

AIR CONDITIONING &
REFRIGERATION NEWS
JANUARY TO DECEMBER 2019



Air Conditioning & Refrigeration News has reported in accordance with
ABC's industry-agreed standards for Business Magazines



11,753

CIRCULATION
(AVERAGE PER ISSUE)

For more information:



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Issued: 25 Feb 2020

www.abc.org.uk

100%

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Issue distributed 06/12/19

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MONTHLY

11 ISSUES

FOOD & DRINK
PROCESSING

MARKET SECTOR

AIR CONDITIONING & REFRIGERATION NEWS

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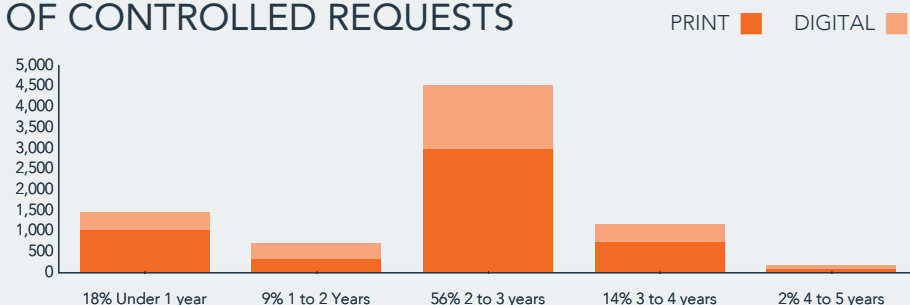
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 06/12/19	11,256	11,070	186	7,476	7,476	-	3,780	3,594	186
FREE COPIES	11,256	11,070	186	7,476	7,476	-	3,780	3,594	186
CONTROLLED FREE	11,256	11,070	186	7,476	7,476	-	3,780	3,594	186
REQUESTED (INDIVIDUAL)	5,514	5,337	177	3,455	3,455	-	2,059	1,882	177
REQUESTED (COLLEAGUE)	2,527	2,527	-	1,751	1,751	-	776	776	-
NON-REQUESTED (NAME)	3,215	3,206	9	2,270	2,270	-	945	936	9
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: 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.

AGE OF CONTROLLED REQUESTS



DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Industry/Business/Sector

DESCRIPTION	TOTAL	Print	Digital
Contractor/Installer	3,578	2,800	778
Consulting Engineers	1,300	800	500
Equipment Manufacturer/ Manufacturing Industries (Non HVAC)	1,067	700	367
Retail Outlet/Food Retailer/ Wholesaler	733	500	233
HVAC Equipment Manufacturer/ Distributor	657	400	257
Food/Drink Processing	494	300	194
Service Industry	693	400	293
Building Services Provider	434	250	184
Wholesaler/Distributor	517	300	217
Maintenance/Facilities Management	289	150	139
Architect/Surveyor/Design	289	150	139
Public Sector HVAC End User	140	70	70
Other	221	100	121
Health Service/Hospital/ Education Establishment	140	70	70
Private Sector HVAC End User	293	150	143
Cold Store/Refrigerated Transport	100	50	50
Utilities inc Electricity, gas, water	102	50	52
Leisure Facility/Complex	71	30	41
Central/Local Government	77	30	47
Domestic Plumbing	51	20	31

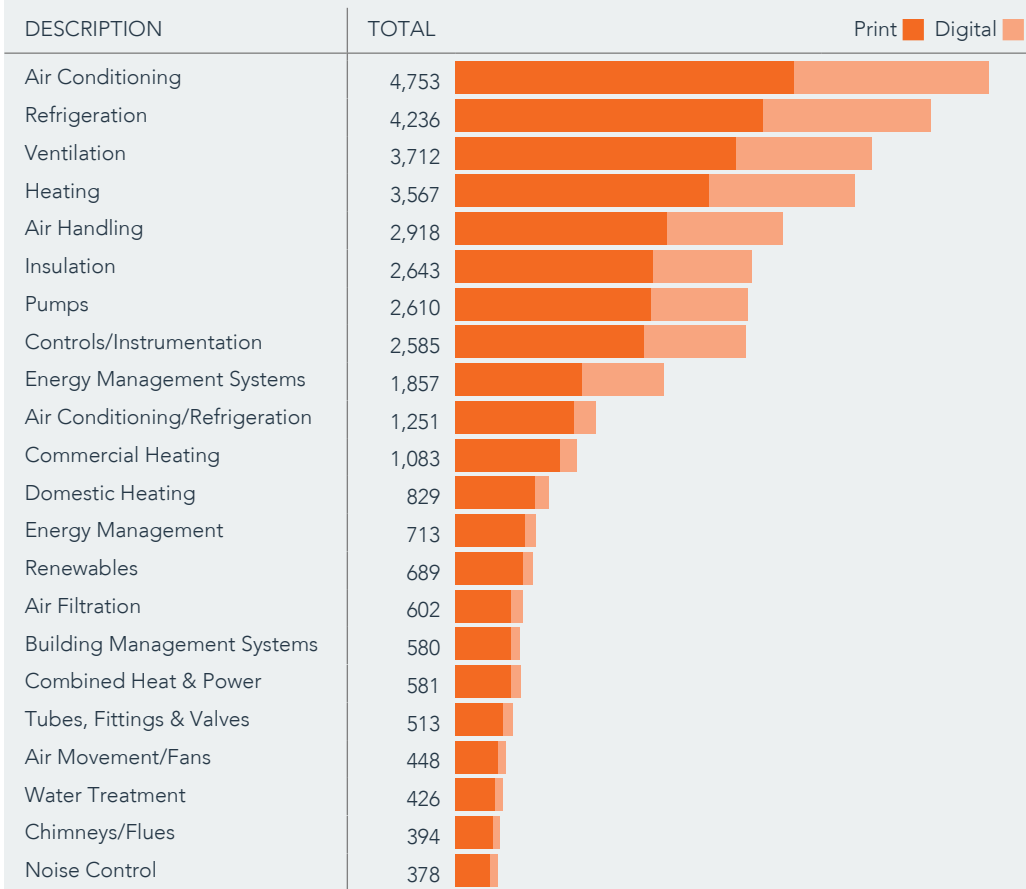
11,246 individuals were analysed (100% of the audit issue)

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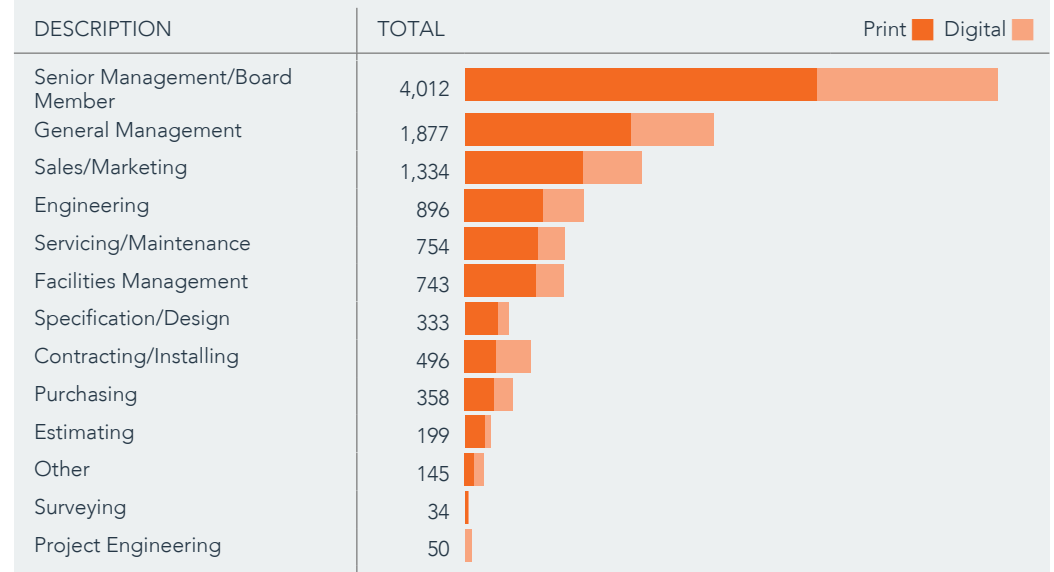


Purchase/Specificity/Influence Purchase



8,341 individuals were analysed (74% of the audit issue).
This question allowed for multiple responses.

Job Function



11,231 individuals were analysed (100% of the audit issue)

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GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
United Kingdom	11,070
East Anglia	516
East Midlands	869
London	677
Midlands	1,139
North West	1,104
Northern	395
South East	3,158
South West	951
Yorkshire	867
Northern Ireland	248
Scotland	773
Wales	373
Rest of the world	186

11,256 individuals were analysed (100% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	11,753	11,535	218
PRINT EDITION	7,485	7,485	-
DIGITAL EDITION	4,268	4,050	218

ISSUE ANALYSIS

PRINT ■ DIGITAL ■

ISSUE	DISTRIBUTED	TOTAL
February 2019	05/02/19	12,208
March 2019	04/03/19	12,125
April 2019	03/04/19	11,826
May 2019	25/04/19	11,755
June 2019	31/05/19	11,706
July 2019	01/07/19	11,656
August 2019	01/08/19	11,775
September 2019	09/09/19	11,710
October 2019	08/10/19	11,663
November 2019	07/11/19	11,589
December 2019	06/12/19	11,256

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