

B2B Media

Publisher's Statement

6 months ended December 31, 2021

Subject to Audit

Field Served:

Design, installation, maintenance and operation of heating, refrigerating, air conditioning, ventilating and piping systems.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				48,187
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	9	Qualified Nonpaid Individual - Print	111	
Total Qualified Paid Individual	9	Qualified Nonpaid Individual - Digital	49	
Qualified Paid Association - Print	7,641	Qualified Nonpaid Individual - Print & Digital (Unduplicated)	88	
Qualified Paid Association - Digital	3,640	Total Qualified Nonpaid Individual	248	
Qualified Paid Association - Print & Digital (Unduplicated)	29,103	Qualified Nonpaid Association - Print	3,659	
Total Qualified Paid Association	40,384	Qualified Nonpaid Association - Digital	598	
Total Average Qualified Paid Circulation	40,393	Qualified Nonpaid Association - Print & Digital (Unduplicated)	3,289	
		Total Qualified Nonpaid Association	7,546	
		Total Average Qualified Nonpaid Circulation	7,794	

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	589
Nonqualified Market Coverage Copies - Digital	41
Nonqualified Market Coverage Copies - Print & Digital (Unduplicated)	178
Total Nonqualified Market Coverage Copies	808
Nonqualified Allocated for Shows & Conventions - Print	42
Total Nonqualified Allocated for Shows & Conventions	42
Nonqualified Miscellaneous, Including Staff Copies - Print	635
Total Nonqualified Miscellaneous, Including Staff Copies	635
Total Average Nonqualified Circulation	1,485

CIRCULATION BY ISSUES									
Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jul	7,862	3,352	29,220	40,434	3,382	635	3,264	7,281	47,715
Aug	7,702	3,568	29,052	40,322	3,841	666	3,431	7,938	48,260
Sep	7,694	3,635	29,152	40,481	3,736	603	3,226	7,565	48,046
Oct	7,654	3,690	29,327	40,671	3,725	604	3,068	7,397	48,068
Nov	7,443	3,727	28,809	39,979	4,013	681	3,656	8,350	48,329
Dec	7,548	3,867	29,058	40,473	3,922	696	3,614	8,232	48,705

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	Qualified Paid Individual - Print	Qualified Paid Individual - Digital	Qualified Paid Individual - Print & Digital (Unduplicated)	Total Qualified Paid Individual	Qualified Paid Assn. - Print	Qualified Paid Assn. - Digital	Qualified Paid Assn. - Print & Digital (Unduplicated)	Total Qualified Paid Assn.	Total Qualified Paid	Qualified Nonpaid Individual - Print	Qualified Nonpaid Individual - Digital	Qualified Nonpaid Individual - Print & Digital (Unduplicated)	Total Qualified Nonpaid Individual	Qualified Nonpaid Assn. - Print	Qualified Nonpaid Assn. - Digital	Qualified Nonpaid Assn. - Print & Digital (Unduplicated)	Total Qualified Nonpaid Assn.	Total Qualified Nonpaid
1. (a) Consulting Engineers	17,045					2,938	999	9,882	13,819	13,819	16		7	23	1,559	228	1,416	3,203	3,226
(b) Architects & Engineers employed by Architectural Firms and Architectural/Engineering Firms	4,952					889	342	3,363	4,594	4,594	2			2	160	29	167	356	358
Sub-Total Classification 1	21,997					3,827	1,341	13,245	18,413	18,413	18		7	25	1,719	257	1,583	3,559	3,584
2. Contractors and Contracting Firms	4,400					774	358	2,429	3,561	3,561	5	1	4	10	440	56	333	829	839
3. Engineering Management and Engineering Staffs in charge of services for Industrial/Manufacturing Firms	690					90	51	414	555	555					60	15	60	135	135
4. Engineering Management and Engineering Staff in charge of services for buildings (Commercial and Institutional, Government and Public Utilities)	4,504					580	374	2,737	3,691	3,691	3		2	5	329	67	412	808	813
5. ASHRAE Members	135					21	6	51	78	78					26	2	29	57	57
6. Wholesalers, Manufacturers' Agents and Sales Engineering Firms	8,953					1,393	509	5,543	7,445	7,445	15		3	18	761	104	625	1,490	1,508
7. Educational Institutions, Public Libraries, Technical Associations, Students	3,948					257	882	2,689	3,828	3,828	1	1		2	34	23	61	118	120
8. Others Allied to the Field	3,702	12			12	489	206	1,701	2,396	2,408	39	46	62	147	563	109	475	1,147	1,294
Other Paid Circulation																			
Subscriptions																			
Single Copy Sales																			
Total Qualified Circulation	48,329	12			12	7,431	3,727	28,809	39,967	39,979	81	48	78	207	3,932	633	3,578	8,143	8,350

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	81	48	76	46	60	99	205	2.5
Written	81	48	76	46	60	99	205	2.5
Telecommunication								
Internet and Email								
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association	3,932	633	3,578	2,867	3,177	2,099	8,143	97.5
Business Directories								
Lists								
Acquired Circulation								
Other Sources			2	1	1		2	0.0
Total Qualified Subscriptions	4,013	681	3,656	2,914	3,238	2,198	8,350	100.0
Percent	48.1	8.2	43.8	34.9	38.8	26.3	100.0	
Paid Subscription Circulation							39,979	
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							48,329	

MAILING ADDRESS ANALYSIS										
	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation	Percent
Individual by Name and Title and/or Occupation	7,443	3,727	28,809	39,979	4,013	681	3,656	8,350	48,329	100.0
Individual by Name Only										
Title or Occupation Only										
Company Name Only										
Multicopy Same Addressee										
Total Qualified Subscriptions	7,443	3,727	28,809	39,979	4,013	681	3,656	8,350	48,329	100.0
Single Copy Sales										
Total Qualified Circulation									48,329	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	84	8	159	251	41	6	23	70	321
Arizona	78	20	316	414	61	13	42	116	530
Arkansas	43	15	247	305	27	3	11	41	346
California	481	114	1,809	2,404	267	36	243	546	2,950
Colorado	193	40	638	871	69	11	66	146	1,017
Connecticut	90	18	261	369	49	4	36	89	458
Delaware	16	1	39	56	16	1	11	28	84
District of Columbia	18	6	64	88	7	1	10	18	106
Florida	246	61	917	1,224	209	26	153	388	1,612
Georgia	183	34	542	759	93	44	105	242	1,001
Idaho	32	9	108	149	13	1	14	28	177
Illinois	230	56	840	1,126	144	16	94	254	1,380
Indiana	88	14	360	462	57	7	44	108	570
Iowa	59	12	321	392	27	5	31	63	455
Kansas	89	33	377	499	37	3	41	81	580
Kentucky	56	11	206	273	28	5	23	56	329
Louisiana	51	4	124	179	30	1	21	52	231
Maine	22	6	107	135	21	2	22	45	180
Maryland	165	29	557	751	96	11	83	190	941
Massachusetts	183	38	597	818	88	7	73	168	986
Michigan	148	23	531	702	87	16	62	165	867
Minnesota	130	20	478	628	63	11	60	134	762
Mississippi	22	5	47	74	21	1	3	25	99
Missouri	139	26	511	676	70	11	55	136	812
Montana	33	5	84	122	10		8	18	140
Nebraska	57	5	257	319	36		13	49	368
Nevada	29	9	140	178	28		20	48	226
New Hampshire	21	5	102	128	12	1	14	27	155
New Jersey	140	34	455	629	105	7	91	203	832
New Mexico	23	2	80	105	22	3	20	45	150
New York	334	87	1,292	1,713	211	23	159	393	2,106
North Carolina	155	66	633	854	87	8	93	188	1,042
North Dakota	17	3	41	61	4		3	7	68
Ohio	218	31	797	1,046	146	16	98	260	1,306
Oklahoma	74	16	282	372	57	2	40	99	471
Oregon	82	21	329	432	43	3	45	91	523
Pennsylvania	331	53	894	1,278	161	21	124	306	1,584
Rhode Island	12	2	41	55	10	3	5	18	73
South Carolina	72	14	214	300	65	7	45	117	417
South Dakota	31	4	107	142	13	2	7	22	164
Tennessee	116	30	463	609	69	11	54	134	743
Texas	405	114	1,502	2,021	227	41	215	483	2,504
Utah	68	21	185	274	28	2	12	42	316
Vermont	16	5	79	100	5		11	16	116
Virginia	166	54	699	919	103	20	80	203	1,122
Washington	144	38	545	727	82	14	84	180	907
West Virginia	18	4	54	76	2		3	5	81
Wisconsin	125	23	550	698	75	9	53	137	835
Wyoming	2	3	26	31	4		6	10	41
TOTAL 48 CONTERMINOUS STATES	5,535	1,252	20,007	26,794	3,226	435	2,629	6,290	33,084
Alaska	26	4	124	154	12	1	19	32	186
Hawaii	45	5	132	182	26	3	20	49	231
TOTAL ALASKA & HAWAII	71	9	256	336	38	4	39	81	417
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	5,606	1,261	20,263	27,130	3,264	439	2,668	6,371	33,501
Poss. & Other Areas	21	5	85	111	11	1	11	23	134
U.S. & POSS., etc.	5,627	1,266	20,348	27,241	3,275	440	2,679	6,394	33,635
Canada	819	132	3,271	4,222	306	35	277	618	4,840
International	997	2,329	5,190	8,516	432	206	700	1,338	9,854
Military or Civilian Personnel Overseas									
Total International	1,816	2,461	8,461	12,738	738	241	977	1,956	14,694
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	7,443	3,727	28,809	39,979	4,013	681	3,656	8,350	48,329

TERM DATA (Subscriptions Sold)

	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Three years or more				
Two years or more but less than three	15	5	30	50
One year or more but less than two	7	7	38	52
Less than one year	477	276	2,336	3,089
Total	499	288	2,404	3,191

SALES CHANNELS

	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Ordered by mail and/or directly requested by subscribers	4			4
Catalog agencies and individual agents				
Publishers own and other publishers salespeople				
Independent agencies salespeople				
Association membership	495	288	2,404	3,187
All other channels				
Total	499	288	2,404	3,191

PREMIUM USAGE (Subscriptions Sold)

	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Ordered without premium	499	288	2,404	3,191
Ordered with reprinted material from this publication				
Ordered with other premiums				
Total	499	288	2,404	3,191

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	To members, 1 yr. \$6.00; to nonmembers, U.S., 1 yr. \$85.00.
Single Copy	\$8.00

Sales include Premium Values	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Basic & higher than basic	499	288	2,404	3,191
75% - 99% of basic				
50% - 74% of basic				
25% - 49% of basic				
Less than 25% of basic				
Total	499	288	2,404	3,191

Post Expiration Copies Included in Paid Circulation:

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the analyzed issue:	6.6%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement:	8.0%

Renewal Analysis of Paid Circulation:

	Subscriptions Other Than Association	Association Subscriptions	Total Renewal
Total expirations during 12 month period May thru April	182	45,872	46,054
Total renewals of those expirations	59	26,808	26,867
Renewal Percentage	32.4%	58.4%	58.3%

NOTES

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 Association 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 Association Subscriptions: Represent copies served to life members of ASHRAE. ASHRAE members who have completed 30 years of continuous membership and have reached age 65 are automatically members of the Life Members Club. Receipt of this publication is a stated condition of membership. This publication is the official journal of ASHRAE.

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