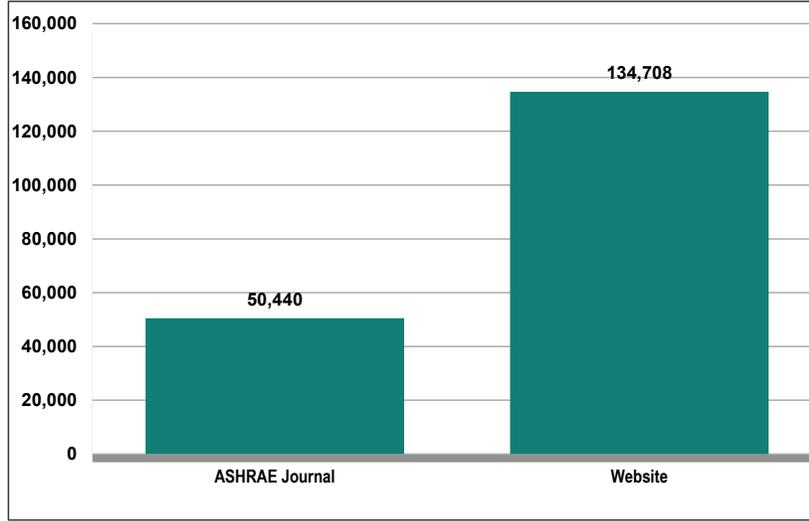


**CONSOLIDATED MEDIA REPORT**  
**B2B Media**

6 months ended June 30, 2024

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

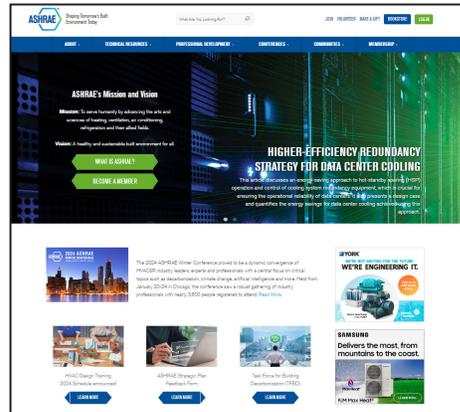
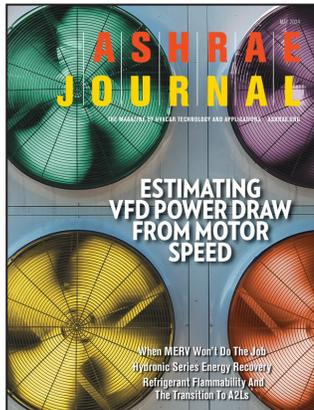
**TOTAL AVERAGE GROSS CONTACTS** **185,148**

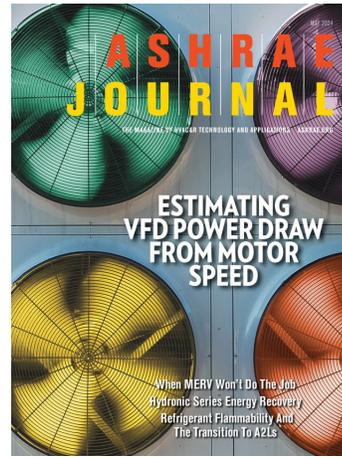


EXECUTIVE SUMMARY		
Channels	Contacts	Period
<b>ASHRAE Journal</b>		6 months ended June 30, 2024
Total Qualified Circulation	50,440	
<b>Website Activity</b>		6 months end June 30, 2024
Page Impressions	434,079	
Visits	226,937	
Unique Browsers	134,708	
<b>Social Media</b>		As of June 30, 2024
Facebook Likes	71,000	
Instagram Followers	4,216	
LinkedIn Followers	157,831	
X Followers	23,678	
YouTube Subscribers	8,050	

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 June 30, 2024

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				50,440	
<b>AVERAGE QUALIFIED PAID CIRCULATION</b>			<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Paid Individual - Print	11		Qualified Nonpaid Individual - Print	61	
<b>Total Qualified Paid Individual</b>	<b>11</b>		Qualified Nonpaid Individual - Digital	58	
Qualified Paid Membership Benefit - Print	37,614		<b>Total Qualified Nonpaid Individual</b>	<b>69</b>	
Qualified Paid Membership Benefit - Digital	35,883		Qualified Nonpaid Membership Benefit - Print	6,584	
<b>Total Qualified Membership Benefit</b>	<b>42,980</b>		Qualified Nonpaid Membership Benefit - Digital	3,755	
<b>Total Average Qualified Paid Circulation</b>	<b>42,991</b>		<b>Total Qualified Nonpaid Membership Benefit</b>	<b>7,380</b>	
			<b>Total Average Qualified Nonpaid Circulation</b>	<b>7,449</b>	

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	42
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>42</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	949
Nonqualified Miscellaneous, Including Staff Copies - Digital	187
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>992</b>
<b>Total Average Nonqualified Circulation</b>	<b>1,034</b>

CIRCULATION BY ISSUES									
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan	37,372	35,751	42,832	6,436	3,543	7,158	49,990	466	1,091
Feb	37,261	35,765	42,848	6,840	3,997	7,699	50,547	639	98
Mar	37,676	36,033	43,115	6,918	4,044	7,789	50,904	549	459
Apr	37,810	36,040	43,114	6,904	4,018	7,769	50,883	485	505
May	37,969	36,037	43,235	6,377	3,591	7,133	50,368	452	1,088
Jun	37,663	35,670	42,803	6,394	3,686	7,147	49,950	744	730

**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	17,070	33.9				12,883	11,480	14,268	14,268	5	4	5	2,513	1,408	2,797	2,802
(b) Architects & Engineers employed by Architectural Firms and Architectural/Engineering Firms	2,832	5.6				2,288	2,063	2,509	2,509	1	1	1	274	180	322	323
Sub-Total Classification 1	19,902	39.5				15,171	13,543	16,777	16,777	6	5	6	2,787	1,588	3,119	3,125
2. Contractors and Contracting Firms	7,171	14.2				5,432	4,925	6,098	6,098	1	1	1	956	509	1,072	1,073
3. Engineering Management and Engineering Staffs in charge of services for Industrial/Manufacturing Firms	5,348	10.6				4,342	4,036	4,791	4,791				503	300	557	557
4. Engineering Management and Engineering Staff in charge of services for buildings (Commercial and Institutional, Government and Public Utilities)	5,224	10.4				4,008	3,904	4,564	4,564	1	1	1	582	386	659	660
5. ASHRAE Members	82	0.2				60	40	64	64				16	13	18	18
6. Wholesalers, Manufacturers' Agents and Sales Engineering Firms	4,865	9.7				3,770	3,375	4,072	4,072				730	319	793	793
7. Educational Institutions, Public Libraries, Technical Associations, Students	4,343	8.6				3,082	3,946	4,236	4,236				88	71	107	107
8. Others Allied to the Field	3,433	6.8	11		11	2,093	2,268	2,622	2,633	57	51	64	650	347	736	800
Other Paid Circulation:																
Subscriptions																
Single Copy Sales																
<b>Total Qualified Circulation</b>	<b>50,368</b>	<b>100.0</b>	<b>11</b>		<b>11</b>	<b>37,958</b>	<b>36,037</b>	<b>43,224</b>	<b>43,235</b>	<b>65</b>	<b>58</b>	<b>72</b>	<b>6,312</b>	<b>3,533</b>	<b>7,061</b>	<b>7,133</b>

SOURCE ANALYSIS								
Source	Print	Digital	Qualified Within				Total	Percent
			1 Year	2 Years	3 Years			
<b>Total Direct Request From Recipient</b>	40	20	35	6	5	46	0.1	
<b>Total Direct Request From Recipient's Company</b>								
<b>Total Communication Other Than Request</b>								
Membership Benefit	44,303	39,608	33,771	10,635	5,913	50,319	99.9	
Business Directories								
Lists								
Acquired Circulation								
Other Sources	3		3			3	0.0	
<b>Total Qualified Subscriptions</b>	<b>44,346</b>	<b>39,628</b>	<b>33,809</b>	<b>10,641</b>	<b>5,918</b>	<b>50,368</b>	<b>100.0</b>	
<b>Percent</b>	<b>88.0</b>	<b>78.7</b>	<b>67.1</b>	<b>21.1</b>	<b>11.7</b>	<b>100.0</b>		
Single Copy Sales								
<b>Total Qualified Circulation</b>						<b>50,368</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	37,969	36,037	43,235	6,377	3,591	7,133	50,368	100.0
Individual by Name Only								
Title or Occupation Only								
Company Name Only								
Multicopy Same Addressee								
<b>Total Qualified Subscriptions</b>	<b>37,969</b>	<b>36,037</b>	<b>43,235</b>	<b>6,377</b>	<b>3,591</b>	<b>7,133</b>	<b>50,368</b>	<b>100.0</b>
Single Copy Sales								
<b>Total Qualified Circulation</b>							<b>50,368</b>	

**GEOGRAPHIC ANALYSIS**

State	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total
Alabama	268	210	283	58	31	65	348
Arizona	444	411	484	88	51	103	587
Arkansas	314	274	334	35	18	38	372
California	2,343	2,043	2,501	390	221	431	2,932
Colorado	849	725	911	126	67	142	1,053
Connecticut	357	304	380	78	40	85	465
Delaware	46	34	48	24	11	27	75
District of Columbia	75	74	86	15	16	18	104
Florida	1,273	1,121	1,371	352	196	395	1,766
Georgia	755	654	818	162	118	200	1,018
Idaho	187	161	200	20	14	25	225
Illinois	1,162	1,027	1,241	172	88	192	1,433
Indiana	486	414	508	72	35	78	586
Iowa	396	360	414	48	27	54	468
Kansas	445	390	476	65	32	69	545
Kentucky	281	253	306	49	31	59	365
Louisiana	199	163	213	41	17	43	256
Maine	142	130	152	36	21	39	191
Maryland	761	629	802	158	75	168	970
Massachusetts	802	695	879	131	67	148	1,027
Michigan	728	610	763	116	60	129	892
Minnesota	642	561	679	85	52	101	780
Mississippi	110	86	117	21	6	23	140
Missouri	687	587	716	116	57	126	842
Montana	124	102	133	17	7	17	150
Nebraska	320	289	340	50	21	50	390
Nevada	179	156	194	45	22	47	241
New Hampshire	135	122	144	34	20	35	179
New Jersey	606	531	658	165	78	176	834
New Mexico	118	100	124	27	15	31	155
New York	1,799	1,607	1,942	302	152	336	2,278
North Carolina	863	776	934	161	88	173	1,107
North Dakota	61	53	66	6	3	7	73
Ohio	1,028	882	1,080	212	102	233	1,313
Oklahoma	403	357	429	83	37	88	517
Oregon	387	354	427	59	28	64	491
Pennsylvania	1,209	993	1,299	225	116	250	1,549
Rhode Island	48	43	51	17	10	20	71
South Carolina	302	261	324	99	47	109	433
South Dakota	123	101	129	19	10	20	149
Tennessee	732	648	784	110	63	122	906
Texas	2,103	1,859	2,264	368	215	410	2,674
Utah	267	229	292	49	24	56	348
Vermont	98	90	105	13	7	13	118
Virginia	823	735	892	169	84	182	1,074
Washington	716	645	777	134	75	145	922
West Virginia	66	60	72	8	4	8	80
Wisconsin	695	618	734	92	42	99	833
Wyoming	18	22	23	8	3	8	31
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>26,975</b>	<b>23,549</b>	<b>28,899</b>	<b>4,930</b>	<b>2,624</b>	<b>5,457</b>	<b>34,356</b>
Alaska	173	150	181	23	19	29	210
Hawaii	197	163	205	43	19	47	252
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>370</b>	<b>313</b>	<b>386</b>	<b>66</b>	<b>38</b>	<b>76</b>	<b>462</b>
Single Copy Sales							
U.S. Unclassified							
<b>TOTAL UNITED STATES</b>	<b>27,345</b>	<b>23,862</b>	<b>29,285</b>	<b>4,996</b>	<b>2,662</b>	<b>5,533</b>	<b>34,818</b>
Poss. & Other Areas	115	111	132	16	11	18	150
<b>U.S. &amp; POSS., etc.</b>	<b>27,460</b>	<b>23,973</b>	<b>29,417</b>	<b>5,012</b>	<b>2,673</b>	<b>5,551</b>	<b>34,968</b>
Canada	4,229	3,586	4,395	524	279	563	4,958
International	6,280	8,478	9,423	841	639	1,019	10,442
Military or Civilian Personnel Overseas							
<b>Total International</b>	<b>10,509</b>	<b>12,064</b>	<b>13,818</b>	<b>1,365</b>	<b>918</b>	<b>1,582</b>	<b>15,400</b>
E-mail Address Only							
Other Unclassified							
<b>GRAND TOTAL</b>	<b>37,969</b>	<b>36,037</b>	<b>43,235</b>	<b>6,377</b>	<b>3,591</b>	<b>7,133</b>	<b>50,368</b>

<b>TERM DATA (Subscriptions Sold)</b>			
	<b>Qualified Paid - Print</b>	<b>Qualified Paid - Digital</b>	<b>Total Qualified Paid</b>
Three years or more			
Two years or more but less than three	64	48	68
One year or more but less than two	51	38	53
Less than one year	2,631	2,417	2,930
<b>Total</b>	<b>2,746</b>	<b>2,503</b>	<b>3,051</b>

<b>SALES CHANNELS</b>			
	<b>Qualified Paid - Print</b>	<b>Qualified Paid - Digital</b>	<b>Total Qualified Paid</b>
Ordered by mail and/or directly requested by subscribers	7		7
Catalog agencies and individual agents			
Publishers own and other publishers salespeople			
Independent agencies salespeople			
Membership benefit	2,739	2,503	3,044
All other channels			
<b>Total</b>	<b>2,746</b>	<b>2,503</b>	<b>3,051</b>

<b>PREMIUM USAGE (Subscriptions Sold)</b>			
	<b>Qualified Paid - Print</b>	<b>Qualified Paid - Digital</b>	<b>Total Qualified Paid</b>
Ordered without premium	2,746	2,503	3,051
Ordered with reprinted material from this publication			
Ordered with other premiums			
<b>Total</b>	<b>2,746</b>	<b>2,503</b>	<b>3,051</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - www.ashrae.org

Month	Page Impressions	Visits	Unique Browsers
January	520,300	263,797	147,477
February	407,444	212,054	127,874
March	407,136	214,688	128,133
April	434,915	241,609	150,707
May	417,608	218,111	130,699
June	417,071	211,364	123,355

## SOCIAL MEDIA

Channel	As of June 30, 2024
Facebook Likes	71,000
Instagram Followers	4,216
LinkedIn Followers	157,831
X Followers	23,678
YouTube Subscribers	8,050

## 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	2,746	2,503	3,051
75% - 99% of basic			
50% - 74% of basic			
25% - 49% of basic			
Less than 25% of basic			
<b>Total</b>	<b>2,746</b>	<b>2,503</b>	<b>3,051</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:	6.1%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement:	6.7%

### Renewal Analysis of Paid Circulation:

	Subscriptions Other Than Membership Benefit	Membership Benefit Subscriptions	Total Renewal
Total expirations during 12 month period November thru October	147	40,618	40,765
Total renewals of those expirations	63	25,069	25,132
Renewal Percentage	42.9%	61.7%	61.7%

## 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 May issue.

**Total Average Gross Contacts Include:** Qualified Paid and Nonpaid Circulation and Unique Browsers.

**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.

**Unique Browsers:** This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

**Page Impressions:** The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

**Visits:** A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

**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.

---

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.

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1959  
**AAM Member Since:** 1959  
**Member #:** 06-0150-0  
**SRDS:** 2

Parent Company: ASHRAE

**Published by:**  
ASHRAE  
180 Technology Parkway  
Peachtree Corners, GA 30092  
T: (404) 636-8400  
www.ashrae.org

MARK OWEN  
Director of Publications & Education

AUSTIN BRAFFORD  
Coordinator - Circulation Development &  
Subscriptions