

Business Magazines

Combined Total Profile Circulation Certificate
January to December 2016



Setting the standard

Air Conditioning & Refrigeration News

ACRnews



Key information

Metric type

Circulation

ABC total

8,656 average

Period

1 January 2016 to 31 December 2016

No of issues

12

Market sector

Food & Drink Processing: General

Contact details

Datateam Business Media Ltd
Paul Ryder
Publication Director
15a London Road
Maidstone
Kent
ME16 8LY
01622 687031
pryder@datateam.co.uk
www.acr-news.com

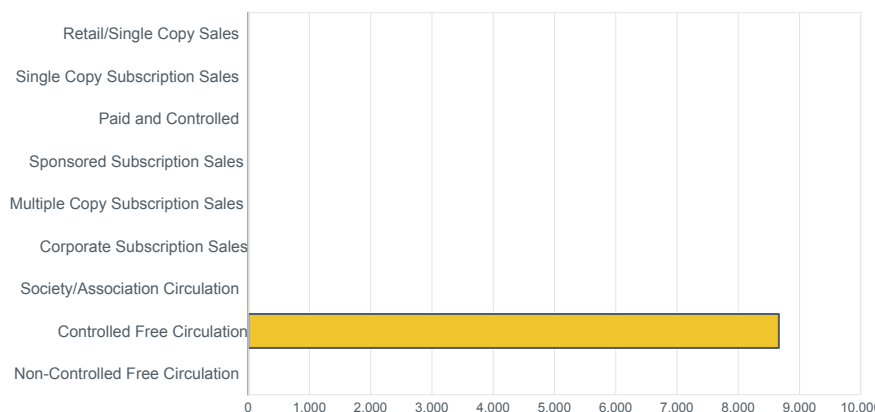
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	100%
Non-Controlled Free Circulation	0%

Demographics included:

Geographical analysis
Industry / Business / Sector
Purchase / Specify / Influence Purchase
Job Function
Sources and ages of name and address records

Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	8,656	8,656	-	8,656	8,656	-	-	-	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated December and distributed on 9 December 2016

Audit Issue Circulation	8,663	8,663	-	8,663	8,663	-	-	-	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	8,663	8,663	-	8,663	8,663	-	-	-	-
Individual requests	5,342	5,342	-	5,342	5,342	-	-	-	-
Company requests	2	2	-	2	2	-	-	-	-
Non-requested by name	3,319	3,319	-	3,319	3,319	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-	-	-	-

Duplication

The level of duplication on the mailing list for the audit issue was: 0%

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):	£78.00
Basic cover price (RoI):	£91.00
Basic annual rate (UK):	£78.00
Basic annual rate (OC):	£91.00

Controlled circulation for the audit issue

Terms of control: Individuals in the UK and other countries who supply and operate, or are responsible for or influence the purchase or specification of air conditioning and refrigeration equipment, ancillary products and services.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	5,344	100.0	1,682	31.5	246	4.6	3,416	63.9
Individual Requests - Print	5,342	100.0	1,682	31.5	246	4.6	3,414	63.9
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	2	0.0	-	-	-	-	2	0.0
Company Requests - Digital	-	-	-	-	-	-	-	-

Issue by issue analysis (variances will show only if over 10% +/- the average net circulation)

Cover Date / ID	Distribution Date	Total Circulation	Print	Digital	Variance %
January	05-Jan-16	8,597	8,597	-	-
February	28-Jan-16	8,664	8,664	-	-
March	07-Mar-16	8,655	8,655	-	-
April	27-Mar-16	8,663	8,663	-	-
May	27-Apr-16	8,663	8,663	-	-
June	25-May-16	8,664	8,664	-	-
July	30-Jun-16	8,662	8,662	-	-
August	02-Aug-16	8,659	8,659	-	-
September	06-Sep-16	8,659	8,659	-	-
October	04-Oct-16	8,663	8,663	-	-
November	10-Nov-16	8,661	8,661	-	-
December	09-Dec-16	8,663	8,663	-	-

Air Conditioning & Refrigeration News

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

Analysis of the Audit Issue by: Geographical Analysis

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	5,344	3,319			8,663		8,663	100.00
Not Analysed								
Analysed	5,344	3,319			8,663		8,663	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	5,344	3,319			8,663		8,663	100.00
East Anglia	259	141			400		400	4.62
East Midlands	441	217			658		658	7.60
London	237	356			593		593	6.85
Midlands	559	276			835		835	9.64
Northern	182	152			334		334	3.86
North West	561	306			867		867	10.01
South East	1,651	680			2,331		2,331	26.91
South West	451	312			763		763	8.81
Yorkshire	427	288			715		715	8.25
Northern Ireland	99	114			213		213	2.46
Scotland	319	336			655		655	7.56
Wales	158	141			299		299	3.45
Total Other Countries								
Republic of Ireland								
Other Countries								

Air Conditioning & Refrigeration News

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

Analysis of the Audit Issue by: Industry/Business/Sector

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	5,344	3,319			8,663		8,663	100.00
Not Analysed	6				6		6	0.07
Analysed	5,338	3,319			8,657		8,657	99.93
<u>Breakdown of Analysed Responses</u>								
Contractor/Installer	2,240	1,022			3,262		3,262	37.65
Consulting Engineers	659				659		659	7.61
Building Services Provider e.g. maintenance, facilities management etc	398				398		398	4.59
Wholesaler/Distributor	407				407		407	4.70
Equipment Manufacturer/Manufacturing industries (non HVAC)	705	460			1,165		1,165	13.45
Architect/Surveyor/Design	94				94		94	1.09
Leisure Facility/Complex inc hotel, restaurant, museum etc	41				41		41	0.47
Cold Store/Refrigerated Transport	39				39		39	0.45
Retail Outlet/Food Retailer/Wholesaler	58	218			276		276	3.19
Health Service/Hospital/Education establishment	107				107		107	1.24
Central/Local Government	75				75		75	0.87
Service Industry/Utilities inc telecom, postal, finance, police, gas, electricity, water etc	380	1,532			1,912		1,912	22.07
Food/Drink Processing	39	87						
Other	96				96		96	1.11

Air Conditioning & Refrigeration News

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

Analysis of the Audit Issue by: Purchase/Specify/Influence Purchase

This analysis allows for multiple responses by the addressee.

This is an analysis of 5,344 copies, which represents 61.69% of the distribution of the audit issue

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	5,344	3,319			8,663		8,663	100.00
Not Analysed		3,319			3,319		3,319	38.31
Analysed	5,344				5,344		5,344	61.69
Total Responses	31,067				31,067		31,067	
<u>Breakdown of Analysed Responses</u>								
Air Conditioning	4,167				4,167		4,167	48.10
Air Handling	3,615				3,615		3,615	41.73
Controls/Instrumentation	3,585				3,585		3,585	41.38
Energy Management Systems	3,037				3,037		3,037	35.06
Heating	3,355				3,355		3,355	38.73
Insulation	3,139				3,139		3,139	36.23
Pumps	3,304				3,304		3,304	38.14
Refrigeration	3,281				3,281		3,281	37.87
Ventilation	3,584				3,584		3,584	41.37

Air Conditioning & Refrigeration News

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

Analysis of the Audit Issue by: Job Function

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	5,344	3,319			8,663		8,663	100.00
Not Analysed	21				21		21	0.24
Analysed	5,323	3,319			8,642		8,642	99.76
<u>Breakdown of Analysed Responses</u>								
Contracting/Installing	200				200		200	2.31
Engineering	728				728		728	8.40
Estimating	155				155		155	1.79
General Management	674				674		674	7.78
Facilities Management	440				440		440	5.08
Purchasing	280				280		280	3.23
Sales/Marketing	589				589		589	6.80
Senior Management/Board Member	1,696	3,319			5,015		5,015	57.89
Servicing/Maintenance	309				309		309	3.57
Specification/Design	156				156		156	1.80
Other	96				96		96	1.11

Air Conditioning & Refrigeration News

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less Than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
TOTAL	5,001	246	3,416		8,663	100.0
Not Analysed						
Analysed	5,001	246	3,416		8,663	100.0
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	1,682	246	3,416		5,344	61.7
Individual Requests	1,682	246	3,414		5,342	61.7
Company Requests			2		2	0.0
Controlled Free - Non Requested	3,319				3,319	38.3
By Name	3,319				3,319	38.3
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation						