

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

## Air Conditioning & Refrigeration News

# ACRnews



### Key information

#### Metric type

Circulation

#### ABC total

9,712 average (total)  
8,653 average (print)  
1,059 average (digital)

#### Period

1 January 2017 to 31 December 2017

#### No of issues

12

#### Market sector

Food & Drink Processing

#### Contact details

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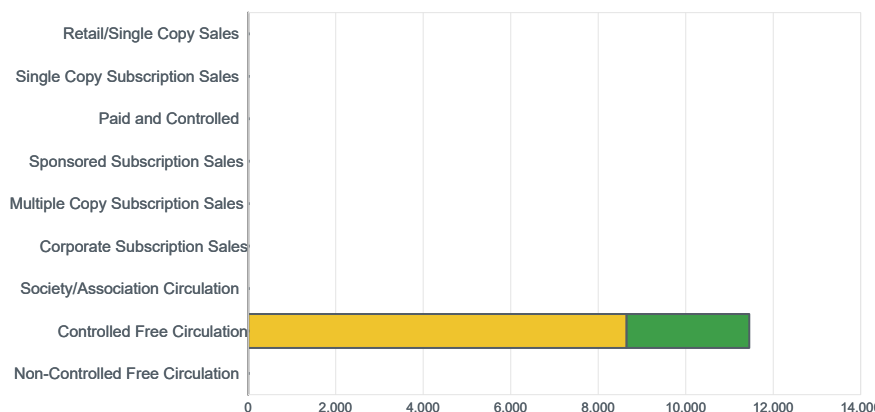
### Audit issue circulation analysis

	% 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:

Industry/Business/Sector  
Purchase/Specificity/Influence Purchase  
Job Function  
Sources & 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	9,712	8,653	1,059	9,651	8,653	998	61	-	61
Average Retail Sales Per Issue	-	-		-	-		-	-	

## Analysis for the Audit issue cover dated December 2017 and distributed on 8 December 2017

<b>Audit Issue Circulation</b>	11,452	8,643	2,809	11,322	8,643	2,679	130	-	130
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	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	11,452	8,643	2,809	11,322	8,643	2,679	130	-	130
Individual requests	4,629	3,512	1,117	4,558	3,512	1,046	71	-	71
Company requests	2,185	2,185		2,185	2,185		-	-	
Non-requested by name	4,638	2,946	1,692	4,579	2,946	1,633	59	-	59
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	-	-		-	-		-	-	

## Duplication

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

## 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	%
<b>Total</b>	<b>6,814</b>	<b>100.0</b>	<b>5,139</b>	<b>75.4</b>	<b>1,471</b>	<b>21.6</b>	<b>204</b>	<b>3.0</b>
Individual Requests - Print	3,512	51.5	2,101	30.8	1,207	17.7	204	3.0
Individual Requests - Digital	1,117	16.4	853	12.5	264	3.9	-	-
Company Requests - Print	2,185	32.1	2,185	32.1	-	-	-	-
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 2017	12-Jan-17	9,011	8,662	349	-
February 2017	06-Feb-17	9,016	8,667	349	-
March 2017	09-Mar-17	9,120	8,664	456	-
April 2017	31-Mar-17	9,176	8,662	514	-
May 2017	29-Apr-17	9,161	8,664	497	-
June 2017	07-Jun-17	9,231	8,666	565	-
July 2017	05-Jul-17	9,209	8,644	565	-
August 2017	27-Jul-17	10,337	8,642	1,695	-
September 2017	31-Aug-17	10,343	8,641	1,702	-
October 2017	11-Oct-17	10,249	8,640	1,609	-
November 2017	08-Nov-17	10,238	8,637	1,601	-
December 2017	08-Dec-17	11,452	8,643	2,809	17.9

## Demographic analysis for the audit issue

Question: Industry/Business/Sector	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	8,643		2,809		11,452		11,452
People not responding to this question							
<b>Answers:</b>							
Service Industry	2,434		360		2,794		2,794
Contractor/Installer	2,112		592		2,704		2,704
Equipment Manufacturer/Manufacturing Industries (Non HVAC)	1,009		557		1,566		1,566
Retail Outlet/Food Retailer/Wholesaler	914		146		1,060		1,060
Consulting Engineers	679		252		931		931
Food/Drink Processing	488		132		620		620
Building Services Provider e.g. maintenance, facilities management etc	267		87		354		354
Wholesaler/Distributor industries (non HVAC)	252		106		358		358
Cold Store/Refrigerated Transport	86		28		114		114
Utilities inc Electricity, gas, water	82		40		122		122
Health Service/Hospital/Education establishment	69		40		109		109
Architect/Surveyor/Design	62		40		102		102
Leisure Facility/Complex inc hotel, restaurant, museum etc	50		14		64		64
Central/Local Government	35		24		59		59
HVAC Equipment Manufacturer/Distributor	33		177		210		210
Maintenance/Facilities Management			36		36		36
Domestic Plumbing			22		22		22
Private Sector HVAC End User			20		20		20
Public Sector HVAC End User			18		18		18
Other	71		118		189		189

Question: Purchase/Specificity/Influence Purchase (more than one answer to this question was allowed)	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	4,354		1,777		6,131		6,131
People not responding to this question	4,289		1,032		5,321		5,321
<b>Answers:</b>							
Air Conditioning	3,160		1,102		4,262		4,262
Refrigeration	2,980		960		3,940		3,940
Heating	2,488		899		3,387		3,387
Ventilation	2,064		925		2,989		2,989
Air Handling	1,699		749		2,448		2,448
Insulation	1,590		697		2,287		2,287
Controls/Instrumentation	1,516		681		2,197		2,197
Pumps	1,472		652		2,124		2,124
Energy Management Systems	1,411		523		1,934		1,934
Commercial Heating	21		181		202		202
Air Conditioning/Refrigeration	20		215		235		235
Domestic Heating	11		138		149		149
Energy Management	8		125		133		133
Air Filtration	4		135		139		139
Building Management Systems	4		107		111		111
Combined Heat & Power	4		131		135		135
Air Movement/Fans	4		98		102		102
Tubes, Fittings & Valves	4		126		130		130
Chimneys/Flues	3		93		96		96
Noise Control	2		88		90		90
Renewables	2		124		126		126
Water Treatment	2		100		102		102

Question: Job Function	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	8,643		2,809		11,452		11,452
People not responding to this question							
<b>Answers:</b>							
Senior Management/Board Member	4,962		1,020		5,982		5,982
General Management	1,642		632		2,274		2,274
Sales/Marketing	472		285		757		757
Engineering	388		186		574		574
Facilities Management	302		150		452		452
Purchasing	222		109		331		331
Contracting/Installing	198		60		258		258
Servicing/Maintenance	195		110		305		305
Estimating	103		35		138		138
Specification/Design	78		46		124		124
Project Engineering	4		60		64		64
Surveying	1		4		5		5
Other	76		112		188		188

## 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
<b>TOTAL</b>	<b>5,882</b>	<b>5,316</b>	<b>254</b>		<b>11,452</b>	<b>100.0</b>
<b>Not Analysed</b>						
<b>Analysed</b>	<b>5,882</b>	<b>5,316</b>	<b>254</b>		<b>11,452</b>	<b>100.0</b>
<u>Breakdown of Analysed Responses</u>						
<b>Print Editions</b>	<b>4,286</b>	<b>4,153</b>	<b>204</b>		<b>8,643</b>	<b>75.5</b>
<b>Controlled Free Circulation - Requested</b>	<b>4,286</b>	<b>1,207</b>	<b>204</b>		<b>5,697</b>	<b>49.7</b>
Individual Requests	2,101	1,207	204		3,512	
Company Requests	2,185				2,185	
<b>Controlled Free - Non Requested</b>		<b>2,946</b>			<b>2,946</b>	<b>25.7</b>
By Name		2,946			2,946	
By Job Title/Function						
<b>Non Controlled Free Circulation</b>						
By Name						
Not by Name						
<b>Paid Circulation</b>						
<b>Digital Editions</b>	<b>1,596</b>	<b>1,163</b>	<b>50</b>		<b>2,809</b>	<b>24.5</b>
<b>Controlled Free Circulation - Requested</b>	<b>853</b>	<b>264</b>			<b>1,117</b>	<b>9.8</b>
Individual Requests	853	264			1,117	
<b>Controlled Free - Non Requested</b>	<b>743</b>	<b>899</b>	<b>50</b>		<b>1,692</b>	<b>14.8</b>
By Name	743	899	50		1,692	
By Job Title/Function						
<b>Paid Circulation</b>						