



Profile Certificate of Circulation

For the 12 issues distributed between 1st January 2007 and 31st December 2007

**Business
Magazines**

Air Conditioning & Refrigeration News



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The Primary Market Sector for this publication is:

Refrigeration

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Air Conditioning & Refrigeration News

Certificate of Average Net Circulation for the 12 issues distributed between 1st January 2007 and 31st December 2007

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	9,483	9,379	104
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit Issue cover dated November 2007 and distributed on 24th October 2007

Total Net Circulation		9,483	9,364	119
Newstrade and other Single Copy Sales	Total	-	-	-
At Full Cover Price/NTT		-	-	-
At a Lower Rate		-	-	-
Paid and Controlled	Total	-	-	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Single Copy Subscription Sales	Total	126	86	40
At Full Rate		126	86	40
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Multiple Copy Subscription Sales	Total	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Bulk Sales	Total	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Society/Association/Organisation Circulation	Total	-	-	-
Paid optional single copies		-	-	-
Unpaid single copies (Written Requests)		-	-	-
Unpaid single copies (Electronic Requests)		-	-	-
Unpaid single copies (Telephone Requests)		-	-	-
Non-optional single copies		-	-	-
Controlled Free Circulation	Total	9,357	9,278	79
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		2,999	2,933	66
Individual Electronic Requests		-	-	-
Individual Telephone Requests		6,358	6,345	13
Company Written Requests		-	-	-
Company Electronic Requests		-	-	-
Company Telephone Requests		-	-	-
Non-requested by name		-	-	-
Non-requested by job title / function		-	-	-
Non-Controlled Free Circulation	Total	-	-	-
By Name		-	-	-
Not by name		-	-	-

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

Miscellaneous data:

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: £51.00

The annual other countries subscription rate for the audit issue was: £63.00

2 or 3 year subscriptions are available

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Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

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 source data for the Audit Issue

Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	9,357	4,970	3,204	1,183
Individual Requests	9,357	4,970	3,204	1,183
Company Requests	-	-	-	-
Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	53.1	34.2	12.7
Individual Requests	100.0	53.1	34.2	12.7
Company Requests	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Bulk Sales for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk %	Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk %
February 2007	26-Jan-2007	9,471	-	-					
March 2007	16-Feb-2007	9,472	-	-					
April 2007	22-Mar-2007	9,480	-	-					
May 2007	19-Apr-2007	9,480	-	-					
June 2007	25-May-2007	9,479	-	-					
July 2007	20-Jun-2007	9,479	-	-					
August 2007	24-Jul-2007	9,474	-	-					
September 2007	24-Aug-2007	9,469	-	-					
October 2007	21-Sep-2007	9,523	-	-					
November 2007	24-Oct-2007	9,483	-	-					
December 2007	22-Nov-2007	9,492	-	-					
January 2008	17-Dec-2007	9,494	-	-					

Other Bulk Distribution. (Please note, these copies are NOT included in the circulation of any issue)

None

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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	9,357				9,357	126	9,483	100.00
Not Analysed								
Analysed	9,357				9,357	126	9,483	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	9,278				9,278	86	9,364	98.75
East Anglia	447				447		447	4.71
East Midlands	761				761		761	8.02
Midlands	908				908	2	910	9.60
London	553				553	15	568	5.99
Northern	313				313		313	3.30
North West	863				863		863	9.10
South East	3,086				3,086	54	3,140	33.11
South West	791				791	12	803	8.47
Yorkshire	657				657		657	6.93
Scotland	506				506		506	5.34
Wales	271				271	3	274	2.89
Northern Ireland	122				122		122	1.29
Total Other Countries	79				79	40	119	1.25
Republic of Ireland	5				5		5	0.05
Other Countries	74				74	40	114	1.20

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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	9,357				9,357	126	9,483	100.00
Not Analysed						126	126	1.33
Analysed	9,357				9,357		9,357	98.67
<u>Breakdown of Analysed Responses</u>								
Contractor/Installer	4,315				4,315		4,315	45.50
Building Services Provider e.g. maintenance, facilities management etc	1,074				1,074		1,074	11.33
Wholesaler/Distributor	700				700		700	7.38
Equipment Manufacturer	778				778		778	8.20
Consulting Engineers	848				848		848	8.94
Architect/Surveyor/Design	123				123		123	1.30
Leisure facility/complex inc hotel, restaurant, museum etc	85				85		85	0.90
Cold Store/Refrigerated Transport	127				127		127	1.34
Food/Drink Processing	103				103		103	1.09
Food Retailer/Wholesaler	74				74		74	0.78
Health Service/Hospital	202				202		202	2.13
Central/Local Government	162				162		162	1.71
Retail Outlet	98				98		98	1.03
Service industry inc telecom, postal, finance, police etc	248				248		248	2.61
Manufacturing Industries (not HVAC)	248				248		248	2.61
Education establishment	69				69		69	0.73
Utilities inc electricity, gas, water	103				103		103	1.09

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

This analysis allows for multiple responses by the addressee.

This is an analysis of 9156 copies, which represents 96% 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	9,357				9,357	126	9,483	100.00
Not Analysed	201				201	126	327	3.45
Analysed	9,156				9,156		9,156	96.55
Total Responses	47,453				47,453		47,453	
<u>Breakdown of Analysed Responses</u>								
Air Conditioning	7,512				7,512		7,512	79.22
Air Handling	5,608				5,608		5,608	59.14
Controls/Instrumentation	4,619				4,619		4,619	48.71
Energy Management Systems	3,876				3,876		3,876	40.87
Heating	5,091				5,091		5,091	53.69
Insulation	4,673				4,673		4,673	49.28
Pumps	4,614				4,614		4,614	48.66
Refrigeration	6,076				6,076		6,076	64.07
Ventilation	5,384				5,384		5,384	56.78

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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	9,357				9,357	126	9,483	100.00
Not Analysed						126	126	1.33
Analysed	9,357				9,357		9,357	98.67
<u>Breakdown of Analysed Responses</u>								
Contracting/Installing	996				996		996	10.50
Engineering	1,606				1,606		1,606	16.94
Estimating	204				204		204	2.15
General Management	1,393				1,393		1,393	14.69
Facilities Management	637				637		637	6.72
Purchasing	531				531		531	5.60
Sales/Marketing	533				533		533	5.62
Senior Management/Board Member	2,167				2,167		2,167	22.85
Servicing/Maintenance	852				852		852	8.98
Specification/Design	438				438		438	4.62

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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	4,970	3,204	1,183	126	9,483	100.0
Not Analysed				126	126	1.3
Analysed	4,970	3,204	1,183		9,357	98.7
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	4,970	3,204	1,183		9,357	98.7
Individual Written Requests	1,883	803	313		2,999	31.6
Individual Electronic Requests						
Individual Telephone Requests	3,087	2,401	870		6,358	67.1
Company Written Requests						
Company Electronic Requests						
Company Telephone Requests						
Controlled Free - Non Requested						
By Name						
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation				126	126	1.3