



**ACR News** is passionate about the air conditioning and refrigeration industry, supporting businesses from installers, technicians and engineers, through to contractors, distributors and manufacturers.

Driven by legislation and the need to protect our planet, the industry is constantly evolving and **ACR News** remains on top of the areas of business while remaining true to the air conditioning and refrigeration industry which has helped us get to where we are today.

**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.

It is our goal to support the industry and give those within a platform with which they can contribute. **ACR News** is the perfect way to connect with all aspects of the market and to help grow business. Whether online, in print, or at our celebrated award ceremonies, **ACR News** is ideally placed to put your brand in front of the most influential decision makers in this ever-evolving industry.

**ACR News** is a respected voice and valued source of news, data, analysis and opinion throughout the industry. The magazine is complimented by a digital edition, a constantly updated website, weekly enewsletter and a suite of email and web services, as well as prestigious events.

Our core audiences are engineers, installers and contractors. We truly do cover all bases across the industry. Decision makers and influencers seek our intelligence to obtain business profits and growth, and with our expertise, you can reach your core audience through a variety of marketing channels.

Simply put, **ACR News** is the destination for anyone in the business of air conditioning and refrigeration.

## FEATURES

Our editorial team brings big interviews, in-depth company and people profiles, market and product information, key news analysis, opinions and much more.

As well as our regular features programme we also be deliver in-depth information on upcoming industry events and initiatives.

## JANUARY 2025

- Energy Saving Equipment
- Fans
- State of the Industry

*Editorial copy deadline: 29 November 2024  
Advertising copy deadline: 15 December 2024  
Publication date: 02 January 2025*

## FEBRUARY 2025

- Chilled Beams and Fan Coils
- Air Conditioning
- Retail Display
- Training

*Editorial copy deadline: 10 January 2025  
Advertising copy deadline: 24 January 2025  
Publication date: 03 February 2025*

## MARCH 2025

- Coils, Coolers and Condensers
- Refrigerants
- Humidity Control
- HVACR Live Preview

*Editorial copy deadline: 03 February 2025  
Advertising copy deadline: 21 February 2025  
Publication date: 03 March 2025*

## APRIL 2025

- Air Handling Units
- Supermarket Systems and Equipment
- Pipes and Ductwork
- Domestic Air Conditioning

*Editorial copy deadline: 03 March 2025  
Advertising copy deadline: 21 March 2025  
Publication date: 01 April 2025*

## MAY 2025

- Service and Maintenance
- Industrial Refrigeration
- Compressors
- ACR News Awards Review
- HVACR Live Review

*Editorial copy deadline: 04 April 2025  
Advertising copy deadline: 25 April 2025  
Publication date: 01 May 2025*

## JUNE 2025

- Forecourt and Convenience Stores
- Treatments and Fluids
- Green Matters
- Handbook

*Editorial copy deadline: 02 May 2025  
Advertising copy deadline: 23 May 2025  
Publication date: 02 June 2025*

## JULY 2025

- Air Movement Equipment
- Heat Pumps
- Spares and Accessories
- Smart Controls
- Cold Stores

*Editorial copy deadline: 02 June 2025  
Advertising copy deadline: 20 June 2025  
Publication date: 01 July 2025*

## AUGUST 2025

- Chillers
- Refrigerants
- Training
- Diversity

*Editorial copy deadline: 04 July 2025  
Advertising copy deadline: 25 July 2025  
Publication date: 01 August 2025*

## SEPTEMBER 2025

- Air Conditioning
- Humidity Control
- ACR Heroes

*Editorial copy deadline: 01 August 2025  
Advertising copy deadline: 22 August 2025  
Publication date: 01 September 2025*

## OCTOBER 2025

- Supermarket Refrigeration
- Coils, Coolers and Condensers
- Ventilation, Ductwork and Grilles
- Air Handling Units

*Editorial copy deadline: 01 September 2025  
Advertising copy deadline: 26 September 2025  
Publication date: 01 October 2025*

## NOVEMBER 2025

- Compressors
- Data Centre Cooling
- Heat Pumps

*Editorial copy deadline: 03 October 2025  
Advertising copy deadline: 24 October 2025  
Publication date: 03 November 2025*

## DECEMBER 2025

- Refrigerants
- Instrumentation and Leak Detection
- Spares and Accessories
- Breweries and Cellar Cooling

*Editorial copy deadline: 31 October 2025  
Advertising copy deadline: 21 November 2025  
Publication date: 01 December 2025*

**Our events include, but are not limited to:**



The **ACR News Awards** gives 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 dedicated ACR magazine that is produced 12 times a year – reaching your target market month after month.

**HVACR Live** is the only national event for the HVACR industries. It is the premier desination in the UK which provides the latest industry insights, innovative solutions and expert advice for heating, ventilation, air conditioning and refrigeration.

Opportunities are available for all budgets.

[www.acrnewsawards.com](http://www.acrnewsawards.com)  
[www.hvacrlive.com](http://www.hvacrlive.com)



## Digital Advertising

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.

## Advanced targeting to maximise your marketing impact

Target and retarget your customers with compelling campaigns designed around your specific business needs.

From display advertising, to page takeovers and social media, you choose the channel that is right for you.

Our digital advertising opportunities allow you to:

Use our intelligence to reach users across the web. Build a content hub to collate highly-focused editorial content based around your marketing messaging.

Build your social following and amplify your marketing message with social media competitions or Q&As.

**www.acr-news.com**  
**LinkedIn: @ACR News**  
**X: @ACRNews**

**Be seen in the market's leading magazine!**

**Delivering quality buyers for your products and services 12 times a year**

**A wide range of products makes ACR News the perfect advertising choice.**

The **ACR News Contractors' & Installers' Handbook** is a valuable source of industry information.

Designed for contractors, installers and facilities managers, the Handbook has become indispensable for the ACR professional in the field.



## Mechanical data

### Magazine All measurements (h x w)mm

	Type area	Trim	Bleed
Front cover	200 x 200	229 x 229	235 x 235
Double page spread	265 x 400	306 x 458	312 x 464
Full page	265 x 200	306 x 229	312 x 235
Half page horizontal	124 x 200	153 x 229	159 x 235
Half page vertical	265 x 85	306 x 114	312 x 120
Quarter page horizontal	47 x 200	76 x 229	82 x 235

### Classifieds

Large panel	60mm x 90mm
Standard panel	60mm x 70mm

### Website All measurements (w x h) pixels

Homepage banner (top)	980 x 90
Homepage banner (mid)	680 x 90
Skyscraper	125 x 250
Button banner	125 x 125
Double button banner	250 x 250
Home page pop-up banner	250 x 250
Footer	980 x 360
Peel back	250 x 250
Curtains x 2	260 x 780

## If you think ACR News can't reach your audience - think again

Our circulation is sent, by request, only to readers who meet our strict criteria. They have to be the decision makers our advertisers want to reach. **ACR News** knows exactly who our readers are: we know what jobs they do and what type of business they work in.

The circulation of **ACR News** is 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.

## Meet the team

Our dedicated team can help you reach your business goals. Please get in touch using the details below:

**Lynn Sencicle**  
 Managing Editor  
 T: 07793 054021  
 E: lsencicle@datateam.co.uk

**Steve Bennion**  
 Business Development Manager  
 T: +44 (0)1622 699 102  
 E: sbennion@datateam.co.uk