

# Brand Report

For Twelve Month Period Ending in June 2019



1791 Tullie Circle NE  
Atlanta, GA 30329

## BRAND REPORT PURPOSE

This report provides a comprehensive and detailed outlook on the total reach, penetration and circulation of ASHRAE Media, which comprises: ASHRAE.org, Supplier-Sponsored Webinars, The HVAC&R Industry eNewsletter, eSociety newsletter and ASHRAE Handbook Online.

**Fields Served:** design, installation, maintenance and operation of heating, refrigerating, air-conditioning, ventilating and piping systems.

**Definition of Recipient Qualification:** includes firms with the principle activity of consulting engineering, architectural and engineering service, design-build, contractor for HVAC&R, property management and development, industry facility management, commercial/retail building service, public utility, government, military, educational institution, distributor/wholesaler, manufacturer, manufacturer's representation, sales engineering, research institution and others allied to the fields served.

**Professional titles include:** consulting engineer, design engineer, project/application engineer, vice president of engineering, chief engineer, corporate officer and owner, sales engineer, facility manager and engineer, purchasing agent, estimator, and others allied to the fields served.

## CHANNELS



## EXECUTIVE SUMMARY

ASHRAE Media will provide an estimated circulation universe of more than **8.3 million impressions** interested in ASHRAE communications in 2019.

Brand	Non-paid	Paid	Average
ASHRAE.org Unique Readers	1,519,836		126,653 per month
HPB Magazine Readers	266,096		66,524 per issue
ASHRAE Journal Unique Readers	92,904	564,648	54,796 per issue
ASHRAE Journal newsletter Unique Readers	367,104		30,595 per newsletter
eSociety newsletter Unique Readers	231,072		19,256 per newsletter
HVAC&R Industry Unique Readers	4,235,608		81,454 per newsletter
HPB newsletter Unique Readers	755,616		62,968 per newsletter
Handbook Online Unique Users	172,632	9,768	15,199 per year
HPBmagazine.org Unique Readers	69,144		5,762 per month
Supplier Webinars HPB Registrants	11,136		928 per webinar
Supplier Webinars AJ Registrants	15,024		1,252 per webinar
<b>Totals</b>	<b>7,736,752</b>	<b>574,416</b>	

## ASHRAE JOURNAL PRINT & DIGITAL EDITIONS

**Paid & Nonpaid Circulation: 54,796**

### *Paid Circulation*

Print Only	8,885
Digital Only	4,232
Print & Digital (Unduplicated from Above)	33,937
<b>Total Average Qualified Paid</b>	<b>47,054</b>

### *Nonpaid Circulation*

Print Only	4,085
Digital Only	585
Print & Digital (Unduplicated from Above)	3,072
<b>Total Nonpaid</b>	<b>7,742</b>



## ASHRAE.org

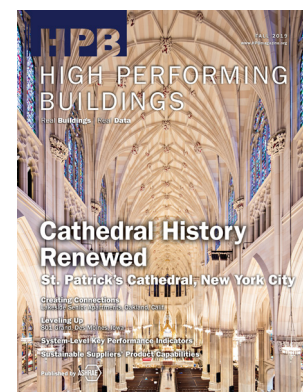
**126K Unique Monthly Visitors**

2019	Page Views	Unique Readers	Sessions
January	985,240	144,667	222,588
February	744,493	119,326	175,442
March	805,055	129,012	194,592
April	721,402	130,403	194,029
May	373,345	116,328	173,487
June	425,675	120,182	191,712
<b>TOTAL</b>	<b>4,055,210</b>	<b>759,918</b>	<b>1,151,850</b>
<b>AVERAGE</b>	<b>675,868</b>	<b>126,653</b>	<b>191,975</b>

## HPB PRINT & DIGITAL EDITIONS

**All ASHRAE Members receive HPB by print, email or both.**

Total Average Qualified Circulation	66,524
Print Only	22,387
Digital Only	42,575
Print & Digital (Unduplicated from Above)	327



## ASHRAE HANDBOOK ONLINE

**Total Average Qualified Circulation: 15,199**

2019	Paid Subscriptions	Unpaid Subscriptions	Net Active Subscriptions
January	802	13,959	14,761
February	698	14,425	15,123
March	752	14,369	15,121
April	830	14,656	15,486
May	817	14,939	15,756
June	983	13,966	14,949
<b>TOTAL</b>	4,882	86,314	91,196
<b>AVERAGE</b>	814	14,386	15,199

## HVAC&R INDUSTRY eNEWSLETTER

**Average Unique Open Rate: 19%**

2019	Received	Tracked Opens	Unique Opens	Unique Open Rate
January	495,386	178,706	93,176	19%
February	397,453	148,912	76,968	19%
March	383,173	144,725	77,189	20%
April	385,336	141,044	76,087	20%
May	470,231	172,674	94,502	20%
June	376,501	127,850	70,801	19%
<b>TOTAL</b>	2,508,080	913,911	488,723	19%
<b>AVERAGE</b>	418,013	152,319	81,454	19%

## THE eSOCIETY eNEWSLETTER

**Average Unique Open Rate: 21%**

2019	Received	Tracked Opens	Unique Opens	Unique Open Rate
January	89,934	33,305	18,318	20%
February	90,301	37,022	19,934	22%
March	90,496	33,419	17,797	20%
April	94,578	32,833	18,419	19%
May	89,444	33,920	20,721	23%
June	85,354	33,558	20,346	24%
<b>TOTAL</b>	540,107	204,057	115,535	21%
<b>AVERAGE</b>	90,018	34,010	19,256	21%

## ASHRAE JOURNAL NEWSLETTER

Average Unique Open Rate: 26%

2019	Received	Tracked Opens	Unique Opens	Unique Open Rate
January	116,336	63,097	32,894	28%
February	121,816	71,718	34,170	28%
March	119,939	62,688	31,085	26%
April	116,428	50,230	26,291	23%
May	118,283	53,658	30,109	25%
June	116,869	51,488	29,018	25%
<b>TOTAL</b>	709,671	352,879	183,567	26%
<b>AVERAGE</b>	118,279	58,813	30,595	26%

## HPBmagazine.org

2019	Page Views	Unique Visitors
January	13,062	5,922
February	10,915	4,844
March	13,333	5,761
April	12,151	5,915
May	11,476	6,040
June	12,753	6,090
<b>TOTAL</b>	73,690	34,572
<b>AVERAGE</b>	12,282	5,762

## HPB NEWSLETTER

2019	Recipients	Unique Opens	Unique Open Rate
January	61,598	12,857	21%
February	61,192	14,591	24%
March	66,190	12,082	18%
April	63,357	12,275	19%
May	62,926	11,973	19%
June	62,546	11,927	19%
<b>TOTAL</b>	377,809	75,705	20%
<b>AVERAGE</b>	62,968	12,618	20%

## ASHRAE JOURNAL'S SUPPLIER WEBINAR SERIES (one per month)

Total Average Qualified Registration	1,252
Average Total Viewers	424
Average Live Viewers	522
Average Time Viewed	51
Average On-Demand Viewers	327
Average Technical Questions Asked	115

Presenters include Mitsubishi, Selkirk, Grundfos, BELL & Gossett, Uponor, Intellihot

## HPB MAGAZINE'S SUPPLIER WEBINAR SERIES (one per month)

Average Qualified Registration	928
Average Unique Viewers	331
Average Live Viewers	395
Average Time Viewed	46
Average On-Demand Viewers	266
Average Technical Questions Asked	70

Presenters include Automatic Logic, Canature WaterGroup, Mitsubishi

### ASHRAE Media Consultants

#### A. Northeast U.S. – Nelson & Miller Associates

Denis O'Malley  
5 Hillandale Ave., Suite 101 • Stamford, CT 06902  
sales@nelsonmiller.com  
(203) 356-9694

#### B. Southeastern U.S. – Millennium Media, Inc.

Doug Fix, Lori Gernand-Kirtley  
590 Hickory Flat Road • Alpharetta, GA 30004  
dougfix@mail.ashrae.org  
Phone (770) 740-2078  
Lori Gernand lg@lindenassoc.com (281) 855-0470

#### C. Ohio Valley – LaRich & Associates

Tom Lasch  
512 East Washington St. • Chagrin Falls, OH 44022  
tlasch@larichadv.com  
(440) 247-1060

#### D. Midwestern U.S. – Kingwill Company

Baird Kingwill, Jim Kingwill  
330 W. Colfax Street, Unit 102, Palatine IL 60057  
barry@kingwillco.com, jim@kingwillco.com  
(847) 537-9196

#### E. Southwestern U.S. – Lindenberger & Associates, Inc.

Gary Lindenberger; Lori Gernand-Kirtley  
7007 Winding Walk Dri., Suite 100 • Houston, TX 77095  
gl@lindenassoc.com; lg@lindenassoc.com  
(281) 855-0470

#### F. Canada and Western U.S. – LaRich & Associates 512

East Washington St. • Chagrin Falls, OH 44022  
Nick LaRich  
nlarich@larichadv.com  
Tom Lasch tlasch@larichadv.com  
(440) 247-1060

#### Korea – YJP & Valued Media Co., Ltd.

YongJin (YJ) Park  
Kwang-il Building #905, Dadong-gil 5,  
Jung-gu, Seoul, 04521, KOREA (Republic of)  
hj@YJpvm.kr  
+82-2 3789-6888  
Fax: +82-2 3789-8988

#### Europe & Middle East – ASHRAE Journal

W. Stephen Comstock comstock@ashrae.org  
+32 (0)2 234 77 11  
ASHRAE Media  
1791 Tullie Circle, NE • Atlanta, GA 30329-2305  
Mark Owen  
ASHRAE Director of Publications & Education  
(404) 636-8400  
mowen@ashrae.org

#### Greg Martin

Associate Publisher, ASHRAE Media Advertising  
(678) 539-1174 • Fax: (678) 539-2174  
gmartin@ashrae.org

#### Vanessa Johnson

Advertising Production and Operations Sr. Coordinator  
(678) 539-1166 • Fax: (678)539-2166  
vjohnson@ashrae.org

#### Austin Brafford

Audience Development Coordinator  
(678) 539-2105  
abrafford@ashrae.org

#### International & Job Board Advertising; Reprint Requests

Greg Martin, Associate Publisher  
gmartin@ashrae.org  
(678) 539-1174