



Shaping Tomorrow's
Built Environment Today

**ASHRAE Journal: HVACR Industry's
Most Authoritative and Credible
Monthly Engineering News Source**

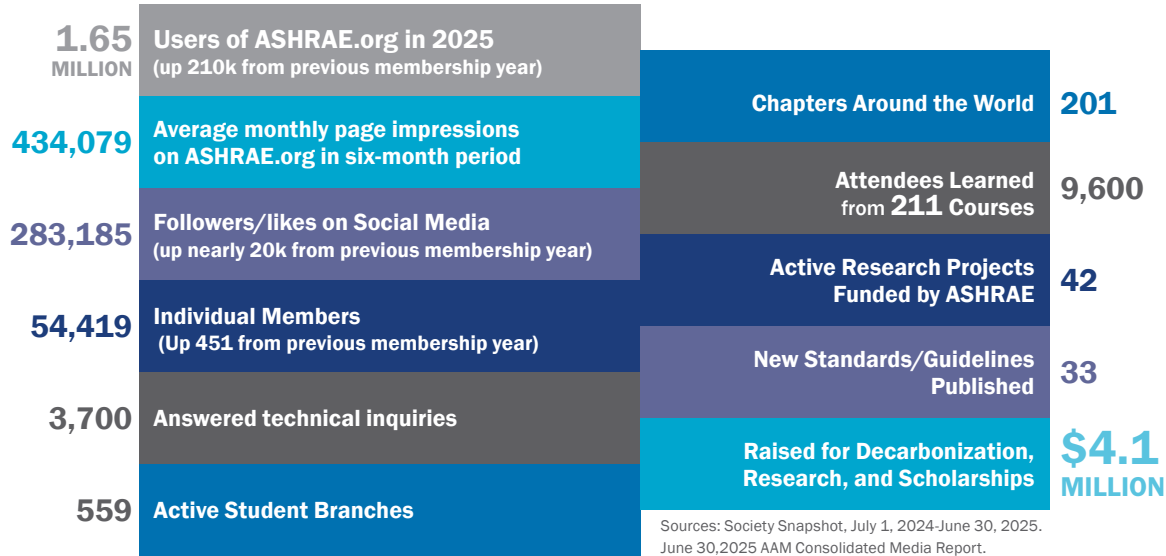
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2026

www.ashrae.org/advertising

OUR REACH

ASHRAE is the world's No. 1 authority on HVACR technology. ASHRAE has printed and mailed *ASHRAE Journal* every month since 1959 with need-to-know HVACR technology for today's best buildings. Summaries below quantify ASHRAE's leadership and the Journal's authority for the global built environment.

ASHRAE LEADERSHIP



ASHRAE JOURNAL SUMMARY



- 50,440 Total Avg. Qualified Paid & Non Paid Circulation
- 44,270 Print & Print-Digital Subscribers
- 42,991 Avg. Paid Subscribers
- \$470 million in annual purchasing power reported by readers

READER TESTIMONIALS

It's important to know how the industry is evolving, new products and technology updates and standard updates.

Owner

Any article that interests me I read it. Sometimes I try to analyze what is in the photos or graphs provided in the article. The Journal also provides the recommendations on equipment for A/C, (de)humidification, and filters. Also I look at some advertisements.

Design Engineer

The one source for standards and their importance.

President

Keep up on technology. Submitted Data Center build innovation projects gaining awards. Support advancement of industry.

Design Engineer

When active in the industry equipment sales field, the ASHRAE Journal and ASHRAE itself was and still is the pulse of the total HVAC Industry.

Sales Engineer

I am the HVAC engineering process manager for my company and it affords me the opportunity to keep up to date with news in the HVAC industry.

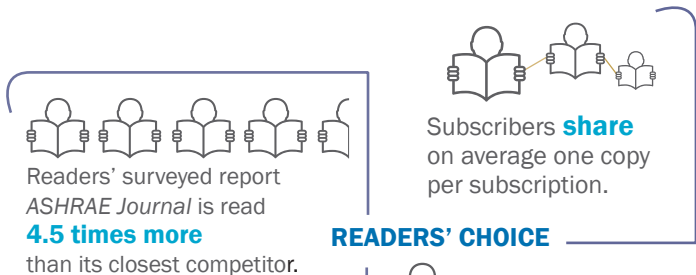
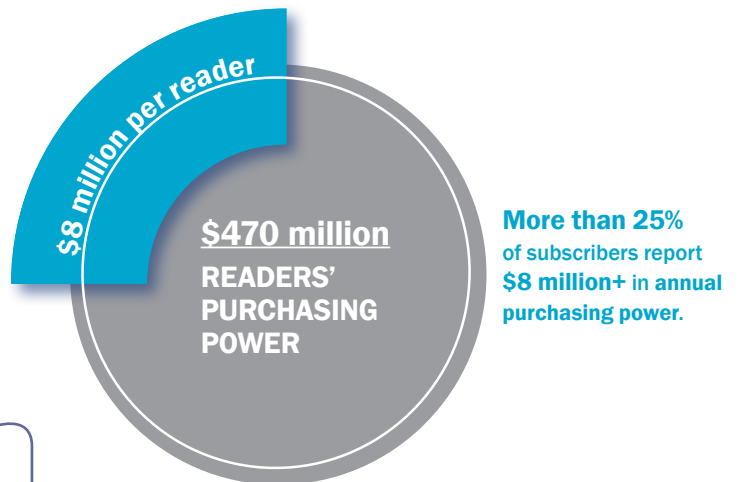
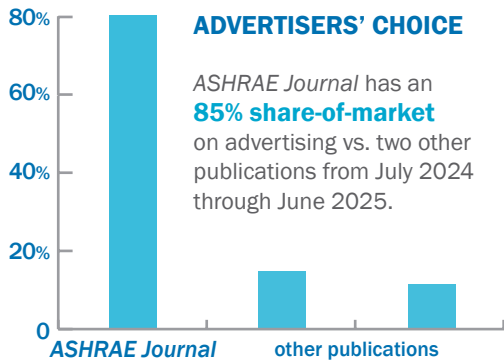
Project/Application Engineer



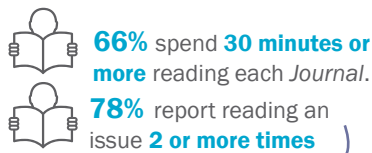
Take a Deeper Dive with www.ashrae.org/advertising-leadership

OUR AUDIENCE

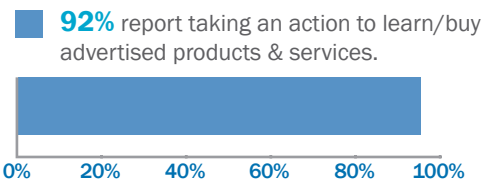
The leadership of the HVACR engineering industry are ASHRAE members. ASHRAE writes the standards for the industry with code-enforceable language. It also publishes all of the data and technical guidance needed by engineers in the field. No other organization or publisher can compare to ASHRAE's authority and influence of HVACR engineering.



READERS' CHOICE



ADVERTISING ACTION



PRINT PREFERRED



82% of readers surveyed read the print edition only or with the digital edition of ASHRAE Journal.

TOP 3 PURCHASING CATEGORIES



SCHEDULE

MONTH	CLOSING	THEME	BONUS OPPORTUNITIES
January	Early Closing for Orders & Materials to Qualify for Discounting: Nov. 3, 2025 Final Closing: Dec. 1 Materials: Dec. 8	New Products & Technology for 2026	More than 80,000 copies of the Journal's Official Show Guide and Show Daily newspaper. Unique & contractual distribution at all AHR Expo entrances & ASHRAE Winter Conference.
February	Orders: Jan. 2, 2026 Materials: Jan. 9	Data Centers	Info Center Quarter-Page Section
March	Orders: Feb. 2 Materials: Feb. 9	AHR Expo Show Coverage	Complimentary Readership Study offered for qualified* advertising.
April	Orders: March 2 Materials: March 9	Refrigerants	Info Center Quarter-Page Section
May	Orders: April 1 Materials: April 8	Healthy Buildings	Bonus Matching Space in New Technology & Capabilities Section for qualified* advertising.
June	Orders: May 1 Materials: May 8	Building Decarbonization	Complimentary White Paper posting for 30 days for Full-Page advertisers.
July	Orders: June 1 Materials: June 8	Indoor Air Quality	Bonus Matching Space in Product Capabilities Section for qualified* advertising.
August	Orders: July 1 Materials: July 8	Thermal Comfort	Info Center Quarter-Page Section
September	Orders: Aug. 3 Materials: Aug. 10	Indoor Environmental Quality	Complimentary Readership Study offered for qualified* advertising.
October	Orders: Sept. 1 Materials: Sept. 8	Building Automation & Artificial Intelligence	Complimentary White Paper posting for 30 days for Full-Page advertisers.
November	Orders: Oct. 1 Materials: Oct. 8	Geothermal Systems	Info Center Quarter-Page Section
December	Orders: Nov. 2 Materials: Nov. 9	Ventilation	Bonus Matching Space in Technology Preview Section for qualified* advertising.
January 2027	Early Closing for Orders & Materials to Qualify for Discounting: Nov. 2 Final Closing: Dec. 1 Materials: Dec. 8	New Products & Technology for 2027	More than 80,000 copies of the <i>Journal's</i> Official Show Guide and Show Daily newspaper. Unique and contractual distribution at all AHR Expo entrances and ASHRAE Winter Conference.

COLUMNS: IEQ (Indoor Environmental Quality) Applications 6x/year, Building Sciences 6x/year, Engineer's Notebook 4x/year, Refrigeration Applications 12x/year with Andy Pearson.

* Denotes one-half page or larger advertising. Bonus matching space offered to one-half page or larger advertising published within the advertising section.

RATES

2026 ASHRAE MEDIA ADVERTISING RATES (ALL AMOUNTS NET)

Your next client is reading *ASHRAE Journal*, looking for CEUs through a webinar, searching the ASHRAE Handbook, or looking at Standards developments on ASHRAE.org. An integrated marketing program would reach your customers regardless of the channel. Net rates with four colors are shown for *ASHRAE Journal's* digital and print issues.

AD SIZE	BASE RATES
Back Cover	SOLD OUT
Inside Covers	SOLD OUT
Full Page Bleed/Trimmed	\$9,995
Two-Thirds Page	\$9,155
One-Half Island	\$8,240
One-Half Vertical/Horizontal	\$7,415
One-Third Square/Vertical	\$6,680
One-Fourth Standard	\$5,005

Sizes at <https://www.ashrae.org/advertising>



INFO CENTER DIRECTORY

Published February, May, August, and November, Info Center advertisements provide a four-color image, title and approximately 50-word description. Total space available is 3 3/8 by 4 in.

Rate is \$3,750 net.



BONUS MATCHING SPACE

Place a full- or half-page advertisement in the May, July and December issues to receive free bonus matching space.

- Double exposure to more than 100,000 of the industry's most powerful leaders.
- Create promotions of a company, technology or product HVACR professionals need to solve design and operation issues.

ASHRAE JOURNAL 2026 SPECIAL ADVERTISING CLOSINGS

May
Technology Capabilities
April 1

July
Suppliers' Product Capabilities
June 1

December
2027 New Product Preview
November 2



Take a Deeper Dive with www.ashrae.org/advertising



AHR[®] VEGAS



THE EVENT FOR HVACR / FEB 2-4, 2026

Use ASHRAE Journal's Power to Brand Your Booth as "Must Visit!"

Official Cosponsor with Show Floor Distribution at Booths and Entryways

Build awareness of your product solutions engineers need now. ASHRAE Journal's unique and contractual partnership with AHR Expo provides the best reach to the HVACR industry. ASHRAE Journal provides free access to its Show Guide on the Show Floor as well as for free distribution on ASHRAE.org as a service to the industry.

JOURNAL'S OFFICIAL AHR SHOW GUIDE

The Journal's AHR Show Guide is the No. 1 resource for learning what products will be shown at 2026 AHR Expo in Las Vegas. All Journal subscribers, ASHRAE members, and attendees receive a copy. The Show Guide is the ONLY authorized magazine on the Show floor with advertising opportunities. **More than 90,000 copies are distributed.**

ASHRAE JOURNAL JANUARY ISSUE: CLOSING ON DEC. 1

The Journal will feature products at the Show and 200 advertisements from Exhibitors.

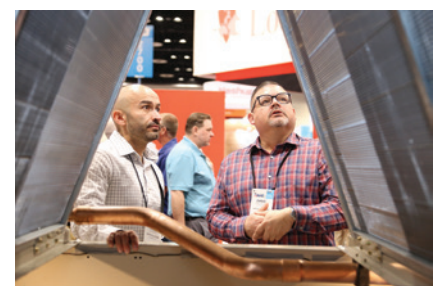
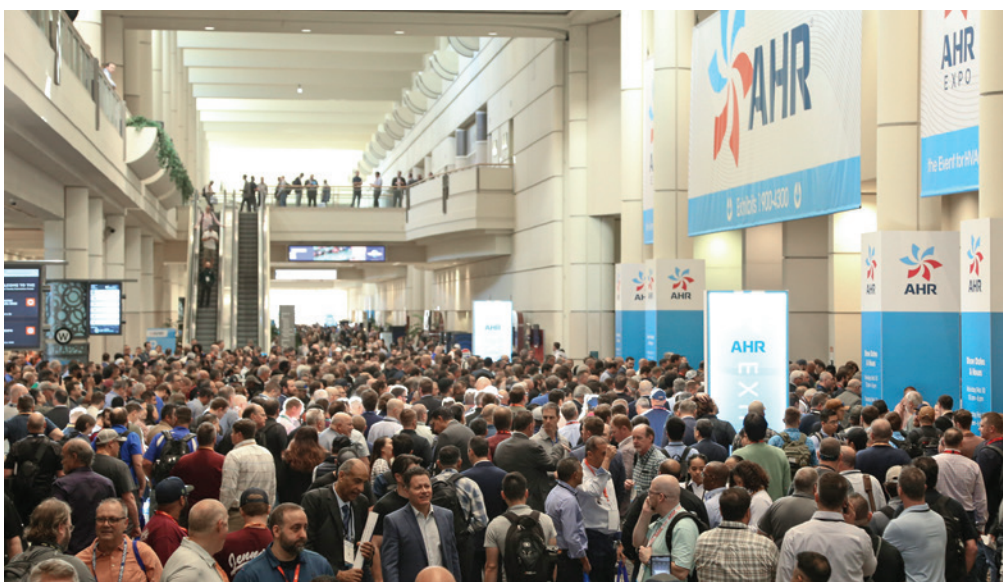
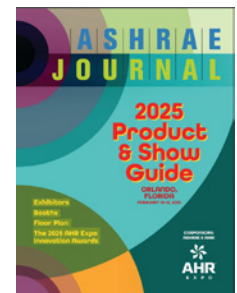
More than 70,000 engineers and building professionals access the Show Guide on site and on ASHRAE.org.

SHOW DAILY: THE OFFICIAL SHOW NEWSPAPER FROM ASHRAE JOURNAL

More than 20,000 copies printed, Show Daily is the only newspaper at AHR Expo. It receives unique and contractual distribution as the Journal's official newspaper at entrances to the Show Floor. It features new advertising and editorial content on Days 1 & 2 of AHR Expo.

AHR NEWSLETTERS

Published prior to, and during, the AHR Expo, the newsletters provide daily Show news as well as opportunities for attention to the products in your booth. More than 100,000 circulation is offered.



Take a Deeper Dive with www.ashrae.org/advertising-January

PRODUCTS

COMPLETE A TOTAL-REACH MARKETING PLAN WITH ONLINE OPPORTUNITIES



Webinars

Provide technology solutions and demonstrate thought-leadership to the global community of HVACR engineering leaders with webinars. Average attendance is greater than 1,000 registrants.

All registration information becomes the property of the presenter.

Rates: **ASHRAE Journal Supplier Webinar** – \$19,950 net.

HPB Magazine Supplier Webinar – \$12,995 net.



Newsletters

The best-read and most credible newsletters feature unique content generated by the *Journal's* team of seven editors and 50,000 members. Unique open rates exceed 25%.

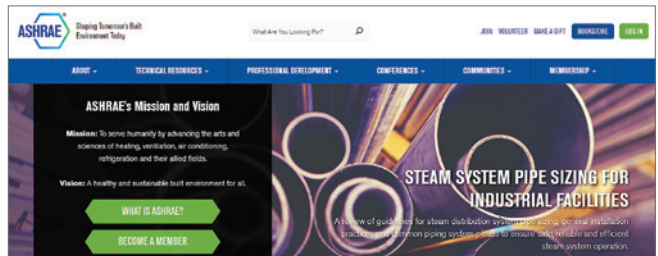
Rates begin at \$4,450 net.



ASHRAE.org

Build awareness from the world's No. 1 most-visited resource for HVACR engineering technology. ASHRAE.org is the must-visit place for industry standards and technology trends.

Run-of-site ads begin at \$185/thousand impressions net.



ASHRAE 365 Mobile App

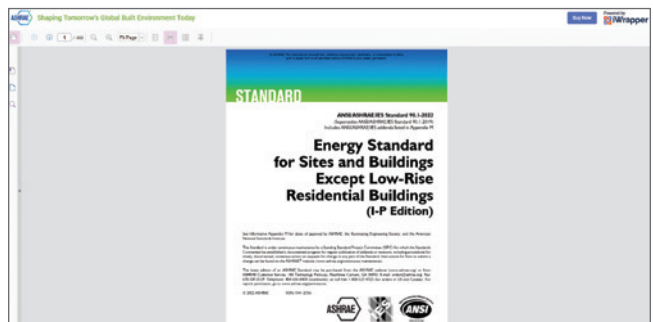
More than 35,000 people have downloaded ASHRAE's official mobile app for engineering information and technology, as well as Society news.

Rates begin at \$800/month net.

Standards Portal with Lead Gen

Your message is featured on the portal where engineers search for the latest standards and technical guidance. Weekly sponsorships offer visibility and thousands of leads from registrants.

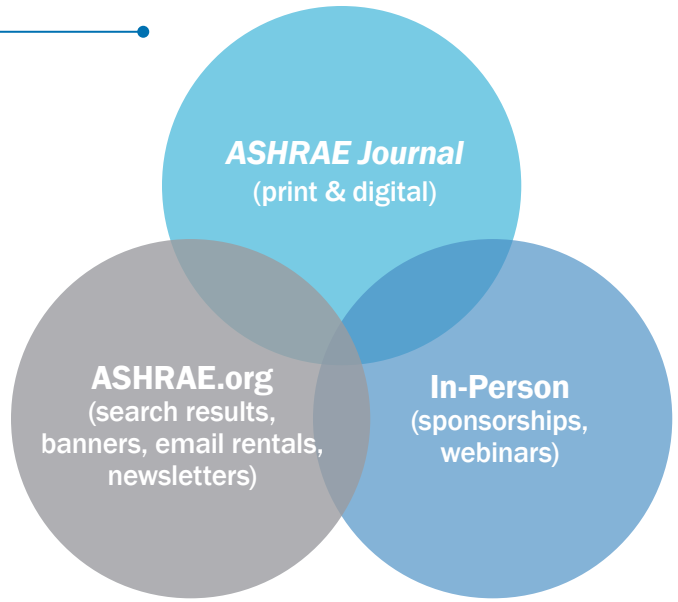
Weekly rates begin at \$2,500 net.



Handbook Online

Build the halo effect with ASHRAE's most authoritative and credible engineering resource, ASHRAE Handbooks. This online resource is accessible by members who value practical information on fundamentals, systems and equipment, refrigeration, and applications.

Rates are \$4,100/year gross.



Take a Deeper Dive with www.ashrae.org/advertising-integratedmarketing



A. Northeast U.S. – Nelson & Miller Associates

Denis O'Malley
sales@nelsonmiller.com
(203) 356-9694

B. Southeastern U.S. – Millennium Media, Inc.

Doug Fix
dougfix@mail.ashrae.org
Phone (770) 740-2078

**C. Ohio Valley, Canada and Western U.S.
– Chagrin Valley Media Partners**

Tom Lasch
tlasch@cvmp.com
(440) 247-1060

D. Midwestern U.S. – Kingwill Company

Baird Kingwill, Jim Kingwill
barry@kingwillco.com, jim@kingwillco.com
(847) 537-9196

E. Southwestern U.S. – LGK B2B Media Solutions

Lori Gernand-Kirtley
lori@lgkmediasolutions.com
(281) 435-7331

F. Korea – YJP & Valued Media Co., Ltd.

YongJin (YJ) Park
Kwang-il Building #905, Dadong-gil 5,
Jung-gu, Seoul, 04521, KOREA (Republic of)
hi@YJPvm.kr
+82-2 3789-6888
Fax: +82-2 3789-8988

G. Greater China

Judy Wang
judy@worldwidefocus.hk or judywang2000@vip.126.com
+ 852-30780826
Worldwide Focus Media
FLAT/RM 02,7/F, SPA CENTRE No.53-55 LOCKHART ROAD
WAN CHAI HONGKONG

**ASHRAE
MEDIA**

180 Technology Parkway
Peachtree Corners, GA 30092

Mark Owen

ASHRAE Director of Publications & Education
(404) 636-8400
mowen@ashrae.org

Greg Martin

Associate Publisher, ASHRAE Media Advertising
(678) 539-1174 • Fax: (678) 539-2174
gmartin@ashrae.org

Vanessa Thompson

Senior Production and Operations Coordinator
(678) 539-1166 • Fax: (678) 539-2166
vthompson@ashrae.org

Austin Brafford

Circulation Development Coordinator
(678) 539-2105
abrafford@ashrae.org

International & Job Board Advertising; Reprint Requests

Greg Martin, Associate Publisher
gmartin@ashrae.org
(678) 539-1174



Headquarters in Peachtree Corners, Georgia, USA
Offices in Washington, D.C.; Brussels, and Dubai



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