

REFRIGERATION AND AIR CONDITIONING MAGAZINE

rac

**2011 MEDIA
INFORMATION**



LEADING FROM THE FRONT

RAC – Essential reading for the refrigeration and air conditioning industry

RAC has been the premier magazine in cooling for over a century, so we are constantly working to make sure we remain number one for news, analysis and debate.

Last year, we completely rethought the magazine to make it more useful for the people who operate refrigeration and air conditioning equipment.

RAC in four easy to find sections:

NEWS

All the stories affecting the industry and your business

AGENDA

Keeping readers informed of the must-know issues – from legislation to popular debates and the hottest topics

TECHNOLOGY

The latest equipment, cutting edge research and onsite application, plus vital field-based reviews

INDUSTRY

Spotlighting the companies and people that make the rac industry run

Andrew Gaved, RAC Editor



THE RAC PORTFOLIO

RAC Magazine	Monthly magazine
RAC Engineer	Quarterly magazine
racplus.com	Website
RAC Yearbook	Annual directory
Contractor's Handbook	Annual directory
RAC Cooling Industry Awards	Annual awards
RAC Student of the Year Awards	Annual awards
RAC Round Tables	Industry discussions
RAC Question Time	Industry discussions
RAC Lists	Direct mail
RAC Reprints Service	Printed on request
RAC News Alert Service	Email

REFRIGERATION AND AIR CONDITIONING MAGAZINE
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"I regard RAC as the Rolls Royce of the Industry" *

85%
of RAC readers read every issue*

88%
of chief executive and senior managers read every issue*

*NPS Research: Reader Survey October 2009

AUDIENCE BREAKDOWN

Why RAC stands out from the crowd:

Unique route to decision makers

RAC offers advertisers an exclusive route to the individuals who specify refrigeration and air conditioning equipment and services. Our end-user circulation ensures the magazine is read by key equipment customers. Readers include all the key supermarket refrigeration managers, together with decision makers in retail, restaurants, food processing, commercial and public buildings, hotels, breweries and the health sector.

The only subscription magazine in the sector, our subscribers choose to buy the magazine for its independent voice – combining industry news, incisive analysis, technical coverage and agenda-setting debate.

Our 5,137¹ ABC-certification figure is your guarantee of quality and shows that RAC is read by the real business influencers in the industry. Our research has shown that 87% per cent of the readers are key decision makers, or senior managers.

82% of managers voted RAC their **No1** trade title*

81% of readers have subscribed for 3 or more years²

77% of RAC companies used RAC for paid advertising in the last 12 months³

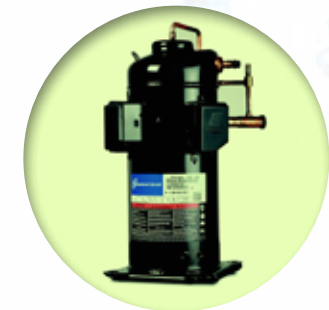
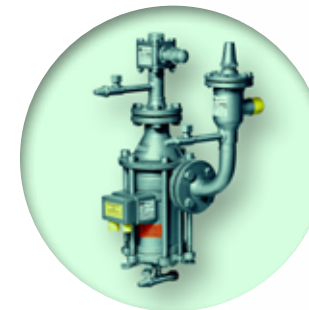
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“Probably
the best AC
monthly on
the market” *

67%
of RAC readers
are end users*

“RAC Magazine provides up to date industry specific news which A-Gas staff find invaluable. We also advertise within RAC as a method to reach our target audience and promote the A-Gas brand throughout the industry.”

Hayley Russell, Customer Service Manager, A-Gas (UK) Ltd



*NPS Research: Reader Survey October 2009 **Sources:** 1 ABC average net circulation Jan – Dec 2009 2 RAC Survey April 2010 3 Independent Research: Lynchgate Projects 2010

FEATURES LIST 2011



Issue	Special Features	Supplements	Show Previews	Whats New – Product Spotlights
January	The Cutting Edge Retail Question Time review	Retail Refrigeration Special		What's new in compressors
February	Working with F-Gas – stopping leaks, maximising performance Refrigeration and cooling in restaurants, pubs and bars		Euroshop. Ecobuild	What's new in air conditioning – data center cooling and close control technology
March	Advances in Air Conditioning Beyond R22.	<i>RAC Engineer</i>	ISH Show	What's new in cabinets and display equipment
April	Carbon reduction and Energy Efficiency Spotlight on Heat Pumps: air source			What's new in air conditioning – chillers, fan coils and chilled beams
May	Natural Refrigerants Cooling for commercial spaces	Energy Efficient Cooling special		What's new in refrigerant detection, monitoring, charging and recovery
June	Refrigerants in practice Spotlight on heat pumps: ground source	<i>RAC Engineer</i>		What's new in air conditioning – VRF technology
July	Advances in Air Conditioning II Training focus			What's new in pumps, valves and system components
August	Controls and Instrumentation Industrial focus			What's new in air conditioning – split systems
September	Energy Intensive Applications: Data Centres to Convenience Stores World of components	<i>RAC Engineer</i> Carbon Cutting Refrigeration		What's new in coolers and condensing units
October	BEST air con preview and Energy Efficient Cooling Cooling Industry Awards		BEST	What's new in controls, monitoring and instruments
November	Retail Refrigeration II			What's new in fans and drives; what's new in air handling and humidifiers
December	Special Focus: F-Gas, leakage and the future for HFCs	<i>RAC Engineer</i>		What's new in tools, accessories and peripherals

“It’s the industry yardstick” *

67%
of contractors/
installers have
requested more
information after
reading about
a product or
company in RAC*

If you think you have an idea suitable for any of these sections please email the editorial team:
andrew.gaved@emap.com or julian.milnes@emap.com

*NPS Research: Reader Survey October 2009

ADVERTISING OPPORTUNITIES – PRINT

As the leading business-to-business industry title, with over a century of experience, RAC provides a complete range of print and digital advertising and marketing solutions.

RAC offers a wide range of opportunities to reinforce your message and raise the profile of your brand, both in print and online *RAC Magazine* offers extensive tailored print advertising, designed to your own unique requirements.

Ad size	Display	Classified	Recruitment
DPS	£3,900		
Full page	£1,958	£1,920	£2,800
Half page	£1,254	£960	£1,500
Front cover	£2,706		
Outside back cover	£2,145		
Quarter page	£858	£480	£900
Eighth page		£240	£600
Sixth page strip			
Sixteenth page		£120	
Tenders		£40	
Product Placement			
Special Positions			
Front cover	£2,706		
Outside back cover	£2,145		

*NPS Research: Reader Survey October 2009

Full Page

Trim: W 210mm x H 297mm

Bleed: W 216mm x H 303mm

Type: W 190mm x H 275mm

Double page spread

Trim: W 420mm x H 297mm

Bleed: W 426mm x H 303mm

Type: W 400mm x H 275mm

Half double page spread Type: W 400mm x H 134mm

Half page horizontal Type: W 190mm x H 134mm

Half page vertical Type: W 93mm x H 275mm

Quarter page Type: W 93mm x H 134mm

Quarter page strip Type: W 190mm x H 60mm

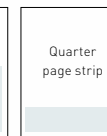
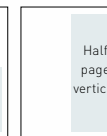
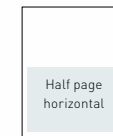
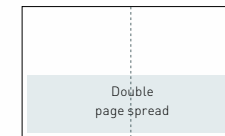
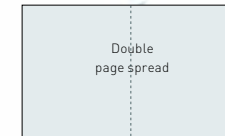
Advert specifications

Double page spreads should be supplied as split pages with an allowance for 3mm into the gutter for each page.

We will accept hi res, PDFs, tiffs, jpegs or eps's. If Quark you need to supply both printer and screen fonts, all pictures and logos must be 300dpi (high resolution) and the colour must be split for CMYK and not RGB.

Please contact Wendy Spurling on 020 7728 5082, to discuss file formats and delivery options. Publication Monthly. First week of each month. Copy date 10th of preceding month. Cancellation date 6 weeks prior to publication

Up-to-date advert specifications for all Emap titles can be found at <http://specle.net/uk/emap>



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“Everyone in the industry should read this magazine to keep up-to-date” *

68% of all readers read RAC for up to an hour. 79% of contractors and installers read each issue for more than 45 minutes*

ADVERTISING OPPORTUNITIES – ONLINE



Our website www.racplus.com provides a rich resource for subscribers. Along with the very latest daily news from the industry, the site will offer insight and intelligence about what the customers are doing and how the industry is performing. We also expect racplus.com to become an essential source of information and guidance on areas such as F-Gas.

Advertise on our news, careers, product or directory pages to reach specialist interests, or thousands of unique online users.

RAC Plus Online Prices per month

Leaderboard	728 x 90 pixels	£1000
Top MPU	336 x 280 pixels	£1200
Skyscraper	160 x 600 pixels	£900
Bottom MPU	336 x 280 pixels	£800
Bottom leaderboard	728 x 90 pixels	£800
Button	212 x 90 pixels	£600

Your banner on the Homepage or News page will be one of four banners on rotation.

Email advertising/weekly newsletters

Each week RACPlus sends out an electronic newsletter to thousands of RAC personnel, offering the latest in industry news and products, along with job listings and opportunities for those searching for their next career move. These offer excellent advertising opportunities, which can be tailored to customer requirements.

1 advert positions per week, Skyscraper and Leaderboard: £975 per week



Available advertising slots

On racplus.com

- 1 Top leaderboard
- 2 Top MPU
- 3 Skyscraper
- 4 Bottom MPU
- 5 Bottom leaderboard
- 6 Button

Available advertising slots

On the email newsletter

- 1 Top banner
- 2 Skyscraper
- 3 Bottom banner

RAC ENGINEER



The only magazine written exclusively for those involved at the forefront of refrigeration and air conditioning, RAC Engineer is available free from RAC wholesalers. Combining practical features, technical guidance, training and news, it is the must-read publication for field engineers, installers, design engineers and project staff. With over 10,000 copies delivered direct to engineers, this quarterly magazine is a proven advertising platform for manufacturers, tool and instrument suppliers, vehicle suppliers and training providers alike.

RAC Engineer is the only dedicated practical magazine for all hands-on refrigeration and air conditioning professionals.

The full-colour A4 journal is published quarterly alongside RAC in March, June, September and December.

RAC Engineer advertising rates

DPS	£3,900	Full page	£1,980
Half page	£1,260	Quarter page	£880

*NPS Research: Reader Survey October 2009

Distribution

With a circulation in excess of 10,000, RAC Engineer is sent to RAC subscribers and distributed direct to engineers from the trade counters of the UK's leading wholesalers – totalling more than 120 outlets across the country.

It is also sent directly to all 1,100 members of the Institute of Refrigeration Service Engineer section

Wholesaler outlets

ACS • Banfield Refrigeration Supplies • CARS UK Ltd • CHB Distribution Centre • Climate Center • Dean & Wood Ltd • Derbyshire Refrigeration Ltd • Econocool • GASCO • GT Thermal • Heronhill • Hotfrost • HRP Ltd • Kooltech Ltd • MGS (South West) • NRW • Pendle Refrigeration Services • R A Bennett Ltd • RAC Supplies Ltd • Refrigeration Components Ltd • Refrigeration Parts Wholesale (RPW) • Refrigeration Spares • RSC Spares • SRW • SWM • Thermofrost Cryo plc • United Refrigeration • VRS • Vehicle Air Conditioning Parts Ltd

Editorial platform

RAC Engineer provides a unique mix of practical and troubleshooting style editorial, aimed specifically at meeting the information needs of the repair, maintenance and service sector.

Highlights include:

- 'How to' articles
- Troubleshooting tips
- Guides to technology
- RAC engineers' casebook
- Developments in tools
- Health and Safety advice

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"Probably the best AC monthly on the market" *

72% of consultants have requested more information after reading about a product or company in RAC*

RAC YEARBOOK

The Refrigeration and Air Conditioning Yearbook is established as the industry's indispensable work of reference. This annually updated 300-page directory can be found on the desk of every RAC professional and now available online at racplus.co.uk offering users more accessibility. It contains definitive listings of equipment and component manufacturers, distributors, suppliers and agents, plus details of contractors and specialist service providers. For the industry and its customers, it is the most comprehensive information package available to source products and suppliers.

Sections include:

- Full A-Z company listing
- Product guide
- Regional guide to suppliers & service providers
- Industry contacts
- Training providers
- Recruitment consultants
- Trade names
- Sources for overseas suppliers

Independent research shows that more than 50 per cent of RAC subscribers refer to the RAC Yearbook at least once a week or more.* To complement editorial listings, the opportunity exists throughout each section to present an active sales message and highlight the major selling features of products or service. Advertisement space is made available for this purpose. Call the sales team to discuss further.

*NPS Research: Reader Survey October 2009



RAC Yearbook rates and data

Full page	£2,195
Half page	£1,403
Quarter Page	£968
Premium Print Listing**	£199
Premium Online Listing***	£597

**Company name, address, telephone, fax, email & website address, bold & logo + 100 words

***Same as above PLUS Email address, website links & 100 words

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77%
of companies in our
survey advertised
in RAC in last 12
months.

Independent Research:
Lynchgate Projects 2010

INDUSTRY AWARDS

**RAC COOLING
INDUSTRY
AWARDS 2011**



RAC organises the annual Cooling Industry Awards, which recognise the progress made by the industry in environmental matters. The event now held at London's Park Lane Hilton is firmly established as the must-attend event for the industry, enjoyed by over 500 people. This event offers a premium opportunity for sponsorship, offering companies the chance to associate their brand with environmental leadership and innovation and to benefit from the buzz surrounding the Awards of the industry.

More info: www.coolingindustryawards.com

Student of the Year Awards

Meanwhile our National Student of the Year competition, run in collaboration with the Institute of Refrigeration, recognises and celebrates the top ten young rac engineers across the country.

For sponsorship opportunities please call 020 7728 4528

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"Many thanks to you and the judges for your recognition of the Careers in Cooling campaign. It's a much needed boost to this initiative which we are continuing to promote to industry and schools."

Miriam Rodway, The Institute of Refrigeration

"My congratulations to you and to your team for putting on another 'fantastic event' (the best yet). Our team and our guests thoroughly enjoyed the evening. We will look to continue our sponsorship of a category for next year and are already planning our entry submissions. Once again, a fantastic night, well done!"

Robert Boswell, Weatherite Group

"I just wanted to congratulate you and your team on a superb evening last Wednesday. Although not the first for Adande it was my first time at the awards and I thoroughly enjoyed it. It is a great tribute to you and your magazine – well done.!"

Ian Wood, Managing Director, Adande Refrigeration

MORE THAN JUST MAGAZINES



Round Table Seminars

RAC is committed to grappling with the issues that affect refrigeration and air conditioning and, where necessary, challenging the prevailing view.

Our series of **Round Table debates** are designed to bring leading industry influencers from across the supply chain together to debate the issues of the day and to air the concerns of their sector. But rather than simply being a discussion, Round Tables aim to arrive at positive outcomes which can be translated into action. **Recent Round Tables have got to grips with R22 phase out, refrigerant leakage, heat pumps and with future challenges for the industry.**

They provide ideal sponsorship opportunities for companies looking to associate themselves with the issues of the day.

Networking Solutions

The nature of the industry means people don't often get the opportunity to meet their colleagues from other parts of the business. RAC now runs a series of events that allow people to share common concerns. Our first **Building Services Breakfast Club** saw contractor bosses meeting in an informal environment, while the **Retail Question Time** found end users and their supply chain discussing the challenges of rapid technology development. Sponsors benefit from hosting opportunities and the chance to network with their target audience in person



Supplements

Our special supplements are designed to examine the hottest topics from a variety of angles, with a range of feature articles on subjects such as Energy Efficiency and F-Gas Regulation. Speaking up for the industry, they are the perfect sponsorship format for reaching genuine decision-makers directly.

For a full list of features and supplements in 2011, please visit racplus.co.uk

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"Authoritative and very engaged with the industry" *

44%
of readers see RAC's weekly news e-alert*

*NPS Research: Reader Survey October 2009

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