

Join the ACR News conversation

Features List 2017

JANUARY

- **Energy Saving Equipment**
Reviewing the most energy efficient products, systems and applications across the industry
- **Fans**
The continuing development of fan and motor technology
- **State of the Industry**
Analysis of the last year and predictions for the coming year from leading industry figures

Editorial copy deadline: 23 November 2016
Advertising copy deadline: 05 December 2016
Publication date: 15 December 2016

APRIL

- **Air Handling Units**
Featuring both standard and bespoke systems
- **Refrigerants**
The latest refrigerants and their applications
- **Pipes and Ductwork**
Looking at the types and methods of pipe and duct installations

Editorial copy deadline: 01 March 2017
Advertising copy deadline: 13 March 2017
Publication date: 23 March 2017

JULY

- **Air Movement Equipment**
Covering the wide range of air movement equipment including fans, grilles, diffusers and ductwork
- **Compressor Technology**
With energy efficiency a hot topic, we examine the evolution of compressors
- **Spares and Accessories**
A roundup of what's hot and what's not
- **Medical focus**

Editorial copy deadline: 31 May 2017
Advertising copy deadline: 12 June 2017
Publication date: 22 June 2017

FEBRUARY

- **Chilled Beams**
Taking a look at the use of chilled beams in commercial projects
- **Energy Efficient Air Conditioning**
The ever-evolving efficiencies within this key sector
- **Retail Display**
How the needs of the consumer and the retailer alongside legislation drive display changes

Editorial copy deadline: 04 January 2017
Advertising copy deadline: 16 January 2017
Publication date: 26 January 2017

MAY

- **Service and Maintenance**
Tools and accessories to facilitate easier installation and maintenance of equipment
- **The Cold Chain**
A focus on the food sector
- **Data Centre Cooling**
A look at precision air conditioning equipment for use in computer hardware facilities
- **ACR News Awards Special**

Editorial copy deadline: 06 April 2017
Advertising copy deadline: 18 April 2017
Publication date: 27 April 2017

AUGUST

- **Air and Water-Cooled Chillers**
We track how these energy-hungry products are becoming increasingly energy efficient
- **Refrigerants**
The latest refrigerants and their applications
- **Air Conditioning**
The trends and evolution within this key sector
- **Marine**
A look at cooling afloat

Editorial copy deadline: 05 July 2017
Advertising copy deadline: 17 July 2017
Publication date: 27 July 2017

MARCH

- **Coolers and Condensers**
The latest developments in the world of coolers and condensers
- **Supermarket Systems and Equipment**
Refrigeration, air conditioning and heat recovery technology for supermarkets
- **Domestic Air Conditioning**
Keeping an eye on the slow growth of air conditioning units in the home

Editorial copy deadline: 01 February 2017
Advertising copy deadline: 13 February 2017
Publication date: 23 February 2017

JUNE

- **Forecourt and Convenience Stores**
Refrigeration, air conditioning for smaller stores
- **Fan Coils**
Taking a look at the use of fan coil units
- **Industrial Refrigeration**
The use of cooling in industry
- **The Big Green Issue**
Energy efficiency, reduced emissions, refrigerant issues, product recycling and more

Editorial copy deadline: 03 May 2017
Advertising copy deadline: 15 May 2017
Publication date: 25 May 2017

SEPTEMBER

- **Cold Stores**
Covering the wide range of products from small coldrooms to large refrigerated warehouses
- **Humidity Control**
Reviewing the developments in this key sector
- **Transport**
A focus on mobile refrigeration

Editorial copy deadline: 02 August 2017
Advertising copy deadline: 14 August 2017
Publication date: 24 August 2017

OCTOBER

- **Supermarket Refrigeration**
A look at display cabinets, freezers, refrigeration packs and cold stores
- **Coils, Coolers and Condensers**
The latest developments in the worlds of coils, coolers and condensers
- **Pipes and Ductwork**
Looking at the types and methods of pipe and duct installations
- **Pharmaceutical**
We explore the critical world and specific cooling needs of laboratories

Editorial copy deadline: 30 August 2017
 Advertising copy deadline: 11 September 2017
Publication date: 21 September 2017

NOVEMBER

- **Commercial Compressors**
Looking at the use and development of compressors in the commercial sector
- **Data Centre Cooling**
A look at precision air conditioning equipment for use in computer rooms and telecommunication centres
- **Heat Pumps**
The evolution of the energy efficient heating and cooling technology
- **Museums and Galleries**
A focus on this application which revolves around our heritage and humidity control

Editorial copy deadline: 04 October 2017
 Advertising copy deadline: 16 October 2017
Publication date: 26 October 2017

DECEMBER

- **Alternative Refrigerant Technology**
Looking at the alternatives to our most common refrigerants
- **Controls and Instrumentation**
Equipment to control and monitor air conditioning and refrigeration systems
- **Breweries and Cellar Cooling**
A closer look at our favourite cooling application

Editorial copy deadline: 01 November 2017
 Advertising copy deadline: 13 November 2017
Publication date: 23 November 2017



Editorial Contributions

To discuss your editorial contributions contact:
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Booking Information

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 email sbennion@datateam.co.uk

To book your classified advertising contact:
 Julian Davies
 +44 (0)1622 699122
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Be seen in the market leading magazine!



9,629 average net
circulation Jan – Dec 2015

Delivering quality buyers for your products and services

We are confident ACR News will deliver the right audience for your advertising message.

ACR News is the only magazine in the market* to invest in the coveted ABC Profile – the independent Audit Bureau of Circulation's most rigorous audit and the only one giving advertisers the benefit of a detailed circulation breakdown – so you know who makes up our circulation and what they are responsible for.

*ABC website: Refrigeration Classification

Display advertising rates (All prices exclusive of VAT)

	1	3	6	9	12
Full page	£1,800	£1,730	£1,660	£1,590	£1,450
Half page	£1,184	£1,145	£1,105	£1,066	£988
Quarter page	£806	£785	£765	£745	£705
Double page spread	£2,920	£2,860	£2,795	£2,730	£2,670
Half page spread	£2,000	£1,795	£1,710	£1,650	£1,595
Half page gate posts	£1,184	£1,145	£1,105	£1,066	£988

Inserts

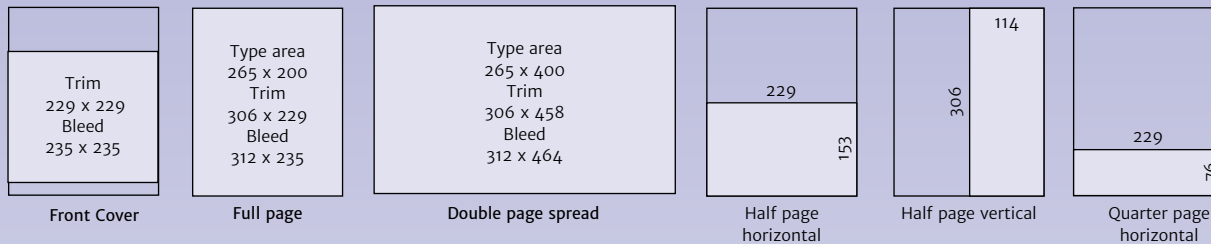
- Up to 10g full run, £115 per thousand
- Up to 10g split run, £125 per thousand
- 11g and above: price on application
- Bound inserts: price on application

Booking Information

To book your display advertising contact:
Steve Bennion
+44 (0)1622 699102
email sbennion@datateam.co.uk

To book your classified advertising contact:
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Mechanical data *All measurements depth x width in mm*



Advertising copy specifications

Open documents

- Originated in Mac versions of:
 - QuarkXpress, Adobe Illustrator, Adobe Photoshop
- We cannot accept Word, PowerPoint or Publisher documents

Colour

- Colour must be CMYK
- No RGB colours
- No spot colours
- No embedded ICC profiles

Fonts

- All fonts must be supplied
- Mac fonts only
- No PC fonts
- Fonts used in Illustrator eps documents must be converted to paths
- Fonts used in layered Photoshop documents must be rasterised

Images/logos

- File formats: tiff, eps, jpeg
- Images to be at least 300dpi at 100% (size used in ad)
- All fonts to be included. True Type fonts preferred

PDFs

- Before creating a PDF, ensure your document complies with the above colour, font and resolution specs
- Distilled using Acrobat 4 or higher
- Highest quality compression
- Pictures placed in document must be tiff 3mm bleed
- Include crop marks

When checking your PDF click on 'Overprint Preview' to check that all information appears.

File naming protocol

All e-mails must be given a file name indicating the magazine/client/issue.

Delivery

Files under 6Mb can be e-mailed directly to Kirsty Hood in our Production Department: khoo@datateam.co.uk

For files larger than 6MB, please contact the Production Department for FTP details on 01622 607967.

Your customers are on ACR-News.com, are you?

The industry website for air conditioning and refrigeration professionals

www.acr-news.com helps you reach your customers online by:

- Generating more business leads and sales
 - Increasing exposure and traffic to your website
 - Building your brand to the right people
- Be found easily on our site and through search engines.

Online

- ACR News sends out over 13,000 subscription email newsletters/alerts which constantly drives traffic to www.acr-news.com
- ACR News provides constantly updated news feeds
- Google finds over 100,000 pages from the site – this gives ACR News and its clients massive exposure across the internet in general
- ACR News encourages users to respond to articles/products to online advertisers, and enjoys huge benefits from word of mouth marketing
- ACR News regularly takes online advertising and email marketing on other related industry sites



Digital issues

All ACR News magazines and supplements are available in digital format. Digital issues, or ebooks, are interactive with live hyperlinks, video capabilities, and additional advertising opportunities which target the evolving online generation through tablets and smart phones as well as the classic desktop PC.

- Full page advert appearing to the left of the front page when digital issue is loaded: price on application
- Ticker across all pages of digital issue: price on application

Magazine App

- Quarter page advert on the welcome page of the app: price on application

Booking Information

To book your space on acr-news.com contact:
Colin Ball
+44(0)1622 669167
cball@datateam.co.uk

Spend less – Achieve more – Grow faster – Adapt to change

Upgrade your company listing

Link to your website, your company logo on all your pages, full use of acr-news.com enquiry system, priority positioning compared to free entries, one press release or editable product page.

12 months	£395
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Publish specific product pages

Buyers search for specific products. Ensure they find yours by publishing specific pages relevant to your main products. This will generate more enquiries of better quality.

1 page	£175/year
Up to 5 pages	£500/year
Up to 25 pages	£995/year

High profile sponsorship

Influence customers before they search for a supplier.

Site sponsor (shared banner on all site pages)	£2,400/year
Button banner on all site pages	£1,500/year
Homepage banner	£500/month
Banner blitzer (run of site banners) —15,000 displays	£500

Communicate by newsletter

Broadcast your message in the weekly digital newsletter to over 12,000 subscribers.

1 issue	£105
3 issues	£210

Sponsor the e-newsletter

Positioning and prices available on request subject to availability.

Get top billing

Company listings are displayed 15 to a page. Guarantee a top position for a year when customers look in a category or search for a keyword that matches your products.

Targeted e-shots

Sending an email shot is a cost-effective way of ensuring your message reaches the air conditioning and refrigeration market.

An e-shot sent through ACR will allow you to create and send high-impact branded HTML emails to the customers that you specifically wish to target.

Included are detailed reports feeding back the effectiveness of your campaigns. You will be able to find out how many opened your email, how many clicked on which links and how many forwarded it.

Recruitment advertising

Hot job: one month in Job Centre + 2 weeks on Job Centre homepage and weekly newsletter

£225

Digital catalogues

Upload your digital catalogue on to your listing in PDF format.

Up to 100 pages	£150/year
Up to 250 pages	£250/year
Over 500 pages	£500/year

Or for a more professional look, we can convert your catalogue to an ebook format.

Up to 250 pages	£250
Up to 500 pages	£500
Over 500 pages	£800

All of this many more online opportunities available

A wide range of products and events make ACR News the perfect advertising choice

Specialist supplements and guides throughout the year

ACR News explores industry relevant topics, producing supplements which focus on some of these specialist areas.

Be they industry trade shows with which we develop media partnerships, product guides or specialist supplements, we are constantly evolving our portfolio to meet our readers needs.



The Green Issue

Energy efficiency, reduced emissions, refrigerant issues and product recycling are just some of the topics included in our big environmental supplement.

This annual publication will be included as part of the June issue of ACR News in 2017 and is mailed to the entire circulation.



ACR News Awards

ACR News hosts the annual ACR News Awards, and produces a winners' brochure celebrating the achievements of the industry.

The winners' brochure is sent to the full circulation along with the May 2017 issue of ACR News.



The ACR News Contractors' & Installers' Handbook

The ACR News Contractors' & Installers' Handbook is not only the most valuable source of industry information but also acts as

a useful day-to-day diary and work planner. Designed for contractors, installers and facilities managers, the Handbook has become

indispensable for the ACR professional in the field. The handy A5 size is perfect for carrying about and allows instant on-site reference.

Page A5	£1,350
Half page A5	£950
Quarter page A5	£505
Diary pages (3 months)	£1,570
Product focus (quarter page A5)	£370

Recruitment and training

Half page	£675
Quarter page	£370



Guarantee that your message will be seen repeatedly with classified advertising

Buyers and specifiers guide



Double panel

Triple panel

Single panel

Single panel (2.5cm x 4.5cm)	12 months	£475
Double panel (5.5cm x 4.5cm)	12 months	£750
Triple panel (7.5cm x 4.5cm)	12 months	£995

Full colour, includes choice of heading, logo, address, telephone, fax, email and website.

Web guide

Panel	12 months	£295
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Full colour, includes choice of heading, logo and website.

Recruitment

Quarter page	1 month	£495
Half page	1 month	£905
Full page	1 month	£1350

Press releases

1/4 page	1 month	£180
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Includes one pic and company details



Direct Mail

The ABC audited circulation of ACR News provides an outstanding – and constantly updated – resource which can be used to maximise the impact of new business mailing campaigns. With a truly comprehensive range of targeting options available, and a quick, easy-to-use service, you can ensure your sales message reaches your chosen target marketplace quickly, accurately and cost-effectively.

List rental for direct marketing is available on request.

Booking Information

To book your classified advertising contact:
 Julian Davies
 +44 (0)1622 699122
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For all other advertising contact:
 Steve Bennion
 +44 (0)1622 699102
 email sbennion@datateam.co.uk



23 March 2017
The Chelsea Harbour Hotel
London

The coolest networking event of the year!

The first and original awards specifically for the air conditioning and refrigeration industry, the ACR News Awards pay tribute to companies which are able to demonstrate excellence in their field, exceptional customer service or true innovation.

The awards will provide an excellent opportunity to network, as well as an evening of entertainment with hundreds of people from across the air conditioning and refrigeration industry.

How to enter

Entering the ACR News Awards is free and easy to do. Visit the website to see the criteria and find out more.

How to attend

We are already open for table sales! Visit the website for information on how to secure your seats.

Readers' Choice

For the first time, the ACR News Awards will be celebrating those individuals from the industry who have gone above and beyond the call of duty.

Focusing more upon readers, the categories have been designed to be all inclusive and putting the readership at the heart of the event

In the spirit of fully engaging with industry, voting for many of the categories will be conducted online, allowing the entire industry to have their say, and making the event something for everyone.

www.acrnewsawards.com





23 March 2017
The Chelsea Harbour Hotel
London

Categories in 2017

- Environmental Project of the Year
- Contractor of the Year
- Apprentice of the Year
- Service Engineer of the Year
- Unsung Hero of the Year
- Customer Service Individual of the Year
- Customer Service Team of the Year
- Online Initiative of the Year
- Wholesaler/Distributor of the Year
- Refrigeration Product of the Year
- Air Conditioning Product of the Year
- Alan Moor Award

Benefits to sponsors

The ACR News Awards give you the opportunity to promote your company or brand and to gain recognition for your commitment to the ACR industry alongside other highly respected industry players.

You will receive major editorial coverage in the only ACR magazine that is ABC audited – reaching your target market month after month.

Opportunities are available for all budgets.

Join us to enjoy a memorable and prestigious evening which can be shared with clients and employees.

www.acrnewsawards.com



Booking Information

There is a full range of sponsorship packages. To discuss all the options contact:
Steve Bennion
+44 (0)1622 699102
email sbennion@datateam.co.uk

The HVAC & Refrigeration Show

23-25 January 2018 • Excel London

Bringing brands to life

Live in London

This is UK's only commercial exhibition for air conditioning, heating, ventilation, heat pumps, building controls and refrigeration, including the refrigerated transport sector

New Reach

The HVACR Show returns to the city of London, at the ExCel, which places the show within easy reach of big business.

Moving to ExCel will generate new commercial opportunities with the lucrative South of England, London and the Home Counties.

ExCel can be easily accessed by major transport links and airports, to attract more visitors from all over the country

New Approach

We have put in place new initiatives, designed to engage key brands and reach industry nationally and internationally

- Large stands options
- Skills development programs
- Live debates on key issues

Excellent networking events linked to the show

- Working lunches
- Evening events, including exhibitor drinks and awards

Business opportunities

We have created an extensive exhibitors marketing and pr opportunities, providing greater coverage through print media, digital platforms, and linking to the live networking events, both pre and post show.



Media Partners



Associations



For more information

www.HVACRshow.com

Contact: Karena Cooper
HVACR Show Event Manager

T: 01622 699 150

E: Kcooper@datateam.co.uk

SkillFRIDGE Competition Series 2016

About the Official Organising Company

Datateam Business Media

Datateam is a modern and dynamic communications business with a product portfolio covering six businesses-to business, including education.

Datateam BM has a proven track record of effectively working with RACHP industry hosting the national industry exhibition, industry awards and producing leading industry magazines and digital platforms, all of which provide us with the tools to design and operate the SkillFRIDGE competition series.

SkillFRIDGE is part of Datateam Business Media Corporate Social Responsibility strategy

About WorldSkills UK

Mission statement

WorldSkills UK champions world-class apprenticeships and technical skills development programmes.

This organisation brings together World Skills Competitions, The Skills Show and The Skills Show experience, providing every young person with the chance to unlock their potential and get excited about the world of work. Through hands-on experiential activities and skills competitions, WSUK helps to shape futures and transform lives, with possibilities for competitors to access the international competitions

About SkillFRIDGE

Our commitment

SkillFRIDGE's role is to work in partnership with industry sponsors, colleges and equipment suppliers and oversee the strategic development and implementation of a framework of World Skills UK competitions that support regional activities, progressions to the National Finals at The Skills Show, and the series launch competition at The HVAC & Refrigeration Show (during show year).

SkillFRIDGE goals are to highlight the RACHP skills importance in modern life and careers paths available through industry events and media awareness..

Promoting the demand for apprenticeships and training

A platform for RACHP industry to engage with young people

Raising standards at National level

SkillFRIDGE steering group will set the regional and final test projects, develop and circulate training guides to promote learning activities and provide access to industry events.

The high level steering group includes key representatives from ACRIB industry

Being part of WorldSkills UK Portfolio helps us achieve those aims

Brand sponsors



Equipment suppliers



Media partners



For more info www.skillfridge.co.uk

Contact **Karena Cooper**

SkillFRIDGE Competition Operating Partner (COP) Manager

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