		5,768
2.	Wholesalers	6,410	23.8	5,570	341		5,911		499		499
3.	Manufacturers	1,271	4.7	418	428		846		425		425
4.	Consulting Engineers & Architects	713	2.6	96	107		203		510		510
5.	Public Utilities	70	0.3	11	18		29		41		41
6.	Government Agencies & Associations	250	0.9	41	30		71		179		179
7.	Exporters & Importers (plus International not classified elsewhere)	10	0.0	2	2		4		6		6
8.	Libraries, Schools, Students	572	2.1	250	158		408		164		164
9.	Others Allied to the Field	594	2.2	213	273		486		108		108
	Other Paid Circulation										
	Subscriptions	2,078	7.7	559	1,468		2,027		51		51
	Single Copy Sales										
	Total Qualified Circulation	26,975	100.0	14,637	4,587		19,224		7,751		7,751



*Also includes: distributors-contractors, service & installation contractors and sales agents, including their engineering, installation, sales and service departments

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient		7,751		2,029	3,434	2,288	7,751	100.0
Written		10			1	9	10	0.1
Telecommunication		7,036		1,766	3,055	2,215	7,036	90.8
Internet and Email		705		263	378	64	705	9.1
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions		7,751		2,029	3,434	2,288	7,751	100.0
Percent		100.0		26.2	44.3	29.5	100.0	
Paid Subscription Circulation							19,224	
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							26,975	

MAILING ADDRESS ANALYSIS										
	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation	Percent
Individual by Name and Title and/or Occupation	11,092	4,048		15,140		7,728		7,728	22,868	84.8
Individual by Name Only	3,292	538		3,830		21		21	3,851	14.3
Title or Occupation Only	117			117		1		1	118	0.4
Company Name Only	128	1		129		1		1	130	0.5
Multicopy Same Addressee	8			8					8	0.0
Total Qualified Subscriptions	14,637	4,587		19,224		7,751		7,751	26,975	100.0
Single Copy Sales										
Total Qualified Circulation									26,975	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	198	57		255		125		125	380
Arizona	334	90		424		115		115	539
Arkansas	99	31		130		73		73	203
California	861	325		1,186		569		569	1,755
Colorado	292	94		386		132		132	518
Connecticut	158	51		209		107		107	316
Delaware	51	21		72		23		23	95
District of Columbia	7	17		24		21		21	45
Florida	955	293		1,248		480		480	1,728
Georgia	570	184		754		314		314	1,068
Idaho	46	17		63		44		44	107
Illinois	637	153		790		348		348	1,138
Indiana	346	84		430		172		172	602
Iowa	115	31		146		124		124	270
Kansas	145	37		182		94		94	276
Kentucky	180	51		231		93		93	324
Louisiana	163	54		217		116		116	333
Maine	61	16		77		30		30	107
Maryland	349	156		505		163		163	668
Massachusetts	441	132		573		199		199	772
Michigan	509	101		610		211		211	821
Minnesota	344	72		416		189		189	605
Mississippi	71	14		85		57		57	142
Missouri	399	94		493		180		180	673
Montana	48	7		55		46		46	101
Nebraska	93	30		123		58		58	181
Nevada	116	28		144		48		48	192
New Hampshire	91	24		115		44		44	159
New Jersey	395	173		568		235		235	803
New Mexico	40	17		57		40		40	97
New York	576	242		818		450		450	1,268
North Carolina	396	159		555		248		248	803
North Dakota	39	4		43		30		30	73
Ohio	792	182		974		333		333	1,307
Oklahoma	213	49		262		124		124	386
Oregon	196	36		232		65		65	297
Pennsylvania	609	191		800		341		341	1,141
Rhode Island	39	11		50		24		24	74
South Carolina	330	98		428		101		101	529
South Dakota	50	11		61		26		26	87
Tennessee	269	96		365		184		184	549
Texas	1,252	415		1,667		642		642	2,309
Utah	301	43		344		56		56	400
Vermont	14	9		23		20		20	43
Virginia	562	191		753		208		208	961
Washington	177	100		277		134		134	411
West Virginia	47	12		59		31		31	90
Wisconsin	436	102		538		183		183	721
Wyoming	15	5		20		21		21	41
TOTAL 48 CONTERMINOUS STATES	14,427	4,410		18,837		7,671		7,671	26,508
Alaska	15	3		18		39		39	57
Hawaii	23	9		32		29		29	61
TOTAL ALASKA & HAWAII	38	12		50		68		68	118
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	14,465	4,422		18,887		7,739		7,739	26,626
Poss. & Other Areas	16	4		20		3		3	23
U.S. & POSS., etc.	14,481	4,426		18,907		7,742		7,742	26,649
Canada	114	84		198		5		5	203
International	42	75		117		2		2	119
Military or Civilian Personnel Overseas									
Total International	156	159		315		7		7	322
E-mail Address Only		2		2		2		2	4
Other Unclassified									
GRAND TOTAL	14,637	4,587		19,224		7,751		7,751	26,975

CHANNEL PROFILES

WEBSITE ACTIVITY - www.achrnews.com				August 2022
	Total	Daily Avg	Mon to Fri Avg	Sat & Sun Avg
Page Impressions	325,941	10,514	12,195	5,683
Visits	241,039	7,775	8,925	4,472
Unique Browsers	200,123	7,204	8,258	4,174

E-NEWSLETTERS

Newsletter	Reporting Period	# of Issues	Average Net Distribution Per Issue
FROSTlines	December 2022	1	5,232
HVAC Service & Maintenance	December 2022	1	5,961
the NEWS weekly e-newsletter	December 2022	4	8,303

Social Media

Channel	Total as of December 31, 2022
Facebook Likes	7,405
LinkedIn Fans	7,321
Twitter Followers	16,693

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	Annual rate for Print: U.S. \$70.00, Canada \$100.00 and International \$130.00. For Digital: U.S. \$47.88, Canada \$47.88 and International \$47.88.
Single Copy	\$12.00
Sponsored Individually Addressed - Print	1 yr. \$1.00 to \$70.00
Sponsored Individually Addressed - Digital	1 yr. \$1.00 to \$60.00
Sponsored Individually Addressed - Print & Digital (Unduplicated)	1 yr. \$1.00 to \$49.00

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Paid Multicopy Same Addressee - Print: Represent copies sold in quantities of 2 or more to business concerns receiving the print version of this publication at 1 yr. for \$39.00 to \$41.78. Copies were mailed in bulk to the purchaser for redistribution.

Paid Multicopy Same Addressee - Print & Digital (Unduplicated): Represent copies sold in quantities of 2 or more to business concerns receiving the print and digital version at 1 yr. \$ 24.00 to \$87.00. Copies were mailed in bulk to the purchaser for redistribution. The digital version of this publication is made available through a password protected website wherein an email notice is sent to recipients notifying them of the availability of each issue.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Dec 19 issue.

Total Gross Contacts Include : Qualified Paid and Nonpaid Circulation, Unique Browsers, and E-newsletters Average Net Distribution.

Website Data Source: Site Certifier

Website Domains: Domains included in website traffic: www.achrnews.com

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: AAM Digital Audit

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

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 Alliance for Audited Media's Bylaws and Rules.

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WAFSA S. KASHAT
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