

REFRIGERATION AND AIR CONDITIONING MAGAZINE

rac

**2012 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, and we are constantly working to make sure we remain number one for news, analysis and debate.

RAC is the only cooling magazine with a paid-for subscriptions base. Our audience is financially committed and attracted to quality information.

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

We not only lead but set the agenda. This ‘must-read’ status makes RAC magazine an industry necessity, further increasing your impact on an engaged readership.

Editorial integrity attracts strong loyalty from our readers, helping you to advertise to key industry decision-makers with added conviction.



Andrew Gaved, RAC Editor



“RAC magazine covers many items that Contractors need to be aware of, with the various Regulations and Directives ever-changing. I want a read that keeps me informed of these changes some that are for now and the ones that are coming.” *



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	Personalised email updates

*Scott Gleed, director Ceilite and chair RAC group of HVCA

RAC – MASTERS OF OUR ENVIRONMENT



RAC demonstrates unrivalled knowledge and understanding of the key issues affecting our environment. Our readers enjoy distinct advantages, through up-to-the-minute access to the essential topics of most relevance to them:*

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

RAC drives the debate forward in every key arena

An essential read with an actionable agenda, the quality and quantity of our content puts RAC beyond any other product in the market. RAC helps the reader to stay ahead in every area of importance to them.

As a result, advertising in RAC attracts the industry's key decision makers to your company, services and products. Renowned for our unequalled market knowledge, RAC guarantees that you will be seen and remembered by the most essential audience, across the cooling industry and its supply chain.

*(Independent readership surveys identify these as the topics of most concern to the cooling industry)

“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



AUDIENCE BREAKDOWN

Why RAC stands out from the crowd:

Together, RAC and RAC Engineer have the highest circulation in the market. Our advertisers inform the largest dedicated audience, drawn from every sector of the cooling industry.

Unique route to decision makers

RAC offers advertisers an exclusive route to the individuals who specify refrigeration and air conditioning equipment and services. **End-user readership figures show RAC is read by key equipment managers, providing advertisers with exclusive exposure to these influential individuals.**

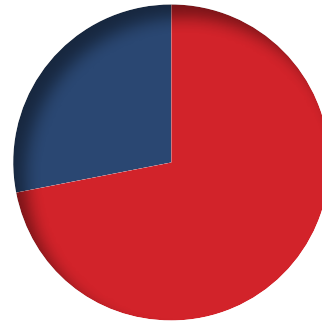
Readers include all the key supermarket refrigeration managers, together with decision makers in retail, restaurants, food processing, commercial and public buildings, hotels, breweries and the health sector.

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 4,504* ABC certification figure is your guarantee of quality and shows that RAC is read by the real decision makers in the industry.

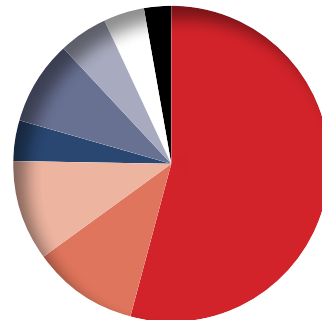
*Average Net Circulation 1 Jan 2010 – 31 Dec 2010

**NPS Research: Reader Survey October 2009



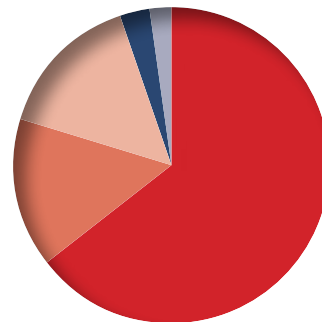
Total circulation

Controlled circulation	72%
Subscribers	28%



Industry sector breakdown

End Users	47%
Manufacturers	13%
AC Contractors	12%
RAC Contractors	10%
Refrigeration contractors	5%
Wholesaler/Distributors	6%
Academic/Training/Associations/Other	4%
Consultants	3%



End user

Retail	64%
Building End User	15%
Food & Drink	15%
Consultants	3%
Other (Subs)	2%

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FEATURES LIST 2012



Issue	Theme	Primary Features	Views from a Green Industry	Show coverage	Whats New in R+ AC Technology
January	Energy Efficient Cooling	1) Advances In Air Conditioning. 2) Bars and Restaurants	Green end-users		What's new in compressors and refrigeration packs
February	Carbon Cutting Refrigeration	1) Supermarkets and Convenience Stores 2) LED lighting			What's new in chillers
March	Low carbon buildings	1) Ecobuild and its themes 2) Heat pump focus	Green manufacturing	Ecobuild	What's new in cabinets and display equipment
April	Energy Efficient Cooling	1) Data Centres 2) Maintenance spotlight		Mostra Convegno	What's new in chilled beams and fan coils
May	Carbon Cutting Refrigeration	1) Natural Refrigerants and projects 2) Future technology	Green contracting		What's new in refrigerant detection, monitoring, and recovery
June	Low Carbon buildings	1) Green Deal. 2) Integrated HVAC and Controls			What's new in VRFs and split systems
July	Energy Efficient Cooling	1) Industrial refrigeration and process cooling 2) Advances in Air Conditioning II	Green distribution		What's new in pumps, valves and system components
August	Carbon Cutting Refrigeration	1) F-Gas and Containment 2) Training Focus			What's new in heat pumps
September	Low Carbon buildings	1) Retail focus. 2) Ground source heat pumps 3) New Refrigerants	Green retailing	Energy Event preview	What's new in coolers and condensers
October	Energy Efficient Cooling:	1) Cooling Industry Awards supplement 2) Chillventa Special		Chillventa preview	What's new in controls, monitoring and instruments
November	Carbon Cutting Refrigeration	1) Beyond R22 2) Naturals spotlight & Atmosphere focus 3) Cooling Industry Awards review	Green associations	Chillventa review	What's new in air handling
December	Low Carbon buildings:	1) Cooling for Commercial Buildings 2) Future of cooling technology			What's new in equipment for maintenance

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

ADVERTISING OPPORTUNITIES – PRINT

As a multi-platform brand dominating the media in all formats, RAC advertisers are the best placed - in print, online and at networking events – to deliver the right audience.

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

Ad size	Display	Classified	Recruitment
DPS	£4,290		
Full page	£2,150	£1,920	£2,800
Half page	£1,380	£960	£1,500
Front cover	£2,975		
Outside back cover	£2,850		
Quarter page	£895	£480	£900
Eighth page		£240	£600
Sixth page strip			
Sixteenth page		£120	
Tenders		£40	
Product Placement			

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

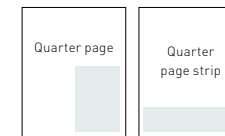
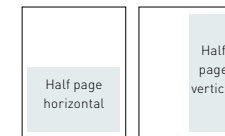
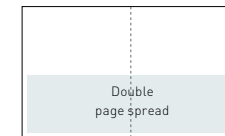
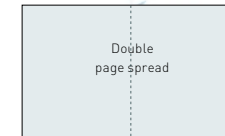
Half double page spread Type: W 400mm x H 134mm

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



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“It is my opinion that the coverage in RAC is second to none within our sector”

Scott Gleed, director Ceilite and chair RAC group of HVCA

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. 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>

ADVERTISING OPPORTUNITIES – ONLINE

Twice-daily news and business updates from RACplus and RACmobile are available by request only. As a result, advertisers are assured their message is read more often, by the most discerning of audiences.

Our website www.racplus.com provides a rich resource for subscribers, including the latest daily news from the industry, plus insight and intelligence on what the customers are doing and how the industry is performing. Racplus.com is also 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

Every position on Homepage/News page for one month: £3000 per month

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



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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

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

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

Front cover	£2,400	DPS	£3,900
Full page	£1,980	Half page	£1,260
Quarter page	£880		

*NPS Research: Reader Survey October 2009

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“Probably
the best AC
monthly on
the market” *

Distribution

With a circulation in excess of 10,000, RAC Engineer is sent to RAC subscribers and distributed direct to engineers via 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 editorial, that specifically meets 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

For sales information please call Stephanie Atha on 020 7728 5086 or email stephanie.atha@emap.com

RAC YEARBOOK

The Refrigeration and Air Conditioning Yearbook is the industry's established work of reference and regarded as the bible for engineers in the rac industry. Throughout the year, your company's details will be seen by engineers looking for new products, helping you win more business. This annually updated 300-page directory can be found on the desk of 2,500 RAC professionals and ensures your advertising will be seen by all RAC engineers.

Now available online at racplus.co.uk, offering users more accessibility, the Yearbook 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 for sourcing 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

*NPS Research: Reader Survey October 2009



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.

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

INDUSTRY AWARDS



RAC COOLING INDUSTRY AWARDS 2012



The annual RAC Cooling Awards are the premiere industry event. Attracting the elite of industry end users, advertising or sponsorship of the event delivers high impact marketing to every VIP attendee and many more interested readers for up to eight months. 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, giving companies the chance to associate their brand with environmental leadership and innovation, and the opportunity 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

"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

RAC has established pre-eminence for Round Tables and Question Time debates. Promoting the best in thought leadership and innovative opinion. Allied sponsors and advertisers indirectly enhance their own brand reputation, whilst directly attracting a senior audience in need of fresh answers.

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** 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 many additional challenges across the industry.**

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



Networking Solutions – Industry Question Time

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 allowing 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 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 2012, please visit racplus.co.uk

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“The Round Table debates - getting leading industry figureheads together in one room with various often-opposing opinions - are one of my favourite items.”

Scott Gleed, director Ceilite and chair RAC group of HVCA

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