



ASHRAE MEDIA 2025

World's #1 HVAC/R Resource for Content & Market Delivery

ASHRAE JOURNAL: Blankets Industry
with **49,656 monthly subscribers**

World's largest circulation of engineers
and mechanical contractors

ASHRAE.ORG: 237,000 Monthly Visitors;
Unique Technical Content

AHR Expo Official Co-sponsor:
Exclusive AHR Expo/ASHRAE Media Channels

OUR REACH

ASHRAE is the world's No. 1 authority for engineers and mechanical contractors

due to the unique technical content it provides for designing and specifying systems and equipment. That's why AHR Expo chose ASHRAE as a cosponsor. Summaries below quantify ASHRAE's leadership and authority for the global built environment.

ASHRAE LEADERSHIP

- 1.77 million unique visitors to ASHRAE.org in 2023
- 5.46 million pageviews on ASHRAE.org in 2023
- 266,229 followers/likes on LinkedIn, Facebook, YouTube, and Twitter
- 53,968 Individual Members, a 1,035 increase from previous membership year
- 3,800 Technical Inquiries Answered
- 400 Active Student Branches
- 199 Chapters Around the World
- 380 Courses Presented with 9,313 Paid Attendees
- 42 Active Research Projects Funded by ASHRAE
- 22 New Standards/Publications Published
- 224 Courses Offered

Sources: Society Snapshot, July 1, 2023–June 30, 2024. Higher Logic web statistic reporting, April 30.

WEBINAR STATISTICS FOR PAST 180 DAYS

- Webinars: 10
- Registrants: 5630
- Unique Attendees: 3139
- Total Engagement Time: 3,300 hours
- Engaged Audiences:
 - Trane
 - WSP
 - Jacobs
 - JCI
 - Carrier
 - Shaw
 - Schemmer

Source: ON24 independent metrics, 23 July, 2024

ASHRAE NEWSLETTERS SUMMARY

Newsletter	Avg. Circ.	Unique Open Rate	Gross Open Rate	Annual Frequency
HVAC&R Industry	100,588	38%	59%	52x
ASHRAE Journal Newsletter	81,283	44%	68%	24x
Insights	97,254	34%	52%	12x
High Performing Buildings	89,809	34%	56%	12x

Source: Publisher's data, Dec. 31, 2023

ASHRAE JOURNAL SUMMARY

- 49,656 Qualified Avg. Paid & Nonpaid Circulation
- 43,773 Print & Print-Digital Subscribers
- 41,919 Paid Subscribers
- 5,883 Digital-Only Subscribers

Source: AAM Publisher's Statement, Dec. 31, 2023

"My goal is to become a technical expert/teacher at my firm. I like to use the ASHRAE Journal to stay more up to date on what is happening around us in the industry. I also will take concepts that have been discussed in an ASHRAE article and either share it or make my own version of it for personal use."

–Design Engineer

"ASHRAE is the engineering standard source for information." –President



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

OUR AUDIENCE

Meet the leadership of the HVACR engineering industry. 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 SURVEYED REPORT

78%
read each issue
2+ times



Subscribers **share** on average one copy per subscription.



ASHRAE Journal is read



4.5 times more
than its closest competitor.



66% spend **30 minutes or more** reading each Journal.

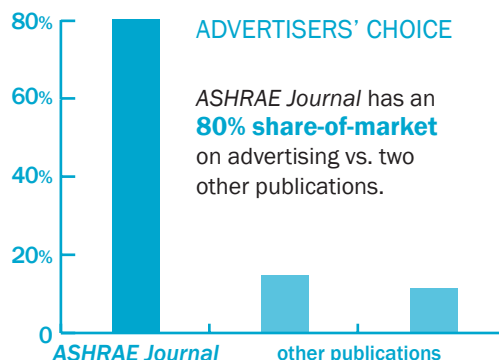
PURCHASING INVOLVEMENT

Top 5 Products/Systems from Journal Readers
(more than 84,000 readers each)

- | | | |
|---------------------------|-------------------------------------------|---------------------------|
| 1 Air Conditioning | 3 Ventilation | 5 Hydronic Systems |
| 2 Heating | 4 Pumps, Valves, Piping & Fittings | |

ADVERTISERS' CHOICE

ASHRAE Journal has an **80% share-of-market** on advertising vs. two other publications.

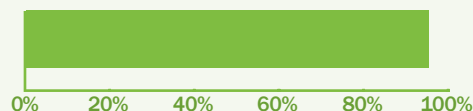


20% of subscribers report
\$15 million +
purchasing power.



ADVERTISING ACTION

92% report taking an action to learn about and/or buy advertised products & services.



PRINT PREFERRED

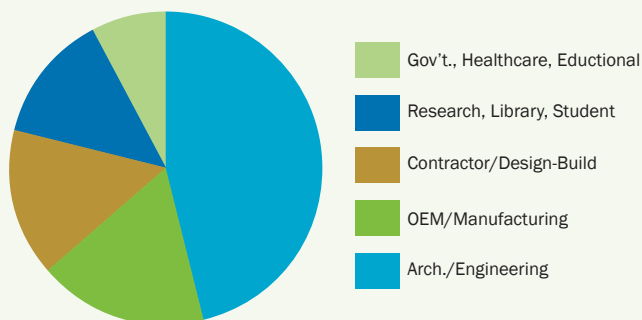


Print & Digital,
Print Only

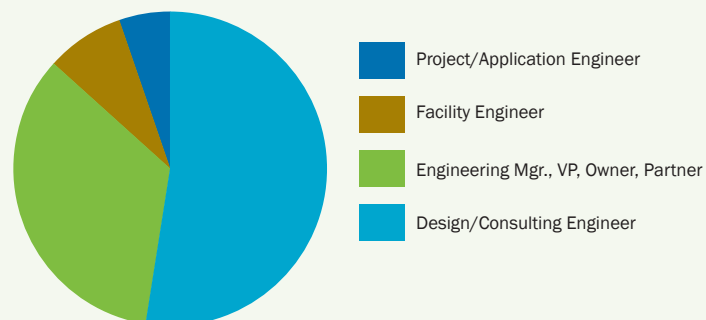
82%

Eighty-two percent surveyed **read the print edition** only or with the digital edition of ASHRAE Journal.

SUBSCRIBERS' PRINCIPAL ACTIVITY OF FIRM



PROFESSIONAL TITLES OF SUBSCRIBERS



SCHEDULE

MONTH	CLOSING	THEME	BONUS OPPORTUNITIES	SHOWS/CONFERENCES
January	Monday, Dec. 2, 2024	New Products & Technology for 2025 ; other topics: Energy Modeling, Moisture Management & Cold Climates	Over 80,000 print copies of the Journal's Official Show Guide and Show Daily newspaper. Unique and contractual distribution at AHR Expo entrances and ASHRAE Winter Conference.	• AHR Expo
February	Wednesday, Jan. 1, 2025	Data Centers ; other topics: Humidification & Ventilation	Bonus Info Center Quarter-Page for Full-Page Advertisers	• ASHRAE Winter Conference • AHR Expo
March	Monday, Feb. 3, 2025	AHR Expo Show Coverage ; other topics: Cybersecurity & Heat Pumps, Data Centers column	Complimentary Readership Study for advertising messaging.	• IGSHPA
April	Friday, March 3, 2025	Flammable Refrigerants ; other topics: Educational Buildings & AHR Expo News	Complimentary White Paper posting for 30 days for Full-Page advertisers.	• FilTXPO • Third International Conference on Energy and Indoor Environment for Hot Climates
May	Tuesday, April 1, 2025	Pathways to Decarbonization ; other topics: AHR Expo news, Compressors, Data Centers & Health-Care Buildings	Bonus Info Center Quarter-Page for Full-Page Advertisers.	• LightFair
June	Thursday, May 1, 2025	Healthy Buildings ; other topics: Hydronic Systems & Building Automation, Data Centers column	Bonus Info Center Quarter-Page for Full-Page Advertisers	• ASHRAE Annual Conference
July	Monday, June 2, 2025	Indoor Air Quality ; other topics: Instruments & Sensors, Fire & Smoke Control	Bonus Matching Space in Product Capabilities Section for one-half and larger advertisers.	• CLIMA 25
August	Tuesday, July 1, 2025	Building Automation Systems ; other topics: Data Center Equipment, Mission-Critical Buildings	Bonus Info Center Quarter-Page for Full-Page Advertisers	• BOMA Convention
September	Friday, Aug. 1, 2025	Indoor Environmental Quality ; other topics: Chillers, Heat Pumps & Decarbonization, Data Centers column	Complimentary Readership Study for advertising messaging.	• AHR Expo-Mexico • IEQ 2025 Conference
October	Tuesday, Sept. 2, 2025	Energy Modeling ; other topics: Boilers, Refrigerants, AI	Complimentary White Paper posting for 30 days for Full-Page advertisers.	• High Performance Home Builder Summit • AMCA Annual Conference
November	Wednesday, Oct. 1, 2025	Dehumidification ; other topics: Energy Savings, Data Centers	Bonus Info Center Quarter-Page for Full-Page Advertisers	• FILTECH • BECC • AHRI Leadership Summit
December	Monday, Nov. 3, 2025	Occupant-Centric Design ; other topics: Insulation & Safety, Data Centers column	Bonus Matching Space in New Product Capabilities Section for one-half and larger advertisers.	• HARDI • 2025 Buildings XVI Conference • Greenbuild Expo
January 2025	Monday, Dec. 1, 2025	New Products & Technology for 2026	Over 80,000 copies of the Journal's Official Show Guide and Show Daily newspaper. Unique and contractual distribution at all AHR Expo entrances and ASHRAE Winter Conference.	• AHR Expo • ASHRAE Winter Conference

COLUMNS: Indoor Environmental Quality Applications, Infectious Aerosol Control, HVAC Fundamentals, Residential Applications, Building Sciences, Engineer's Notebook, Refrigeration Applications with Andy Pearson.

2025 ASHRAE MEDIA BASE ADVERTISING RATES (ALL AMOUNTS NET)

ASHRAE offers advertising tiers to reward advertisers who use all of these channels to benefit from across-the-board discounting. Additional discounts are awarded for integrated marketing programs, expansion of existing programs, and frequency. Contact your consultant listed on Pg. 8 for more details.

AD SIZE	BASE RATES
Back Cover	SOLD OUT
Inside Covers	SOLD OUT
Full Page Bleed/Trimmed	\$9,795
Two-Thirds Page	\$8,325
One-Half Island	\$7,490
One-Half Vertical/Horizontal	\$6,740
One-Third Square/Vertical	\$6,070
One-Fourth Standard	\$4,550

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

BONUS MATCHING SPACE

Place a full- or half-page advertisement in the May, July and December issues to receive free bonus matching space. May Section only available to AHR Expo Innovation Award Winners.

- 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.



Suppliers' Product Capabilities
Closing Date: June 2, 2025

New Product Preview
Closing Date: Nov. 3, 2025



INFO CENTER DIRECTORY

Published every month, 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 \$2,750 net.



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

AHR[®] Orlando

THE EVENT FOR HVACR / FEB 10-12, 2025  

Dominate AHR Expo Before, During, After Orlando with ASHRAE Media



JOURNAL'S OFFICIAL AHR SHOW GUIDE ISSUE

The *Journal's* AHR Show Guide is the No. 1 resource for learning what products will be shown at 2025 AHR Expo in Orlando. 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 70,000 copies are distributed. 160+ pages of AHR Expo-specific content included. All copies distributed one month prior to Show opening.

ASHRAE JOURNAL JANUARY ISSUE: CLOSING ON DEC. 1

DESTINATION: ORLANDO!

This year's theme is **AHR Expo: the world's largest HVAC&R Engineering Show returns to Orlando**. The *ASHRAE Journal* will feature products at the Show and 200 advertisements from exhibitors. Reach more than 70,000 engineers and building professionals accessing the Show Guide on site and at ASHRAE.org.

AHR EXPO TODAY: THE OFFICIAL SHOW NEWSPAPER FROM ASHRAE JOURNAL

The official newspaper of AHR Expo, the *Show Daily* contains late breaking news and information. Two daily editions, each with 10,000 circulation.

AHR NEWSLETTERS

Published prior to, and during, the AHR Expo, ASHRAE provides 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 – \$16,150 net.

HPB Magazine Supplier Webinar – \$11,150 net.



Newsletters

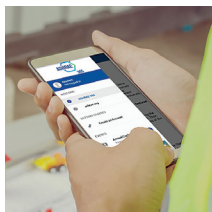
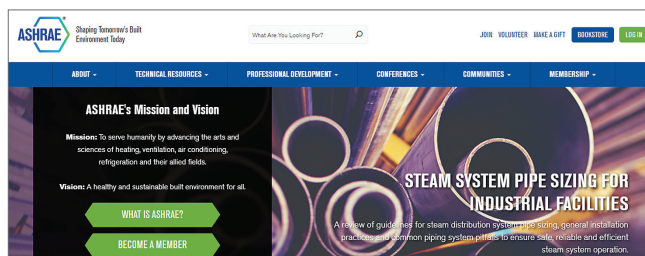
The best-read and most credible newsletters feature unique content generated by the *Journal's* team of seven editors and 50,000 members. Unique open rates exceed 25%.

The rate for sponsored product listings is \$1,700 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 \$165/thousand impressions net.



ASHRAE 365 Mobile App

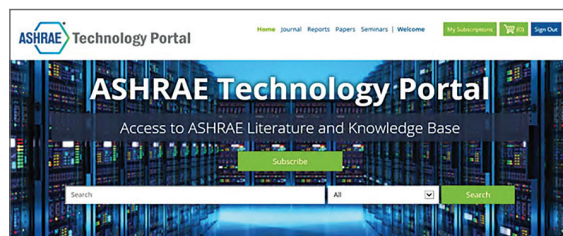
More than 35,000 people have downloaded ASHRAE's official mobile app for engineering information and technology, as well as Society news.

Rates begin at \$680/month net.

Technology Portal

Reach engineers while they research technology for their active projects. Choose search terms to narrow focus to a product technology.

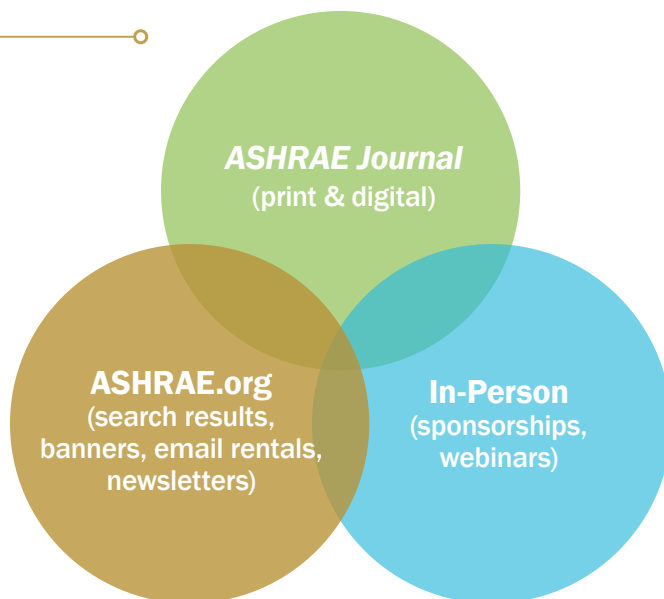
Rates are \$605/thousand impressions net.



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 \$3,485/year net.



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



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