

ASHRAE MEDIA 2027

*ASHRAE Journal: The World's Only Monthly
HVACR Engineering News Source*



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.

LEADERSHIP



Credible, peer-reviewed engineering insight.



Standards-aligned technical interpretation.



Access to specifiers and influencers at the point of specification.



Speak to those controlling billions in specification-driven HVACR spending, in a market exceeding hundreds of billions of dollars annually.

1.7 million ASHRAE.org users per year

421,669 avg. monthly page impressions on ASHRAE.org in six-month period

295,042 followers/likes on Social Media

53,798 Individual Members
(Up 225 from previous year)

3,700 Answered Technical Inquiries

577 Active Student Branches

201 Chapters Around the World

211 Courses Presented
with 9,600 Attendees

42 Active Research Projects
Funded by ASHRAE

40 New Standards/Guidelines Published

\$4.5 million raised for decarbonization,
research, scholarships

ASHRAE JOURNAL SUMMARY



- 50,877 Total Avg. Qualified Paid & Non Paid Circulation
- 45,316 Print & Print-Digital Subscribers
- 38,892 Avg. Paid Subscribers

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

~Owner

I'm typically looking for design tips on different types of HVAC systems or new HVAC products (specifically focused on energy efficiency/sustainability). ~Design 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.

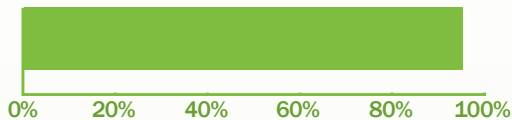
\$325 Billion
READER PURCHASING
POWER



■ **100%** of HVACR purchases are impacted by ASHRAE members, standards, Handbook series, and Journal articles.

ADVERTISING ACTION

■ **91%** report taking an action to learn about and/or buy advertised products & services.



PRINT PREFERRED



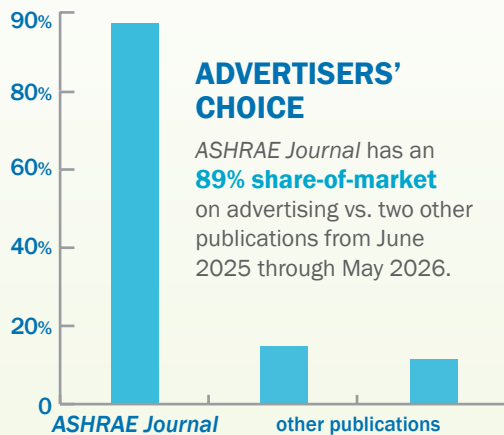
Print & Digital,
or Print Only

77% of readers surveyed read the print edition only

or with the digital edition of ASHRAE Journal.

ADVERTISERS' CHOICE

ASHRAE Journal has an **89% share-of-market** on advertising vs. two other publications from June 2025 through May 2026.



READERS' CHOICE

Readers surveyed report ASHRAE Journal is read **5.15 times more** than its closest competitor.



Subscribers share on average one copy per subscription.

65% spend **30 minutes or more** reading each Journal.

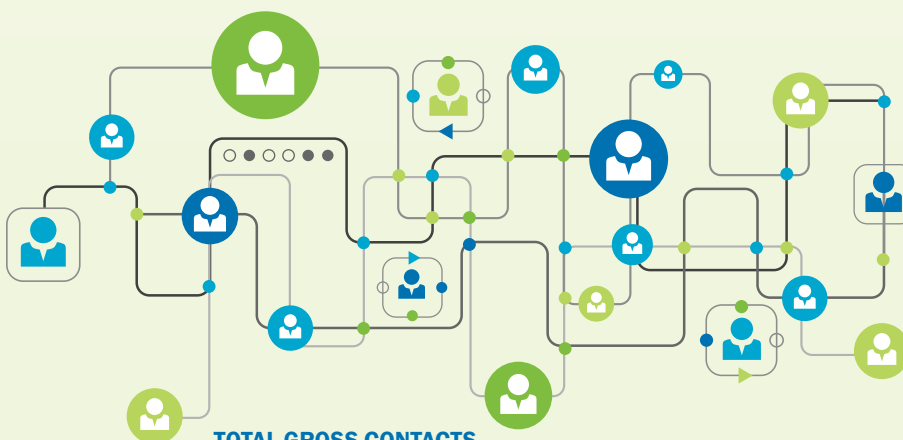
74% report reading an issue **two or more times**.

SPECIFIERS



62% of subscribers report spending **millions in annual purchasing power**. **16%** spend more than \$15 million annually.

TOP 3
PURCHASING CATEGORIES
60,000 + readers each



TOTAL GROSS CONTACTS

ASHRAE Journal, website, social media per month = **193,309**

SCHEDULE

MONTH	DEADLINES	THEME
Jan	Early Closing for Orders & Materials to Qualify for Discounting: Nov. 3, 2026 Final Closing: Dec. 1 • Materials: Dec. 8	New Products & Technology for 2027
Feb	Orders: Jan. 4, 2027 • Materials: Jan. 11	Indoor Air Quality: Ventilation effectiveness and energy consumption will be explored, with a focus on filtration and air cleaning technologies. • Ventilation • Thermal Comfort • Infectious Aerosol Control
Mar	Orders: Feb. 2 • Materials: Feb. 9	AHR Expo Show Wrap-up
Apr	Orders: March 2 • Materials: March 9	Artificial Intelligence
May	Orders: April 1 • Materials: April 8	Data Centers: Cooling is a major technical focus with a shift toward liquid cooling technologies, including direct-to-chip and immersion systems. • Liquid cooling technologies • Energy-water nexus • Waste-heat recovery
June	Orders: May 3 • Materials: May 10	Building Decarbonization
July	Orders: June 1 • Materials: June 8	Indoor Air Quality
Aug	Orders: July 1 • Materials: July 8	Ground Source Heat Pumps/Geothermal As a pathway to building decarbonization, more buildings are adopting geothermal systems because of utility incentives. • Electrification • Building system integration • Thermal modeling • District energy systems
Sept	Orders: Aug. 3 • Materials: Aug. 10	Ventilation
Oct	Orders: Sept. 1 • Materials: Sept. 8	Building Automation
Nov	Orders: Oct. 1 • Materials: Oct. 8	Refrigerants The transition to lower global warming potential refrigerants remains a critical industry topic. Focus will be on implementing refrigerants into new and old systems along with key safety requirements. • Next-generation refrigerants • Impacts on system design • Refrigerant management
Dec	Orders: Nov. 2 Materials: Nov. 9	Residential Applications
Jan 2028	Early Closing for Orders & Materials to Qualify for Discounting: Nov. 2 Final Closing: Dec. 1 Materials: Dec. 8	New Products & Technology for 2028

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

BONUS OPPORTUNITIES

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.

Info Center Quarter-Page Section

Complimentary Readership Study offered for qualified* advertising.

Complimentary White Paper posting for 30 days for Full-Page advertisers.

Bonus Matching Space in **New Technology & Capabilities Section** for qualified* advertising.

Complimentary Readership Study offered for qualified* advertising.

Bonus Matching Space in **Product Capabilities Section** for qualified* advertising.

Info Center Quarter-Page Section

Complimentary Readership Study offered for qualified* advertising.

Complimentary White Paper posting for 30 days for Full-Page advertisers.

Info Center Quarter-Page Section

Bonus Matching Space in **2027 Technology Preview Section** for qualified* advertising.

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.

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

2027

RATES

2027 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 reading at Standards developments on ASHRAE.org. An integrated marketing program reaches 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	\$9,255
One-Half Island	\$8,300
One-Half Vertical/Horizontal	\$7,500
One-Third Square/Vertical	\$6,800
One-Fourth Standard	\$5,300

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



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



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 3.4167 in. x 4.5 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 2027 SPECIAL ADVERTISING CLOSINGS

May

Technology Capabilities
April 1

July

Suppliers' Product Capabilities
June 1

December

New Product Preview
November 2



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

NEWSLETTERS

Creative	Dimensions in Pixels	One to Three Placements/Year	Four to Six Placements/Year	More than Six Placements/Year
Medium Rectangle	300 × 250	\$6,020	\$5,325	\$4,629
Wide Skyscraper (Two/Issue)	160 × 600	\$7,044	\$6,124	\$5,325
Leaderboard (Two/Issue)	728 × 90	\$7,567	\$6,578	\$5,721
Text Ad (Two/Issue)	216 × 216 px. plus 500 characters each	\$6,837	\$5,946	\$5,169
Sponsored Product	125 × 125 px. plus 300 characters	\$2,628	\$2,283	\$1,984
Roadblock (all of the above)		\$24,075	\$20,930	\$18,199

ROS		Less than 10k Impressions	10k-50k impressions	More than 50k impressions
Rectangle	300 × 250	\$175	\$155	\$145
Skyscraper	160 × 600	\$195	\$180	\$170
Leaderboard	728 × 90	\$185	\$165	\$150

ASHRAE JOURNAL Newsletter

HPB HIGH PERFORMING BUILDINGS
Real Buildings | Real Data
A monthly newsletter from HPB, published by ASHRAE

ASHRAE HVAC&R INDUSTRY NEWS

Shaping Tomorrow's Global Built Environment Today

AMCA inmotion e-News

ASHRAE ASHRAE Professional Development

INDUSTRY SECTORS IN FOCUS
>> REFRIGERANTS <<

ASHRAE JOURNAL **SHOW DAILY**
★ ASHRAE JOURNAL'S OFFICIAL NEWSPAPER OF AHR EXPO ★ LAS VEGAS, NEVADA ★ FEBRUARY 1, 2026 ★ PREVIEW ★

ASHRAE JOURNAL **SHOW PRODUCTS**
★ ASHRAE JOURNAL'S OFFICIAL NEWSPAPER OF AHR EXPO ★ LAS VEGAS, NEVADA ★ FEBRUARY 2-4, 2026 ★

“

Articles that are timely, informative and pertinent to my practice. ~President

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PRODUCTS

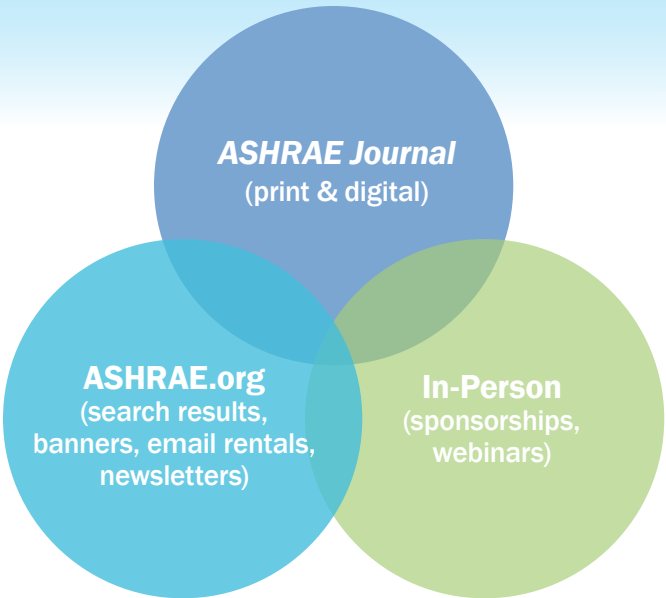
COMPLETE A TOTAL-REACH MARKETING PLAN WITH ONLINE OPPORTUNITIES



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 \$4,025 net.

Name	Frequency	Circulation	Features
HVACR Industry	Published Every Thursday	More than 100,000 readers	Technology news impacting the HVACR industry.
ASHRAE Journal Newsletter	Published Second and Fourth Tuesdays/Month	More than 90,000 readers	Journal articles on technology ready for use in the field.
ASHRAE Journal Industry Sectors	Published Third Friday/Month	More than 90,000 readers	Journal articles on dedicated to a vital technology segment of HVACR.
ASHRAE Insights	Published Third Wednesday/Month	More than 97,000 readers	Society news and ASHRAE announcements.
Professional Development	Published Fourth Wednesday/Month	More than 60,000 readers	Learning news and continuing educational offerings to HVACR professionals.
High Performing Buildings	Published First Tuesday/Month	More than 90,000 readers	Whole-building technology and solutions for today's best-performing buildings.
AMCA inmotion	Published Four Times/Year	More than 100,000 readers	Air movement and control technology written and edited in partnership with AMCA International.
AHR Expo Newsletters	Published preceding the world's biggest HVACR Engineering Show & ASHRAE Conference		Voted the No. 1 Resource for both attendees and nonattendees.
• Product Preview	• Published Jan. 13 & 20	More than 100,000 readers	• Exhibitor-only listings of products showcased at AHR Expo
• Show Special Editions	• Published Jan. 24-27		• News and announcements from AHR Expo, co-sponsored by ASHRAE.



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

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.

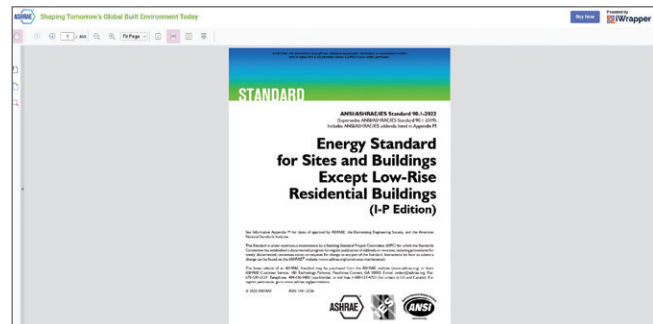
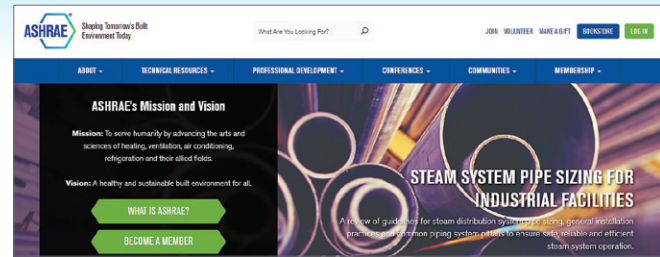
Weekly rates begin at \$3,000 net.



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 net.



LEAD GEN OPPORTUNITIES

ASHRAE Journal

With more than 50,000 subscribers and average of 1.5 readers per issue, the Journal provides everyone with complimentary reader service through a monthly email from Inquiry Management Systems. The reader service email offers readers the option to request more information on the products and services in every issue. It also is available at <https://www.ashrae.org/freeinfo>. All requests are forwarded to the product supplier for fulfillment.

Supplier Webinars

An average of 1,000 people register for supplier webinars based on the topic presented. Often, the registrations exceed 1,000 people. Presenters have 45 minutes plus 15 minutes for questions per presentation. All webinars are archived and available on demand to people across the world. After the presentation, a database is provided to the presenter with full contact information along with questions and requests for appointments.

Standards Portal

How do you reach building professionals at the moment they decide on specifying building systems and equipment? One of the best ways is when they are researching standards and technical guidance. ASHRAE provides free browsing of more than 100 standards and guidelines developed and carefully written by engineering experts. In exchange for the free viewing, registrants agree to share their information with advertising partners. Select a search term or group of standards to target your message.

AHR[®] CHICAGO JAN 25-27 2027

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 distribution to its Show Guide on the Show Floor as well as for-free access 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 2027 AHR Expo in Chicago. 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.**

ASHRAE JOURNAL JANUARY ISSUE: CLOSING DECEMBER 1

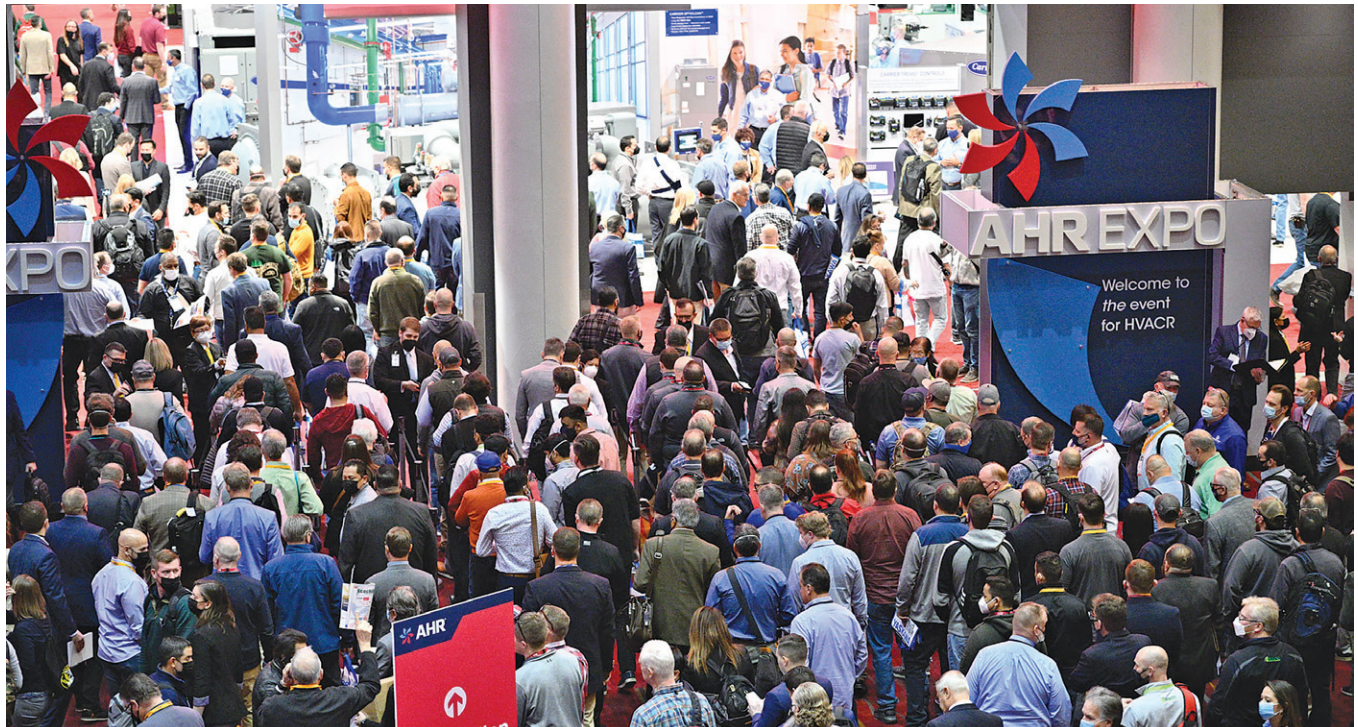
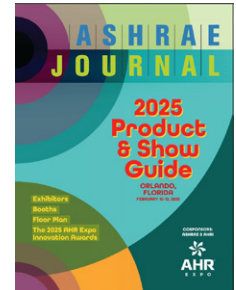
The Journal will feature products at the Show and 200 advertisements from Exhibitors.

SHOW DAILY: 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, 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

AUTHORITY & CREDIBILITY

ASHRAE JOURNAL

Advertisers targeting HVAC+R decision-makers should think carefully about where credibility and influence actually live in this industry—and a big part of that ecosystem is ASHRAE. ASHRAE isn't just another media channel; it's a globally recognized authority that sets standards, publishes research, and shapes best practices. Aligning your brand with ASHRAE media immediately signals technical legitimacy and trust, which is critical when your audience consists of engineers, specifiers, and consultants who prioritize accuracy and performance over marketing hype.

Another key advantage is audience quality. ASHRAE media reaches a highly concentrated group of professionals who are directly involved in specifying, designing, and approving HVAC+R systems—not just browsing content casually. These are the people influencing procurement decisions, writing project specs, and advising building owners. Investing in ASHRAE's publications, newsletters, and digital channels allows advertisers to engage decision-makers in a context where they are actively seeking technical insights, emerging standards, and innovative solutions—making your messaging more relevant and actionable.

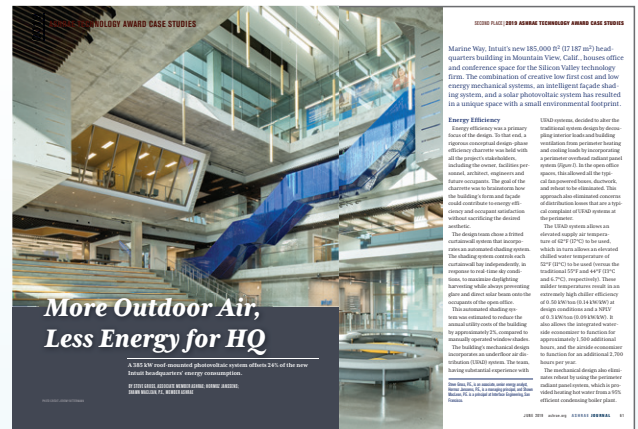
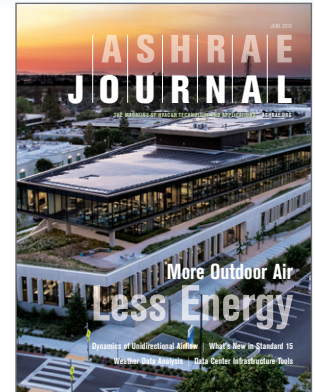
ASHRAE provides a unique platform for thought leadership. Because its media environment is rooted in education and advancement of the industry, brands can go beyond traditional ads and contribute meaningful content—white papers, case studies, and expert perspectives. This positions your company as a partner in solving industry challenges like energy efficiency, decarbonization, and indoor air quality, rather than just a vendor. Over time, that association builds stronger brand equity and preference among HVAC+R professionals who value expertise and long-term reliability.

MARKETING TO ENGINEERS

Successful marketing to engineers or mechanical contractors requires understanding how the new product selection process works. Focusing on the specifiers' technical needs first will provide an advantage in the selection process over other product offerings. Engineers dive deeply into product technology when engaging in product selection for their projects.

How does ASHRAE Journal fit in? It provides current HVAC&R technology of broad interest through publication of application-oriented articles. The Journal's editorial content ranges from back-to-basics features to reviews of emerging technologies, covering the entire spectrum of professional interest from design and construction practices to commissioning and the service life of HVAC&R environmental systems.

From early product selection research to the final purchasing decision, 60% of the process occurs online, according to surveys of product specifiers. Buyers report that they turn to vendor websites and online technical publications 73% of the time during the buying process. When the engineer or mechanical contractor finally speaks with sales, it is for validation of information gathered online as the most recent update.





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