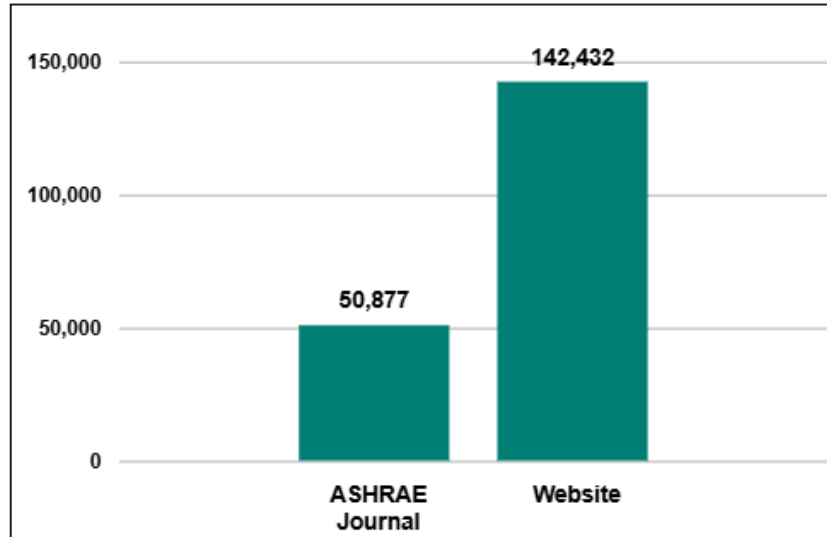


**CONSOLIDATED MEDIA REPORT**  
**B2B Media**

6 months ended December 31, 2025

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

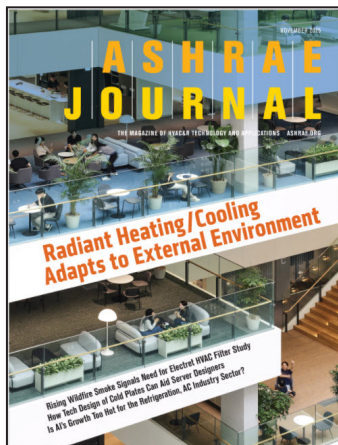
**TOTAL AVERAGE GROSS CONTACTS** **193,309**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
<b>ASHRAE Journal</b> Total Qualified Circulation	50,877	6 months ended December 31, 2025
<b>Website Activity</b> Page Views Sessions/Visits Users/Visitors	421,669 230,993 142,432	6 months end December 31, 2025
<b>Social Media</b> Facebook Followers Instagram Followers Linkedin Followers X Followers YouTube Subscribers	76,000 6,096 179,489 24,427 9,030	As of December 31, 2025

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2025

Subject to Audit

**Field Served:**

Design, installation, maintenance and operation of heating, refrigerating, air conditioning, ventilating and piping systems.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				50,877
<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Paid Individual - Print	10	Qualified Nonpaid Individual - Print	59	
Qualified Paid Individual - Digital	2	Qualified Nonpaid Individual - Digital	72	
<b>Total Qualified Paid Individual</b>	<b>10</b>	<b>Total Qualified Nonpaid Individual</b>	<b>81</b>	
Qualified Paid Membership Benefit - Print	34,619	Qualified Nonpaid Membership Benefit - Print	10,628	
Qualified Paid Membership Benefit - Digital	29,466	Qualified Nonpaid Membership Benefit - Digital	6,435	
<b>Total Qualified Membership Benefit</b>	<b>38,882</b>	<b>Total Qualified Nonpaid Membership Benefit</b>	<b>11,904</b>	
<b>Total Average Qualified Paid Circulation</b>	<b>38,892</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>11,985</b>	

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	58
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>58</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	389
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>389</b>
<b>Total Average Nonqualified Circulation</b>	<b>447</b>

CIRCULATION BY ISSUES							
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total
Jul	35,175	29,754	39,425	10,070	5,917	11,127	50,552
Aug	34,071	28,994	38,146	11,301	6,833	12,584	50,730
Sep	34,510	29,302	38,664	10,583	6,396	11,883	50,547
Oct	34,627	29,343	38,814	10,530	6,444	11,906	50,720
Nov	34,639	29,623	39,066	10,571	6,538	11,941	51,007
Dec	34,755	29,797	39,242	11,068	6,911	12,468	51,710

**BUSINESS ANALYSIS**

Classification by Business & Industry	Total	%	Qualified Paid Individual - Print	Qualified Paid Individual - Digital	Total Qualified Paid Individual	Qualified Paid Membership Benefit - Print	Qualified Paid Membership Benefit - Digital	Total Qualified Paid Membership Benefit	Total Qualified Paid	Qualified Nonpaid Individual - Print	Qualified Nonpaid Individual - Digital	Total Qualified Nonpaid Individual	Qualified Nonpaid Membership Benefit - Print	Qualified Nonpaid Membership Benefit - Digital	Total Qualified Nonpaid Membership Benefit	Total Qualified Nonpaid
1. (a) Consulting Engineers	17,202	33.7				11,858	9,268	13,068	13,068	4	4	4	3,776	1,970	4,130	4,134
(b) Architects & Engineers employed by Architectural Firms and Architectural/Engineering Firms	2,835	5.6				2,134	1,706	2,315	2,315				463	292	520	520
Sub-Total Classification 1	20,037	39.3				13,992	10,974	15,383	15,383	4	4	4	4,239	2,262	4,650	4,654
2. Contractors and Contracting Firms	7,075	13.9	1	1	1	4,883	4,060	5,444	5,445	3	3	3	1,456	833	1,627	1,630
3. Engineering Management and Engineering Staffs in charge of services for Industrial/Manufacturing Firms	5,472	10.7				4,096	3,349	4,443	4,443	2	2	2	947	588	1,027	1,029
4. Engineering Management and Engineering Staff in charge of services for buildings (Commercial and Institutional, Government and Public Utilities)	5,214	10.2				3,567	3,156	4,037	4,037	2	2	2	1,010	696	1,175	1,177
5. ASHRAE Members	96	0.2				41	21	42	42				49	33	54	54
6. Wholesalers, Manufacturers' Agents and Sales Engineering Firms	5,029	9.9				3,639	2,945	3,899	3,899				1,058	496	1,130	1,130
7. Educational Institutions, Public Libraries, Technical Associations, Students	4,577	9.0				2,692	3,386	3,661	3,661				620	803	916	916
8. Others Allied to the Field	3,507	6.9	10	2	10	1,718	1,729	2,146	2,156	43	55	64	1,138	761	1,287	1,351
Other Paid Circulation:																
Subscriptions																
Single Copy Sales																
<b>Total Qualified Circulation</b>	<b>51,007</b>	<b>100.0</b>	<b>11</b>	<b>3</b>	<b>11</b>	<b>34,628</b>	<b>29,620</b>	<b>39,055</b>	<b>39,066</b>	<b>54</b>	<b>66</b>	<b>75</b>	<b>10,517</b>	<b>6,472</b>	<b>11,866</b>	<b>11,941</b>

SOURCE ANALYSIS							
Source	Print	Digital	Qualified Within			Total	Percent
			1 Year	2 Years	3 Years		
<b>Total Direct Request From Recipient</b>	<b>66</b>	<b>34</b>	<b>45</b>	<b>16</b>		<b>61</b>	<b>0.1</b>
<b>Total Direct Request From Recipient's Company</b>							
<b>Total Communication Other Than Request</b>	<b>3</b>		<b>1</b>	<b>2</b>		<b>3</b>	<b>0.0</b>
Membership Benefit	45,141	36,127	36,090	10,514	4,339	50,943	99.9
Business Directories							
Lists							
Acquired Circulation							
Other Sources							
<b>Total Qualified Subscriptions</b>	<b>45,210</b>	<b>36,161</b>	<b>36,136</b>	<b>10,532</b>	<b>4,339</b>	<b>51,007</b>	<b>100.0</b>
<b>Percent</b>	<b>88.6</b>	<b>70.9</b>	<b>70.8</b>	<b>20.6</b>	<b>8.5</b>	<b>100.0</b>	
Single Copy Sales							
<b>Total Qualified Circulation</b>						<b>51,007</b>	

MAILING ADDRESS ANALYSIS								
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total Circulation	Percent
Individual by Name and Title and/or Occupation	34,639	29,623	39,066	10,571	6,538	11,941	51,007	100.0
Individual by Name Only								
Title or Occupation Only								
Company Name Only								
Multicopy Same Addressee								
<b>Total Qualified Subscriptions</b>	<b>34,639</b>	<b>29,623</b>	<b>39,066</b>	<b>10,571</b>	<b>6,538</b>	<b>11,941</b>	<b>51,007</b>	<b>100.0</b>
Single Copy Sales								
<b>Total Qualified Circulation</b>							<b>51,007</b>	

**GEOGRAPHIC ANALYSIS**

State	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total
Alabama	266	192	275	89	47	94	369
Arizona	415	329	437	136	69	148	585
Arkansas	289	219	306	75	48	78	384
California	2,127	1,656	2,239	699	404	742	2,981
Colorado	807	616	856	207	94	214	1,070
Connecticut	328	260	347	121	63	130	477
Delaware	51	40	52	25	8	26	78
District of Columbia	93	75	98	22	21	25	123
Florida	1,183	897	1,243	439	217	481	1,724
Georgia	685	544	746	268	172	312	1,058
Idaho	174	120	180	27	12	27	207
Illinois	1,060	806	1,113	305	158	325	1,438
Indiana	412	300	425	138	80	146	571
Iowa	391	317	407	75	42	78	485
Kansas	401	314	427	99	54	104	531
Kentucky	280	215	299	78	46	88	387
Louisiana	176	133	186	79	37	81	267
Maine	120	95	128	46	29	50	178
Maryland	708	536	738	212	108	233	971
Massachusetts	732	550	783	223	136	249	1,032
Michigan	642	470	667	200	105	212	879
Minnesota	578	447	602	166	88	177	779
Mississippi	85	48	89	29	10	31	120
Missouri	624	453	643	180	86	187	830
Montana	108	81	114	20	11	21	135
Nebraska	318	246	335	62	20	62	397
Nevada	190	141	200	56	25	59	259
New Hampshire	134	104	140	39	20	39	179
New Jersey	571	466	611	231	109	245	856
New Mexico	98	69	100	42	21	46	146
New York	1,668	1,357	1,775	489	263	530	2,305
North Carolina	794	614	844	251	137	266	1,110
North Dakota	55	44	60	14	7	14	74
Ohio	985	730	1,030	311	135	321	1,351
Oklahoma	360	270	374	130	61	135	509
Oregon	315	255	341	104	56	111	452
Pennsylvania	1,089	813	1,149	360	186	384	1,533
Rhode Island	41	29	43	23	16	26	69
South Carolina	288	218	306	128	60	136	442
South Dakota	123	88	127	23	9	24	151
Tennessee	633	492	667	199	102	211	878
Texas	1,890	1,452	1,986	613	334	648	2,634
Utah	253	197	274	66	37	72	346
Vermont	93	77	99	23	14	24	123
Virginia	783	614	835	267	123	279	1,114
Washington	662	510	696	180	89	194	890
West Virginia	44	33	46	12	7	12	58
Wisconsin	668	523	697	155	85	163	860
Wyoming	20	22	25	12	6	13	38
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>24,810</b>	<b>19,077</b>	<b>26,160</b>	<b>7,748</b>	<b>4,067</b>	<b>8,273</b>	<b>34,433</b>
Alaska	149	113	154	37	20	40	194
Hawaii	186	131	190	57	27	61	251
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>335</b>	<b>244</b>	<b>344</b>	<b>94</b>	<b>47</b>	<b>101</b>	<b>445</b>
Single Copy Sales							
U.S. Unclassified							
<b>TOTAL UNITED STATES</b>	<b>25,145</b>	<b>19,321</b>	<b>26,504</b>	<b>7,842</b>	<b>4,114</b>	<b>8,374</b>	<b>34,878</b>
Poss. & Other Areas	103	85	109	41	32	45	154
<b>U.S. &amp; POSS., etc.</b>	<b>25,248</b>	<b>19,406</b>	<b>26,613</b>	<b>7,883</b>	<b>4,146</b>	<b>8,419</b>	<b>35,032</b>
Canada	3,830	2,933	3,986	968	536	1,017	5,003
International	5,561	7,284	8,467	1,720	1,856	2,505	10,972
Military or Civilian Personnel Overseas							
<b>Total International</b>	<b>9,391</b>	<b>10,217</b>	<b>12,453</b>	<b>2,688</b>	<b>2,392</b>	<b>3,522</b>	<b>15,975</b>
E-mail Address Only							
Other Unclassified							
<b>GRAND TOTAL</b>	<b>34,639</b>	<b>29,623</b>	<b>39,066</b>	<b>10,571</b>	<b>6,538</b>	<b>11,941</b>	<b>51,007</b>

**TERM DATA (Subscriptions Sold)**

	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Three years or more			
Two years or more but less than three	22	15	25
One year or more but less than two	29	24	34
Less than one year	2,351	2,326	2,802
<b>Total</b>	<b>2,402</b>	<b>2,365</b>	<b>2,861</b>

**SALES CHANNELS**

	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Ordered by mail and/or directly requested by subscribers	1		1
Catalog agencies and individual agents			
Publishers own and other publishers salespeople			
Independent agencies salespeople			
Membership benefit	2,401	2,365	2,860
All other channels			
<b>Total</b>	<b>2,402</b>	<b>2,365</b>	<b>2,861</b>

**PREMIUM USAGE (Subscriptions Sold)**

	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Ordered without premium	2,402	2,365	2,861
Ordered with reprinted material from this publication			
Ordered with other premiums			
<b>Total</b>	<b>2,402</b>	<b>2,365</b>	<b>2,861</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - www.ashrae.org

2025	Page Views	Sessions/Visits	Users/Visitors
July	412,115	231,948	136,852
August	433,244	223,750	136,260
September	454,925	245,569	146,872
October	453,779	254,703	160,672
November	393,179	216,998	136,840
December	382,769	212,988	137,097

## SOCIAL MEDIA

Channel	As of December 31, 2025
Facebook Followers	76,000
Instagram Followers	6,096
LinkedIn Followers	179,489
X Followers	24,427
YouTube Subscribers	9,030

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	To members, 1 yr. \$9.00; to nonmembers, U.S., 1 yr. \$95.00.
Single Copy	\$12.00

Sales Include Premium Values	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Basic & higher than basic	2,402	2,365	2,861
75% - 99% of basic			
50% - 74% of basic			
25% - 49% of basic			
Less than 25% of basic			
<b>Total</b>	<b>2,402</b>	<b>2,365</b>	<b>2,861</b>

### Post Expiration Copies Included in Paid Circulation:

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the analyzed issue:	7.3%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement:	7.8%

### Renewal Analysis of Paid Circulation:

	Subscriptions Other Than Membership Benefit	Membership Benefit Subscriptions	Total Renewal
Total expirations during 12 month period May 1, 2024 thru April 30, 2025	135	41,559	41,694
Total renewals of those expirations	49	25,796	25,845
Renewal Percentage	36.3%	62.1%	62.0%

## NOTES (CONTINUED)

### Definition of Recipient Qualification:

Qualified recipients are: members of ASHRAE, consulting engineers, architects, engineering management and engineering staffs responsible for mechanical, electrical and energy management systems in the following types of firms: Consulting Engineers, Architects and Engineers employed in Architectural and Architectural/Engineering firms, Contractors and Contracting firms, Engineering management and engineering staffs in charge of service for Industrial/Mfg. firms, building, Commercial, Institutional, Government and Public Utilities. Also, Wholesalers, Mfg. Reps./Sales Engineers, Engineering Technical Association Students, Libraries and others allied to the field.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Paid Membership Benefit Subscriptions:** Represent copies served to members of ASHRAE. \$6.00 is allocated for a 1 year subscription to this publication and is nondeductible from dues. This publication is the official journal of ASHRAE.

**Qualified Nonpaid Membership Benefit Subscriptions:** Represent copies served to members of ASHRAE. Receipt of this publication is a stated condition of membership. This publication is the official journal of ASHRAE.

**Source Analysis Reporting :** Includes both paid and nonpaid circulation.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov issue.

**Source Analysis Projection:** The figures used are based on percentages established for the May issue and projected against the totals for the Nov issue.

**Total Average Gross Contacts Include:** Qualified Paid and Nonpaid Circulation and Users/Visitors.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic: [www.ashrae.org](http://www.ashrae.org).

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

**Social Media:** Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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**Format:** Standard

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