

HVACR

Distribution Business®

THE MANAGEMENT MAGAZINE OF WHOLESALE DISTRIBUTION SINCE 1999

PRINT & ONLINE

MEDIA PLANNING GUIDE



2012

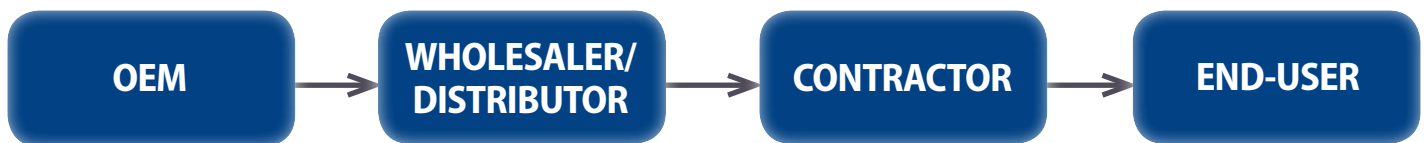
EDITORIAL CALENDAR & RATE CARD

REACHING THE HVACR WHOLESALER AND DISTRIBUTOR SUPPLY CHAIN

THE MARKET

HVACR WHOLESALERS & DISTRIBUTORS are involved in the business of purchasing, warehousing, marketing and distributing heating, cooling, ventilating and refrigerating equipment and products for both the residential and non-residential markets. They link original equipment manufacturers (OEMs) to tens of thousands of contractors and, ultimately, to end-users/consumers (Homeowners and Facility Owners/Managers).

An estimated 80% to 90% of HVACR equipment moves through the wholesaler distribution channel.



CIRCULATION – 11,555 SUPPLY CHAIN DECISION MAKERS

HVACR Distribution Business is the only magazine dedicated exclusively to the wholesale distribution of HVACR equipment and products, delivering an audience of 11,555 decision makers that includes Wholesalers/Distributors, Manufacturers/Manufacturers' Reps, and Service Providers.

Average Time Spent Reading
18.5 minutes

Average Pass Along Readership
3.4 others

Source: Trade Publication Readership Survey, May 2011

QUALITY READERSHIP IMPACT

Which ONE wholesaler trade publication do you find most useful for running your business?

46%

HVACR Distribution Business

23%

Wholesale publication #1

23%

Wholesale publication #2

8%

Other

Source: Trade Publication Readership Survey, May 2011

2012 EDITORIAL CALENDAR

ISSUE	CLOSE & MATERIALS DUE	FEATURES	TECHNOLOGY UPDATE: Each month on a first-come, first-served basis	BONUS DISTRIBUTUION
JANUARY FREE AIM READERSHIP REPORT	12/7/11 12/14/11	<ul style="list-style-type: none"> • The New Year – A View from Our Experts • New Products • AHR Special issue 	COMMERCIAL UNITARY: Chillers, VRF Systems, Applied Equipment RESIDENTIAL AIR CONDITIONING: Ducted Systems, Heat Pumps, Geothermal, Hybrid Systems	International AHR Expo
FEBRUARY	1/5/12 1/13/12	<ul style="list-style-type: none"> • How to Develop a “Real” Marketing Plan 	COMMERCIAL HYDRONICS: Hydronic Boilers, Burners, Fan Coils, Controls, Pumps/Circulators RESIDENTIAL CONTROLS: Controls and Thermostats, Zone and Solar Controls	ACCA Annual Meeting
MARCH	2/3/12 2/10/12	<ul style="list-style-type: none"> • Special industry Topic: The Internet & Digital Technology 	COMMERCIAL & RESIDENTIAL AIR DISTRIBUTION: Grilles, Registers, Louvers, Air Handlers, Fans, Fan Systems, Dampers, Ventilation Products	
APRIL	3/9/12 3/16/12	<ul style="list-style-type: none"> • Website Secrets to Increase Traffic and Profits 	COMMERCIAL ROOFTOPS: Dual-fuel, Built-up, Central Station, Heat Pumps & Air Conditioning Equipment RESIDENTIAL TOOLS & INSTRUMENTS: Gauges, Hand Tools, Multimeters, Anemometers, Air Hoods, Tool Bags, Diagnostics	HARDI Regional Meetings
JUNE	5/4/12 5/11/12	<ul style="list-style-type: none"> • Wholesaler Marketing: What Works and What Flops 	COMMERCIAL REFRIGERATION: Recycling Equipment, Display Cases, Ice Machines, Coolers, Freezers RESIDENTIAL AIR CONDITIONING: Non-ducted Air Conditioning, Heat Pumps	HARDI Regional Meetings
AUGUST FREE AIM READERSHIP REPORT	6/29/12 7/6/12	<ul style="list-style-type: none"> • eCommerce Solutions for Wholesalers 	COMMERCIAL: Motors and Drives: Variable Speed, Variable Frequency, Controllers, Starters, Hermetic, Linear RESIDENTIAL: IAQ Monitoring and Detection Equipment & Products	
SEPTEMBER	7/25/12 8/1/12	<ul style="list-style-type: none"> • The World of Controls: New Products and Advances 	RESIDENTIAL & COMMERCIAL CONTROLS: HVAC Systems Controls and Control Systems, Zone Controls, VAV Controls, Facility Controls, Building Automation Systems, Energy Management Systems	HVACR Week Comfortech
OCTOBER	8/27/12 9/3/12	<ul style="list-style-type: none"> • The Marketing Quiz: Are You Doing It Right? • Choosing Your IT Expert 	COMMERCIAL & RESIDENTIAL IAQ: Humidifiers/Dehumidifiers, ERVs, HRVs, UV Lights, Filters, Filtration Systems, Duct Cleaning Equipment, Instruments and Testers RESIDENTIAL HYDRONICS: Hydronic/Radiant Systems, Hot Water Heaters, Boilers, Pumps, Panels, Accumulators	AHRI Annual Meeting and HARDI Annual Fall Conference
DECEMBER	10/24/12 10/31/12	<ul style="list-style-type: none"> • The Latest in Warehousing: An Update • The Techie Question: Who Should Be in Charge? 	COMMERCIAL & RESIDENTIAL TRUCKS: Vans, Pickups, Box, Truck Bodies, Truck Services Bodies, Trailers, Truck Accessories (Racks, Organizers, Tool Bins)	

CONTRIBUTING COLUMNISTS



Wholesaler & Manufacturer Spotlights

MICHAEL MAYNARD
Contributing editor to *HVACR Distribution Business*



The Government Beat

JON MELCHI
HARDI's government affairs manager



Coscia at the Counter

STEVE COSCIA
America's top HVACR customer service expert



Management: Strategic Insights for New Times

FRANK HURTTE
Founding partner of River Heights Consulting and expert on “knowledge-based” distribution

2012 RATES AND SPECIFICATIONS

2012 ADVERTISING RATES (Gross)

	1x	4x	9x
1 Page	\$4,050	\$3,775	\$3,495
2/3 Page	\$3,305	\$3,065	\$2,845
1/2 Page Island	\$2,775	\$2,565	\$2,380
1/2 Page	\$2,185	\$2,030	\$1,895
1/3 Page	\$1,615	\$1,510	\$1,395
1/4 Page	\$1,320	\$1,230	\$1,135
2-Page spread	\$6,600	\$6,400	\$6,200

4-Color Charge: \$795 2-Color Charge: \$425

- Spreads, second page at 1/2 the 4-color charge: \$397
- Special position rates: Earned Black & White rate, plus 10%
- Inside, Front and Back cover: Earned Black & White rate, plus 20%

ADDITIONAL MARKETING OPPORTUNITIES

1/8 Page, 4-color Smart Product and Literature Units	\$825
1/8 Page, B/W Business Card Listings	\$540
Marketplace (per column inch).....	\$150
Advertorials (when run with a full-page ad)	\$2,370

Multi-Page Inserts: ROP – Run of Press, 4-color

2 Page – Supplied	\$4,695, ROP \$6,400
4 Page – Supplied	\$8,040, ROP \$8,695
6 Page – Supplied	\$9,570, ROP \$10,870
8 Page – Supplied	\$10,210, ROP \$14,130

Mechanical tip-in charge: \$495

HVACR Distribution Business offers attractive prices for the printing of multi-page inserts. Call your sales representative for details.

HVACR Distribution Business uses computer-to-plate technology for all printed material. **Advertisers should supply digital files using the standardized file formats as listed below. All fonts and graphics must be included in the file.**

Platform: Macintosh or PC accepted. Files Accepted: Press Optimized PDF (Prepress high res. Please be sure to embed all fonts.)

Fonts: Please provide all fonts used in the file. TrueType fonts are not accepted and will be replaced with a substitute. Postscript fonts are preferred. Postscript fonts are made up of two distinct components – the screen font and the printer font. Please supply both components.

Graphics: Color images need to be in CMYK format; images should be saved in either TIFF or EPS format. All linked graphics need to be included in file. Convert text to paths whenever possible in artwork created in an illustration application. Minimum resolution required for images is 300 dpi for full color artwork or grayscale and 1200 dpi for bitmap.

Color: Send all files in CMYK mode unless a Pantone color is running. RGB files must be converted to CMYK. If a Pantone color is running, please specify the color with the order. *There is an extra charge to run a Pantone color; it is considered a fifth color and requires an additional unit on press. Color Proofs: Must be sent with the file. Kodak Approvals, matchprints and color laser proofs are acceptable.

AD SPECIFICATIONS

Ad Size/Shape	Width x Depth
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Full Page (Bleed)	7 5/8" x 10 1/2" 7 7/8" x 10 3/4" <i>Keep live matter 3/8" from gutter and trim edges.</i>
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2/3 Vertical	4 1/2" x 9 3/4"
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1/2 Island	4 1/2" x 7 3/8"
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1/2 Horizontal	6 7/8" x 4 5/8"
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1/3 Vertical	2 1/8" x 9 3/4"
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1/3 Square	4 1/2" x 4 5/8"
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1/4 Quarter	3 1/4" x 4 5/8"
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1/6 Vertical	2 1/8" x 4 5/8"
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Please keep matter 3/8" from inside trim. For bleed, add 1/8" on all sides.

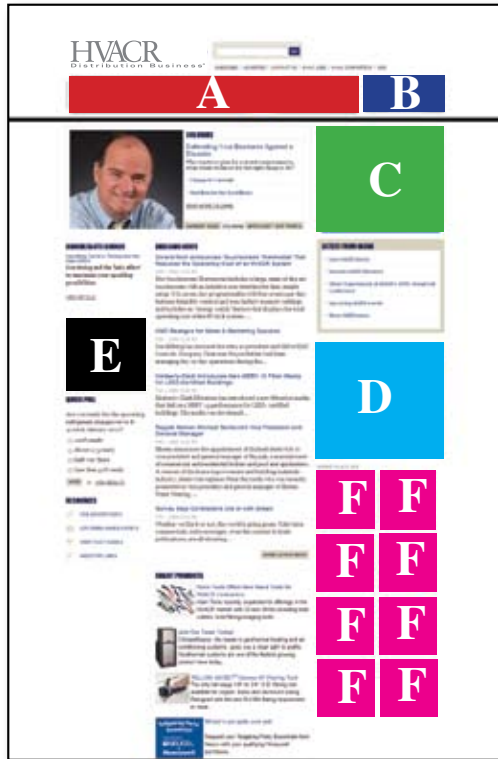
Files and proofs can be sent to:

Penton Media, Inc.
9800 Metcalf Avenue
Overland Park, KS 66212
Attn: Sam Schulenberg
Sam.Schulenberg@penton.com
913/967-1665

Files can be uploaded to: www.pentondigitalads.com

Click on: submit digital ad
Complete all fields

HVACRDISTRIBUTIONBUSINESS.COM



A | LEADERBOARD – 728x90

Gross Rate: \$625 per month – LIMITED INVENTORY

B | FEATURE – 200x90

Gross Rate: \$375 per month – LIMITED INVENTORY

C | LARGE BOOM BOX – 300x250

Gross Rate: \$500 per month – LIMITED INVENTORY

D | LARGE BOOM BOX – 300x250

Gross Rate: \$445 per month – LIMITED INVENTORY

E | SMALL BOOM BOX – 180x150

Gross Rate: \$325 per month – LIMITED INVENTORY

F | TILE – 125x125

Gross Rate: \$250 per month – LIMITED INVENTORY

Also ask your sales representative about these additional great features:

Roadblocks | Rate: \$1,040 gross/week

Peelbacks | Rate: \$1,875 gross/month

White Paper Postings | Rate: \$1,040 gross/quarter

Advertiser Submitted Video | Rate: \$300 gross/month

HVACR DISTRIBUTION BUSINESS eNEWS



A monthly newsletter that focuses exclusively on wholesalers in the HVACR industry. It features breaking news, product information and articles that focus on HVACR systems, controls, logistics, executive development, government and trade relations, management methods, supply chain technologies, refrigeration, plan & spec, marketing and sales.

Gross Rate: \$375 per issue

Four (4) advertisers per issue

Each advertiser receives:

1 LOGO – 85x85

2 TEXT – 50 word max

3 IMAGE – 180x150 (max 35k)

Penton Marketing Services offers a full range of content solutions, digital services and lead nurturing and qualifying services that leverage our deep industry knowledge and customer relationships. We work closely with wholesalers and distributors to analyze their business needs and develop strategic marketing solutions to realize their goals.

- Research
- Lead Generation
- Lead Nurturing & Scoring
- Website Development
- Social Media eListening
- Search Engine Optimization
- Paid Search Engine Marketing
- Mobile
- Video



Websites and Mobile Apps



White Papers



Virtual Conferences



SEO

Research

Contact your sales rep today to learn more!
PENTONMARKETINGSERVICES.COM

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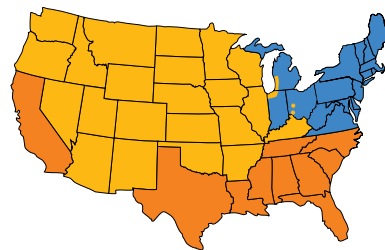
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