

# ACR TODAY

Air Conditioning and Refrigeration for Today's People

MEDIA PACK 2011



NEWS



FEATURES



CHANGING FACES



WHAT'S NEW?



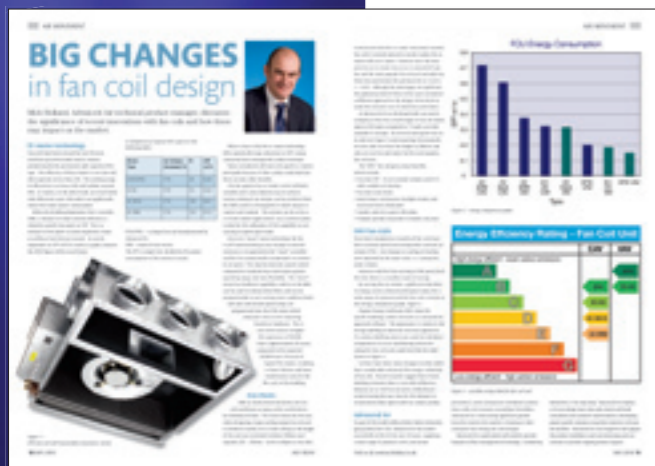
ACR Today is the magazine for the installation and service contractor. From the installation of a residential split to a supermarket coldstore, from a rooftop chiller to a swimming pool dehumidifier, contractors need to be aware of new products, new legislation, new ways of solving customer problems quickly and effectively, reducing installation time and maximising profit.

Phil

ACR Today is the favourite read of all contractors, installers, maintainers and specifiers working to meet the needs of the UK air conditioning and refrigeration market. Published monthly and mailed to nearly 11,000 trade readers, ACR Today covers the stories that matter in a straightforward, easy-to-read format. A mixture of company news, product launches, technical articles and event previews, ACR Today puts manufacturers in touch with distributors, contractors, engineers and end-users - a true, business to business publication.

## Featured regularly in ACR Today are feature articles on:

- Retail refrigeration
- Heat pumps
- Chillers and fan coils
- Natural refrigerants
- Humidification/de-humidification
- Cold stores
- Compressors
- Training
- Tools & equipment
- Air handling units
- Legislation



Warners Group Publications Plc  
The Maltings  
West Street  
Bourne  
Lincolnshire  
PE10 9PH

Attn: Juliet Loiseau

19 March 2010

Dear Juliet

Following the articles and inserts in ACR Today and Consulting Engineer, I felt it was worthy of a letter to thank you for your support in putting all of this information together.

As a business who sells through distribution it's not always apparent what response rate can be achieved through marketing in publications. However - the impact that has been generated in the industry through your publication has initiated significant enquiries and interest in our flexi range.

It's apparent that your loyal readers and valuable editorial perspective has shaped an impression with the flexi range - thank you for offering such a significant opportunity!

Kind Regards

*Cra Peables*

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ACR Today is read by more people in the air conditioning and refrigeration industry than any other magazine, decision makers and opinion formers - including manufacturers, contractors and consultants - read more than 10,750 copies every month.

## ADVERTISING RATES AND DATA

| Full colour  | 1     | 6     | 12    |
|--------------|-------|-------|-------|
| Whole page   | £1515 | £1486 | £1454 |
| Half page    | £1045 | £994  | £970  |
| Quarter page | £740  | £732  | £720  |

- **Special positions**
- **Loose inserts**
- **Inside Edge**
- **Classifieds**  
PSD's section  
Recruitment advertising

**Front cover - £1850**  
**Other covers - £1650**  
**£65 per 1,000 single sheet A4 10grms.**  
For bigger sizes, price on application  
**£1,900 - agency commission not applicable.**

**Single PSD £325, Double PSD £650 for the year**  
**Eighth page £280, Quarter page £525, Half page £800, Full page £1240**  
Businesses recognise that ACR Today is read by more Contractors, Installers & Engineers than any other magazine in the industry, therefore companies want to take advantage of this making us the market leader for Recruitment.

**Testimonial**  
Ashbury Associates (Recruitment Agency), Terry White. "We have been advertising with ACR Today for over two years and have always been impressed by the quality of response over a wide range of disciplines".

### Editorial product panels

### Vital Industry news

Promote your companies new products and innovations in the biggest most comprehensive guide the market place offers, ensuring you are reaching the maximum amount of potential customers with the help of the most widely circulated magazine in the industry.  
**£99 - agency commission not applicable. All prices subject to VAT**

## MECHANICAL DETAILS



Single PSD - 43w x 40h Double PSD - 92w x 90h

• **PDF FILES** (Portable Document Format) The correct set-up is critical. If the advert has bleed, please include on the PDF. Advice is available on how to set up a PDF file to the precise specifications for our RIPS and imagesetters on [www.warners.co.uk](http://www.warners.co.uk) under company services - origination. If you have any queries with this please contact us. All images must be CMYK - 300dpi. All colours must be CMYK. We cannot be held responsible for colour variations and picture quality, these are the responsibility of the sender. A colour proof is required.

• **Tiffs, EPS, JPEG, PSD's**  
If the advert has bleed please include on the file. All images must be CMYK - 300dpi.  
**Email (adverts only)** - [production@warnersgroup.co.uk](mailto:production@warnersgroup.co.uk)  
**Copy deadline** - 3 weeks prior to publication

**Advertising tel: 01778 395022**  
**Advertising fax: 01778 329079**



Member of the Audit Bureau of Circulations  
ABC Audited Circulation  
Jan-Dec 2009  
10,750 copies per month



## 2010

|          |   |  |
|----------|---|--|
| December | Refrigerants, Data centre cooling, Industrial refrigeration | Copy deadline: 11 Nov<br>Publication date: 1 Dec |
|----------|---|--|

## 2011

|           |   |  |
|-----------|---|--|
| January   | Controls, Training, Maintenance                             | Copy deadline: 10 Dec<br>Publication date: 4 Jan |
| February  | Ecobuild preview, Retail refrigeration, Chillers            | Copy deadline: 12 Jan<br>Publication date: 1 Feb |
| March     | Refrigerants, Humidifiers/de-humidifiers, splits            | Copy deadline: 8 Feb<br>Publication date: 1 Mar  |
| April     | Compressors, Wholesalers/distributors, Training             | Copy deadline: 11 Mar<br>Publication date: 1 Apr |
| May       | VRV/VRF, Industrial refrigeration, Air movement             | Copy deadline: 12 Apr<br>Publication date: 3 May |
| June      | Data centre cooling, Energy efficiency, Water treatment     | Copy deadline: 10 May<br>Publication date: 1 Jun |
| July      | Refrigerants, Chilled beams and fancoils, Training          | Copy deadline: 17 Jun<br>Publication date: 8 Jul |
| August    | Compressors, Retail refrigeration, Process cooling          | Copy deadline: 12 Jul<br>Publication date: 1 Aug |
| September | Energy efficiency, Chillers, Transport refrigeration        | Copy deadline: 10 Aug<br>Publication date: 1 Sep |
| October   | Packaged chillers, Training, Cold stores                    | Copy deadline: 12 Sep<br>Publication date: 3 Oct |
| November  | Catering refrigeration, VRV/VRF, Maintenance                | Copy deadline: 11 Oct<br>Publication date: 1 Nov |
| December  | Refrigerants, Data centre cooling, Industrial refrigeration | Copy deadline: 10 Nov<br>Publication date: 1 Dec |

...enjoyed by air conditioning and refrigeration contractors throughout the UK

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