

Join the ACR News conversation

Features List 2019

JANUARY

- Energy Saving Equipment
- Fans
- State of the Industry
- HVAC&R Show Preview

Editorial copy deadline: 21 November 2018
 Advertising copy deadline: 03 December 2018
Publication date: 13 December 2018

FEBRUARY

- Chilled Beams and Fan Coils
- Energy Efficient Air Conditioning
- Retail Display
- Training

Editorial copy deadline: 24 December 2019
 Advertising copy deadline: 07 January 2019
Publication date: 17 January 2019

MARCH

- Coils, Coolers and Condensers
- Refrigerants
- Domestic Air Conditioning

Editorial copy deadline: 30 January 2019
 Advertising copy deadline: 11 February 2019
Publication date: 21 February 2019

APRIL

- Air Handling Units
- Supermarket Systems and Equipment
- Pipes and Ductwork

Editorial copy deadline: 27 February 2019
 Advertising copy deadline: 11 March 2019
Publication date: 21 March 2019

MAY

- Service and Maintenance
- Industrial Refrigeration
- Cold Stores
- IT
- ACR News Awards Special

Editorial copy deadline: 27 March 2019
 Advertising copy deadline: 08 April 2019
Publication date: 18 April 2019

JUNE

- Forecourt and Convenience Stores
- Fan Coils and Chilled Beams
- Treatments and Fluids
- The Big Green Issue

Editorial copy deadline: 01 May 2019
 Advertising copy deadline: 13 May 2019
Publication date: 23 May 2019

JULY

- Air Movement Equipment
- Compressor Technology
- Spares and Accessories

Editorial copy deadline: 29 May 2019
 Advertising copy deadline: 10 June 2019
Publication date: 20 June 2019

AUGUST

- Air and Water-Cooled Chillers
- Refrigerants
- Training

Editorial copy deadline: 26 June 2019
 Advertising copy deadline: 08 July 2019
Publication date: 18 July 2019

SEPTEMBER

- Air Conditioning
- Humidity Control
- Transport
- Insulation

Editorial copy deadline: 31 July 2019
 Advertising copy deadline: 12 August 2019
Publication date: 22 August 2019

OCTOBER

- Supermarket Refrigeration
- Coils, Coolers and Condensers
- Pipes, Valves, Ductwork and Grilles
- Heating
- Pharmaceutical

Editorial copy deadline: 28 August 2019
 Advertising copy deadline: 09 September 2019
Publication date: 19 September 2019

NOVEMBER

- Commercial Compressors
- Data Centre Cooling
- Heat Pumps
- Museums and Galleries

Editorial copy deadline: 02 October 2019
 Advertising copy deadline: 14 October 2019
Publication date: 24 October 2019

DECEMBER

- Alternative Refrigerant Technology
- Controls and Instrumentation
- Breweries and Cellar Cooling
- HVAC&R Show Preview

Editorial copy deadline: 30 October 2019
 Advertising copy deadline: 11 November 2019
Publication date: 21 November 2019



Editorial Contributions

To discuss your editorial contributions contact:
 Lynn Sencile
 +44 (0)1622 699119
 lsencile@datateam.co.uk

Booking Information

To book your display advertising contact:
 Steve Bennion
 +44 (0)1622 699102
 sbennion@datateam.co.uk

Be seen in the market's leading magazine!



*9,712 average net
circulation Jan-Dec 2017.

Delivering quality buyers for your products and services

We are confident ACR News will deliver the right audience for your advertising message.

ACR News is the only magazine in the market to invest in the coveted ABC Profile – the independent Audit Bureau of Circulation's most rigorous audit and the only one giving advertisers the benefit of a detailed circulation breakdown – so you know who makes up our circulation and what they are responsible for.

*ABC website: Refrigeration Classification

Display advertising rates (All prices exclusive of VAT)

	1	3	6	9	12
Full page	£1,800	£1,730	£1,660	£1,590	£1,450
Half page	£1,184	£1,145	£1,105	£1,066	£988
Quarter page	£806	£785	£765	£745	£705
Double page spread	£2,920	£2,860	£2,795	£2,730	£2,670
Half page spread	£2,000	£1,795	£1,710	£1,650	£1,595
Half page gate posts	£1,184	£1,145	£1,105	£1,066	£988

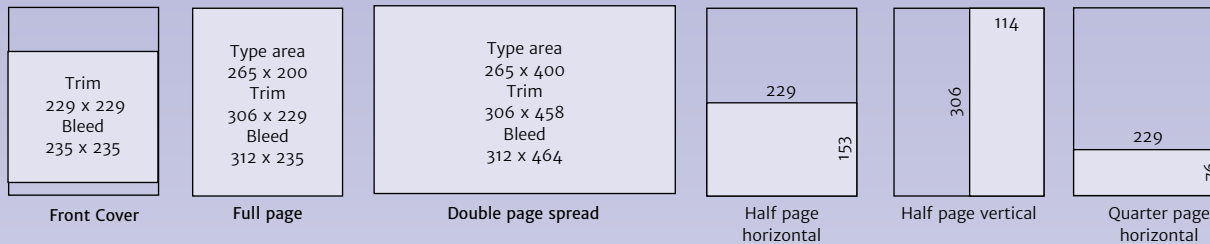
Inserts

- Up to 10g full run, £115 per thousand
- Up to 10g split run, £125 per thousand
- 11g and above: price on application
- Bound inserts: price on application

Booking Information

To book your advertising contact:
Steve Bennion
+44 (0)1622 699102
sbennion@datateam.co.uk

Mechanical data *All measurements depth x width in mm*



Advertising copy specifications

Open documents

- Originated in Mac versions of: QuarkXpress, Adobe Illustrator, Adobe Photoshop
- We cannot accept Word, PowerPoint or Publisher documents

Colour

- Colour must be CMYK
- No RGB colours
- No spot colours
- No embedded ICC profiles

Fonts

- All fonts must be supplied
- Mac fonts only
- No PC fonts
- Fonts used in Illustrator eps documents must be converted to paths
- Fonts used in layered Photoshop documents must be rasterised

Images/logos

- File formats: tiff, eps, jpeg
- Images to be at least 300dpi at 100% (size used in ad)
- All fonts to be included
- True Type fonts preferred

PDFs

- Before creating a PDF, ensure your document complies with the colour, font and resolution specs
- Distilled using Acrobat 4 or higher
- Highest quality compression
- Pictures placed in document must be tiff 3mm bleed
- Include crop marks

When checking your PDF click on 'Overprint Preview' to check that all information appears.

File naming protocol

All e-mails must be given a file name indicating the magazine/client/issue.

Delivery

Files under 6MB can be e-mailed directly to Kirsty Hood in our Production Department: khoo@datateam.co.uk

For files larger than 6MB, please contact the Production Department for FTP details on 01622 607967.

A wide range of products and events make ACR News the perfect advertising choice

Specialist supplements and guides throughout the year

ACR News explores industry relevant topics, producing supplements which focus on some of these specialist areas.

Be they industry trade shows with which we develop media partnerships, product guides or specialist supplements, we are constantly evolving our portfolio to meet our readers needs.



The Green Issue

Energy efficiency, reduced emissions, refrigerant issues and product recycling are just some of the topics included in our big environmental supplement.

This annual publication will be included as part of the June issue of ACR News and is mailed to the entire circulation.



ACR News Awards

ACR News hosts the annual ACR News Awards, and produces a winners' brochure celebrating the achievements of the industry.

The winners' brochure is sent to the full circulation along with ACR News.



The ACR News Contractors' & Installers' Handbook

The ACR News Contractors' & Installers' Handbook is a valuable source of industry information.

Designed for contractors, installers and facilities managers, the Handbook has become indispensable for the ACR professional in the

field. The handy A5 size is perfect for carrying about and allows instant on-site reference.

Page A5	£1,350
Half page A5	£950
Quarter page A5	£505
Diary pages (3 months)	£1,570
Product focus (quarter page A5)	£370

Recruitment and training

Half page	£675
Quarter page	£370



Guarantee that your message will be seen repeatedly with classified advertising



Classifieds

Double panel (5.5cm x 4.5cm)	12 months	£750
Triple panel (7.5cm x 4.5cm)	12 months	£995

Full colour, includes choice of heading, logo, address, telephone, fax, email and website.

App Guide

Panel	12 months	£295
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Web Guide

Panel	12 months	£295
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Full colour, includes choice of heading, logo and website.

Recruitment

Quarter page	1 month	£495
Half page	1 month	£905
Full page	1 month	£1350

Press Releases

1/6 page	1 month	£120
1/4 page	1 month	£180

Includes one picture and company details

Direct Mail

The ABC audited circulation of ACR News provides an outstanding – and constantly updated – resource which can be used to maximise the impact of new business mailing campaigns. With a truly comprehensive range of targeting options available, and a quick, easy-to-use service, you can ensure your sales message reaches your chosen target marketplace quickly, accurately and cost-effectively.

List rental for direct marketing is available on request.

Booking Information

To book your advertising contact:
 Catriona Burke
 +44 (0)1622 699122
 cburke@datateam.co.uk

Your customers are on ACR-News.com, are you?

The industry website for air conditioning and refrigeration professionals

www.acr-news.com helps you reach your customers online by:

- Generating more business leads and sales
- Increasing exposure and traffic to your website
- Building your brand to the right people
- Being found easily on our site and through search engines.

Online

- ACR News sends out over 6,000 subscription email newsletters/alerts which constantly drives traffic to www.acr-news.com
- ACR News provides constantly updated news feeds
- Google finds over 100,000 pages from the site – this gives ACR News and its clients massive exposure across the internet in general
- ACR News encourages users to respond to articles/products of online advertisers, and enjoys huge benefits from word of mouth marketing
- ACR News regularly takes online advertising and email marketing on other related industry sites



Digital issues

All ACR News magazines and supplements are available in digital format. Digital issues, or ebooks, are interactive with live hyperlinks, video capabilities, and additional advertising opportunities which target the evolving online generation through tablets and smart phones as well as the classic desktop PC.

- Full page advert appearing to the left of the front page when digital issue is loaded: price on application
- Ticker across all pages of digital issue: price on application

Magazine App

- Quarter page advert on the welcome page of the app: price on application

Booking Information

To book your space on acr-news.com contact:
Colin Ball
+44 (0)1372 414290
cball@datateam.co.uk

Spend less – Achieve more – Grow faster – Adapt to change

Upgrade your company listing

Link to your website, your company logo on all your pages, full use of acr-news.com enquiry system, priority positioning compared to free entries, one press release or editable product page.

12 months	£395
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Publish specific product pages

Buyers search for specific products. Ensure they find yours by publishing specific pages relevant to your main products. This will generate more enquiries of better quality.

1 page	£175/year
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Up to 5 pages	£500/year
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Up to 25 pages	£995/year
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High profile sponsorship

Influence customers before they search for a supplier.

Homepage banner	£500/month
Button banner (125x125px)	£1500/year
Skyscraper (125 x 250px)	£2500/year
Double button (250 x 250px)	£4000/year
Footer	£400/month
Pop-up banner (Home page only)	£350/month

Communicate by newsletter

Broadcast your message in the weekly digital newsletter to over 12,000 subscribers.

1 issue	£105
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3 issues	£210
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Sponsor the newsletter

Positioning and prices available on request subject to availability.

Get top billing

Company listings are displayed 15 to a page. Guarantee a top position for a year when customers look in a category or search for a keyword that matches your products.

Targeted e-shots

Sending an email shot is a cost-effective way of ensuring your message reaches the air conditioning and refrigeration market.

An e-shot sent through ACR will allow you to create and send high-impact branded HTML emails to the customers that you specifically wish to target.

Included are detailed reports feeding back the effectiveness of your campaigns. You will be able to find out how many opened your email, how many clicked on which links and how many forwarded it.

Recruitment advertising

Hot job: one month in Job Centre + 2 weeks on Job Centre homepage and weekly newsletter

£225

Digital catalogues

Upload your digital catalogue onto your listing in PDF format.

Up to 100 pages	£150/year
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Up to 250 pages	£250/year
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Over 500 pages	£500/year
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Or, for a more professional look, we can convert your catalogue to an e-book format.

Up to 250 pages	£250
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Up to 500 pages	£500
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Over 500 pages	£800
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All of this and many more online opportunities available



The coolest networking event of the year!

The first and original awards specifically for the air conditioning and refrigeration industry, the ACR News Awards pay tribute to companies and individuals that are able to demonstrate excellence in their field, exceptional customer service or true innovation.

The awards provide an excellent opportunity to network, as well as an evening of entertainment with hundreds of people from across the air conditioning and refrigeration industry.

Readers' choice

In the spirit of fully engaging with industry, voting for many of the

categories will be conducted online, allowing the entire industry to have its say, and making the event something for everyone.

How to enter

Entering the ACR News Awards is free and easy to do. Visit the website to see the criteria and find out more.

How to attend

We are already open for table sales! Visit the website for information on how to secure your seats. Join us to enjoy a memorable and prestigious evening which can be shared with clients and employees.





21 March 2019
London

www.acrnewsawards.com

Benefits to sponsors

The ACR News Awards gives you the opportunity to promote your company or brand and to gain recognition for your commitment to the ACR industry alongside other highly respected industry players.

You will receive major editorial coverage in the only ACR magazine that is ABC audited – reaching your target market month after month.

Opportunities are available for all budgets.

Booking Information

There is a full range of sponsorship packages. To discuss all the options contact:
Steve Bennion
+44 (0)1622 699102
sbennion@datateam.co.uk



THE HVAC & REFRIGERATION SHOW

21-23 January 2020 • ExCel London

THE UK'S LARGEST COMMERCIAL AND INDUSTRIAL HVAC & REFRIGERATION EVENT

At the heart of business with big spending power

The UK's largest commercial and industrial event for the air conditioning, heating, ventilation, heat pump and refrigeration sectors will return to London's ExCeL from 21 to 23 January 2020.

Extending brand reach

With excellent transport links both nationally and internationally, the show's location places brands within easy reach of big business with big spending power.

Designed to benefit industry

A refreshed format has been designed specifically with the industry in mind. Exhibitors and visitors alike will benefit from dedicated feature areas and networking opportunities including:

- The Heating Lounge - the perfect place to meet with clients
- CPD and Workshop Theatre - keeping contractors and installers up to date
- Conference Centre 2020 - the hub of essential industry conferences
- Industry Insight Series - join the conversation
- Beer Bar - relax with clients over refreshments
- The Cooling Room - a live and interactive space for air conditioning and refrigeration
- SkillFRIDGE Zone - an engaging zone for apprentices and skills development
- Be Our Guest - a series of networking lunches

A unique opportunity for business

Exhibitors and sponsors will enjoy an extensive range of marketing and PR opportunities designed to generate greater coverage across print and digital platforms.

For more information visit
www.hvacrshow.com
 Or contact
 Karena Cooper
 01622 699 150
kcooper@datateam.co.uk

SkillFRIDGE Competition Series 2018/19

SkillFRIDGE is committed to highlighting the importance of RACHP skills to modern life and providing a platform for the UK's best engineers to show the industry what they've got.

Working in partnership with industry sponsors, colleges and equipment suppliers, SkillFRIDGE oversees the development and implementation of a framework of WorldSkills UK competitions that support regional activities, progressions to National Finals at WorldSkills UK LIVE and the launch competition at The HVAC & Refrigeration Show (during show year).

The competition series aims to connect young people with the industry – promoting the variety of exciting careers available – and provide a platform for aspiring engineers to grow to their full potential, cultivating a strong and innovative workforce to lead the industry into the future.

About WorldSkills UK

WorldSkills UK is a partnership between businesses, education and Governments that accelerates young people's careers giving them the best start in work and life. Through WorldSkills UK LIVE, WorldSkills UK Competitions and Skills Champions, the organisation inspires more young people to take up apprentices and technical education; championing their success and accelerating their personal and professional development.

Organised by Datateam Business Media

Datateam is a modern and dynamic communications business with a comprehensive product portfolio with leading publications, websites and events across many B2B sectors, including education.

Datateam has a proven track record of effectively working with the RACHP sectors, providing national industry exhibitions, industry awards and producing leading magazines and digital platforms – all which provide us with the tools needed to design and operate the essential SkillFRIDGE Competition Series.

For more info www.skillfridge.co.uk
 Contact **Karena Cooper**
 SkillFRIDGE Competition Operating Partner (COP) Manager
 T: 01622 699 150 E: kcooper@datateam.co.uk

