



2019

AIRAH MEDIA KIT

Exclusive reach in the HVAC&R industry



AIRAH is HVAC&R

AIRAH (the Australian Institute of Refrigeration, Air Conditioning and Heating) is the leading specialist membership association for professionals in the HVAC&R sector. It represents more than 10,000 individuals and organisations across Australia, including service providers, manufacturers, wholesalers, retailers, and educators.

Through an integrated mix of print and digital communications channels as well as national conferences, local events and trade nights, AIRAH offers access to an exclusive audience of engaged and informed HVAC&R practitioners and decision-makers.

AIRAH's communications portfolio includes:

- **Ecolibrium** – The premier magazine for HVAC&R leaders and professionals. It is published monthly and delivered directly to about 9,000 readers, many of whom are strongly engaged AIRAH members.
- **HVAC&R Nation** – The highest-circulation title in the Australian industry, reaching around 13,000 people a month. Tailored for tradespeople and end-users, this free magazine is distributed through a network of over 270 outlets throughout Australia.
- **HVAC&RNews and newsletter** – A website covering all the latest goings on in the industry, here and abroad. Leading stories are shared fortnightly through a newsletter sent to over 14,000 people.
- **AIRAH website and newsletter** – A website providing information about the Institute, its activities and member resources. The AIRAH newsletter is sent out every fortnight to a highly targeted audience of over 3,300 leaders and professionals.
- **HVAC&R Search** – The leading online directory for Australia's HVAC&R industry, offering businesses the ability to upload product descriptions, images and videos. Currently lists over 400 businesses.
- **Social media** – AIRAH also promotes its activities through LinkedIn, Facebook, Twitter and YouTube (over 8,000 followers).
- **Conferences and events** – Through its national conferences, the AIRAH Awards, and state-based activities such as trade nights, site visits and seminars, the Institute provides opportunities for ongoing engagement and networking.

Why AIRAH?

Knowledge

AIRAH is the only industry body that combines industry news and features with peer-reviewed, credible technical articles to ensure readers get the most up-to-date and authoritative information.

Commitment

Since 1920, AIRAH has been supporting the HVAC&R industry to deliver comfort, health and safety within the built environment, and providing fit-for-purpose communications to its members, customers and advertising partners.

Reputation

AIRAH is recognised by professionals, government and industry bodies for its expertise across a wide range of issues in the air conditioning, refrigeration and related HVAC industries.

Influence

AIRAH is an industry-led organisation that represents the entire heating, ventilation, air conditioning and refrigeration (HVAC&R) value chain, from tradespeople onsite through to professional engineers and business leaders.

Exclusive reach

AIRAH is the pre-eminent source of information for HVAC&R participants working in:

- ▲ Building services
- ▲ Mechanical engineering
- ▲ Environmentally sustainable design
- ▲ Refrigeration
- ▲ Air conditioning
- ▲ Facility management
- ▲ Installation/contracting
- ▲ Design/consulting
- ▲ Education and research
- ▲ Wholesale, manufacture, supply and sales.

VIEWS ACROSS AIRAH WEBSITES PA

650,000

PRINT COPIES DISTRIBUTED PA

230,000

EMAIL SUBSCRIBERS

14,000

SOCIAL MEDIA FOLLOWERS

8,000

PROFESSIONAL MEMBERS

3,000+

OUTLETS DISTRIBUTING HVAC&R NATION

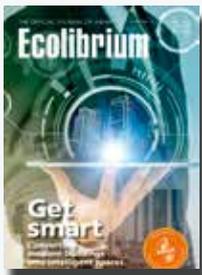
270+

AIRAH MEDIA KIT 2019

THE OFFICIAL JOURNAL OF AIRAH

Ecolibrium

The official journal of AIRAH, Ecolibrium has the most comprehensive reach of any publication in the industry, being posted to 9,000 AIRAH members, subscribers, government departments and industry bodies around Australia.



Ecolibrium is designed for HVAC&R leaders – 85 per cent of readers make or influence purchase decisions, select products, choose service companies and establish partnerships.

In 11 issues each year it carries the industry's best feature stories on new projects, innovations, leading-edge research papers and industry news from Australia and around the world.

AIRAH members (and Ecolibrium readers) are industry leaders, project managers and influencers

- 61% are decision-makers (CEOs, managing directors, owners, general managers, directors, principals)
- 25% are engineers
- 24% are mid-level managers or senior executives.

Australia's most respected and authoritative HVAC&R magazine, Ecolibrium boasts a wide array of content presented in an informative and user-friendly manner. Its articles have been republished in magazines around the world.

Ecolibrium reaches more HVAC&R decision-makers than any other publication, targeting:

- Consulting engineers
- Consultants
- Building services engineers
- HVAC&R designers
- Contractors
- Project managers
- Specifiers
- Mechanical services companies
- CEOs
- Facility managers.

Ecolibrium is the official journal of AIRAH.

- Circulation: **9,006*** Readership: **22,515**

*CAB Circulations Audit Board, September 2018

AIRAH MEDIA KIT 2019

Ecolibrium advertising rates

Ad size	Casual rate	Three placements	Six placements	Eleven placements
A: Full page	\$3255	\$2990	\$2780	\$2520
B: Half page	\$2415	\$2200	\$2045	\$1885
C: Third page	\$1680	\$1525	\$1365	\$1200
D: Quarter page	\$1420	\$1310	\$1155	\$995
E: Double page	\$5775	\$5250	\$4935	\$4620

Inserts: Prices vary depending on insert size, weight and numbers. **Flysheets:** Prices vary depending on the number of months booked.

Notes:

1. Premium positions attract a 20% loading.
2. Agency commission where applicable is included and rates exclude 10% GST.

	2019 Feature topics	Booking deadline	Artwork deadline
March	Green Star + rating tools + compliance	February 8	February 11
April	Indoor environment quality + healthcare facilities + sporting facilities	March 8	March 11
May	Commercial HVAC	April 5	April 8
June	Public buildings + cooling towers	May 10	May 13
July	Innovation	June 7	June 10
August	Refrigeration + refrigerants	July 5	July 8
September	Sustainability + resilience	August 9	August 12
October	Mission-critical facilities + data centres	September 6	September 9
November	Controls + smart building management	October 11	October 14
December	Energy efficiency	November 8	November 11
2020			
February	Residential air conditioning + swimming pools	December 6	December 9

AIRAH MEDIA KIT 2019



Targeted to tradespeople and end-users, HVAC&R Nation has the highest distribution and readership of any HVAC&R magazine in Australia. 10 issues per year.

HVAC&R Nation is available from 270+ locations – major industry wholesalers and distributors and TAFE colleges right around Australia.

Circulation: **13,142***

Readership: **32,855**

HVAC&R Nation reaches tradespeople “in the field” – electrical and mechanical services, mechanical contractors, consultants, distributors, technicians, plumbing, service personnel, and installers. It gives readers a practical approach to the HVAC&R industry.

Feature topics include Q&As, profiles, industry updates, technology insights, apprentice stories and career advice. The “Skills Workshop” section, which appears as a three-page pull-out in the middle of the magazine, includes industry-relevant technical “how-to” guides, bulletins, walk-throughs, step-by-step tutorials, and to-do check lists.

Other regular sections focus on industry news, ear-to-the-ground trade chatter, informal reader Q&As, industry classifieds, and the ever-popular “Lighter side” – a look at the month’s shonkier HVAC&R installations sent in from readers. “The Toolshed” is a great place to have a new product showcased.

*CAB Circulations Audit Board, September 2018



AIRAH MEDIA KIT 2019

HVAC&R Nation advertising rates			
Ad size	Casual	Five issues	Ten issues
A: Full page	\$3990	\$3755	\$3590
B: Half page	\$2275	\$2175	\$2095
C: Quarter page	\$1475	\$1400	\$1350
D: Double page	\$6250	\$5750	\$5500

Notes:

Premium positions attract a 20% loading.

Agency commission where applicable is included and rates exclude 10% GST.

2019 Feature topics			
	Special advertising feature	Booking deadline	Artwork deadline
March		February 1	February 4
April		March 1	March 4
May	Ducts, installation and IEQ	March 29	April 1
June		May 3	May 6
July/August	Instrumentation, controls and sensors	May 31	June 3
September		August 2	August 5
October		August 30	September 2
November	Refrigeration and refrigerants	October 4	October 7
December/January		November 1	November 4
2020			
February		November 29	December 2

AIRAH MEDIA KIT 2019

Websites

There are 650,000 views across AIRAH websites per annum.*

AIRAH.org.au

The AIRAH website is the first port of call for anyone interested in the activities of the Institute. Thousands visit the site to register for conferences, training and other events, access online technical resources, and learn more about AIRAH.



www.airah.org.au

HVACRNews.com.au

The HVAC&RNews website is another channel that adds weight to AIRAH's promise – and strategic aim – of being the leading provider of HVAC&R news and information.

*Contact advertising executives for further information and statistics.



www.hvacrnews.com.au

Website rates

www.airah.org.au			
Section	Position	Width x Height (pixels)	Monthly rate
Home page	Banner central	730 x 160	\$900

www.hvacrnews.com.au			
Section	Position	Width x Height (pixels)	Monthly rate
Home page	Banner central	1170 x 90	\$900
Home page	MREC	360 x 250	\$675
Run-of-site	MREC	320 x 250	\$560
HVAC&RNews sponsored content package			
Contact us to discuss opportunities			

Notes: "Run-of-site" means the MREC advertisement will appear on every webpage after the homepage.

Rates exclude 10% GST. Contact advertising executives for further options. Website online material deadline is five days before publishing.

E-newsletters

AIRAH Members e-newsletter HVAC&RNews e-newsletter

There are two e-newsletters:
The AIRAH Members-only e-newsletter
and the HVAC&RNews e-newsletter



- The AIRAH Members-only e-newsletter reaches 3,300+ members of AIRAH and readers of Ecolibrium magazine
- The HVAC&RNews e-newsletter reaches 14,000+ AIRAH members and industry subscribers.

Our e-newsletter content is tailored to each state and territory, and covers local and global industry news, coming AIRAH state events and conferences, AIRAH Industry Nights, training, links to editorial features in our publications, and more.

One AIRAH e-newsletter goes out weekly. The e-newsletters alternate each week for 45 weeks each year, with a break over the Festive Season.

The HVAC&RNews e-newsletter runs every second week and is sent out to a much larger database of 14,000 recipients.

Advertising in the e-newsletter could be excellent for branding your company, a new product launch, a roadshow announcement, a new product catalogue release, or anything that draws interest to your website.

The e-newsletters have two advertising options: a central banner advertisement or an MREC (medium rectangle) position advert.

Clicking on the advertisement links to the advertiser's nominated webpage address. The web banner can be updated at any time over the period of a booking.

E-newsletter advertising

E-newsletter advertising can work:

- As a stand-alone promotion, e.g., over a month
- Strategically to reinforce and support an advertising message in Ecolibrium or HVAC&R Nation.

Email rates

Section	Ad size	Width x height (pixels)	Single rate	Monthly rate
AIRAH Member update and HVAC&RNews e-newsletters	Banner (AIRAH Member)	650 x 90	\$285	\$675
	Banner (HVAC&RNews)	650 x 90	\$285	
	MREC (AIRAH Member)	180 x 120	\$185	\$560
	MREC (HVAC&RNews)	300 x 200	\$185	
	Sponsored content	Contact us to discuss opportunities		

Notes: Rates exclude 10% GST. Contact advertising executives for further options. E-newsletter online material deadline is five days prior to publishing.

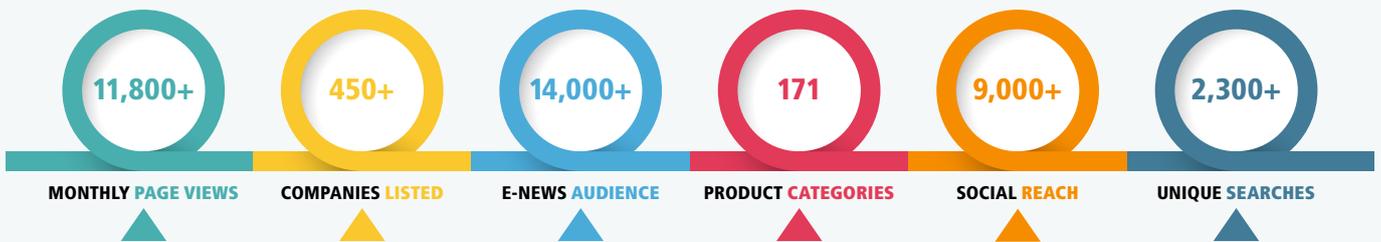
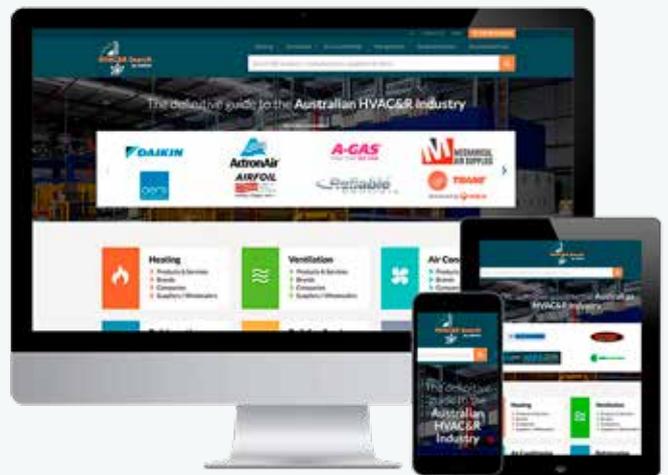
HVAC&R Search



Are you on the HVAC&R list?

Join Australia's definitive guide to the HVAC&R industry. Take full control of your listing, add your products, videos and content, and receive sales leads direct from your built-in enquiry form.

- ✓ Australia's **ONLY** dedicated HVAC&R directory
- ✓ Control your own **profile** via customer CMS
- ✓ **Add** videos, photos, products, articles and more
- ✓ Join your **HVAC&R** peers and competitors
- ✓ Boost **sales** enquiries
- ✓ Increase **traffic** to your site



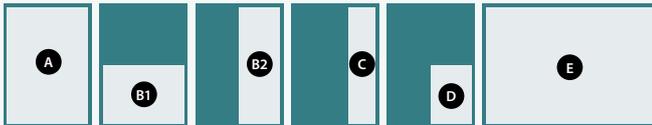
*As of 1 August 2018



Join Australia's leading HVAC&R directory
www.hvacrsearch.com.au

Magazine specifications

Ecolibrium



Ad size	Ad dimension	Bleed size + 3mm (width x height)
A: Full page	210 x 297mm	216 x 303mm
B1: Half page (Horiz)	210 x 150mm	216 x 156mm
B2: Half page (Vert)	103.5 x 297mm	109.5 x 303mm
C: Third page (Vert)	72 x 297mm	78 x 303mm
D: Quarter page	88.5 x 132mm	No bleed
E: Double page	420 x 297mm	426 x 303mm

Advertisements are to be supplied in one of the following formats:

- High-resolution PDF with embedded fonts (preferred option).
- Illustrator file with fonts converted to outlines.

File specifications:

- Images used may be either .tiff, .eps or .psd
- All images must be CMYK or greyscale and high-resolution (300dpi at 100%).
- Total ink weights not to exceed 320%.
- Artwork for Ecolibrium magazine MUST have 3mm bleed.
- Files under 10MB can be supplied via email (see address below).
- Files over 10MB need to be supplied by alternative means web transfer, etc.).

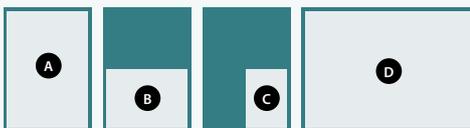
Mechanical data:

- Publication printed sheet-fed offset at 150 line screen.
- All live elements must be within the type area. (5mm away from the trim edge).
- The publisher accepts no responsibility for material that does not adhere to the guidelines stated.

Advertising policies:

1. The publisher reserves the right to refuse advertising.
2. A \$75 late fee may be charged for ads arriving after the deadline. Costs for any corrections required after the deadline may also be passed on to the advertiser.
3. Advertisers and advertising agencies assume liability for content of advertisement printed and also assume responsibility for any resulting claims made against the publisher.
4. Advertisers and advertising agencies are jointly and severally responsible for payment for all insertions.
5. The word "advertisement" shall be printed at the top of advertisements that, in the opinion of the publisher might be confused with editorial pages.
6. Cancellations are not accepted and copy corrections not guaranteed after closing date.
7. The publisher will destroy materials if disposition instructions are not furnished by the advertiser within one year.
8. Requested positions are not guaranteed unless stated as a paid position.
9. All rates are based on artwork submitted in acceptable print ready formats. Any production work will be charged at the conversion rate.
10. Payment due net seven days of invoice date.

HVAC&R Nation



Ad size	Ad dimension
A: Full page	220 x 310mm (No bleed)
B: Half page (Horiz)	220 x 150mm (No bleed)
C: Quarter page	106 x 150mm (No bleed)
D: Double page	460 x 310mm (No bleed)



Advertising sales office

Glenn Douglas Advertising executive

Phone: 03 8623 3018 | Email: glenn.douglas@airah.org.au

John McGrath Advertising executive

Phone: 03 8623 3007 | Email: john.mcgrath@airah.org.au

AIRAH National office – James Harrison Centre

Level 3/1 Elizabeth Street Melbourne Victoria 3000

Tel: (03) 8623 3000 • www.airah.org.au