the NEWS



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH THE NEWS

Established in 1926, The NEWS is the HVACR contractors' most trusted news magazine and direct link between buyers and sellers. The NEWS assists decision-makers in all segments including residential, commercial, industrial, etc. with a variety of information covering energy management solutions, HVACR equipment and component selections, refrigeration and refrigerants, regulatory affairs, marketing, sales, and management.

www.achrnews.com

ACCREDITED ALLIANCE FOR AUDITED MEDIA

550 W Merrill St, Suite 200, Birmingham, MI 48009

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Accreditation Letter

Alliance for Audited Media

BNP Media Inc.
Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of April 30, 2026.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media
May 29, 2026



Audience Profile

ACHR News
As of October 2026

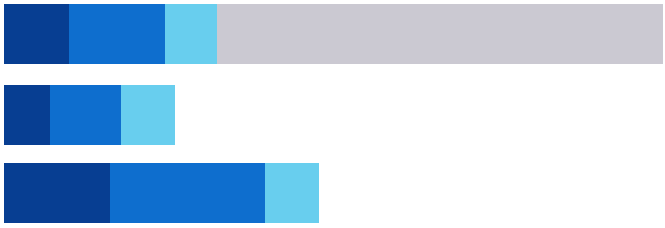
Total Audience

The ACHR NEWS is intended for contractors, distributors/wholesalers, OEMs, and others allied to the HVACR and Sheet Metal industries who purchase, sell, and specify industry-related equipment, parts, supplies, and services.

244,382	87,654	77%
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

	Total Channel Audience	Unique to Channel
Website	109,536	10,999
Magazine	28,434	7,777
Newsletter	52,482	17,629



Unique to Channel · Active in 2 Channels · Active in all 3 Channels · Website Unknown Users

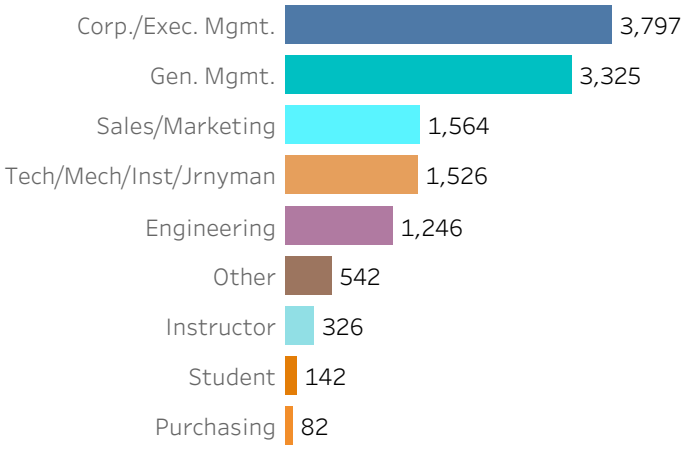
Additional Channels

1,435	226	19,866	53,930
Webinar Average Registrants	Unique Event Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics

Job Function

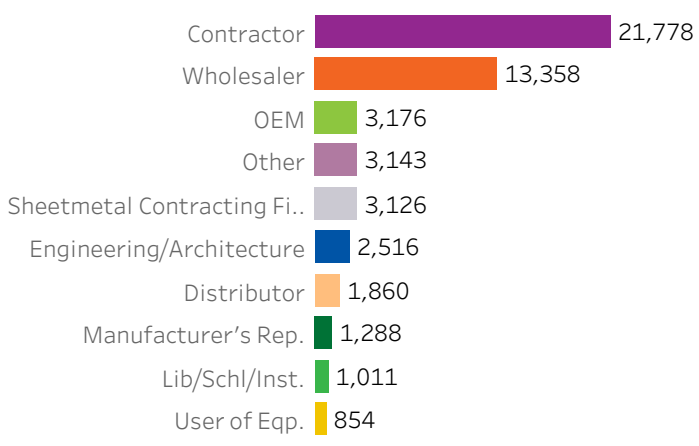
Top 9 shown



12,550 responses

Business Industry

Top 10 shown



54,683 responses

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE (PAID) DASHBOARD

Time Frame - *Monthly*

- ***Total Audience:***
  Total Audience Reach: Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
  Unique Active Audience: Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  ** Product-specific time frames for each Channel may be found in Table A.*

Core Channels

The three core channels are Website, Newsletter, and eMagazine.

- ***Total Channel Audience:*** Total number of customers for specified product.
- ***Unique to Channel:*** Number of unique customers active only in specified channel.
- ***Active in 2 Channels:*** Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- ***Active in all 3 Channels:*** Number of unique customers active in all three channels.
- ***Website Unknown Users:*** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be high-er than shown due to the number of unknown users.

Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- ***Webinar Average Registrants*** *(if applicable)**:*** Average registrants per webinar.
- ***Unique Event Registrants*** *(if applicable)**:*** Average registrants per event.
- ***CE Active Registered Users*** *(if applicable)**:*** Total active registered users for the Continuing Education Center.
- ***Standard eBlast Delivery*** *(sponsored only)**:*** Delivery count of a typical eBlast within the last 3 months.
- ***Social Media Total Followers*** *(if applicable)**:*** Follower counts by channel for the most recent month.

Demographics

- ***Job Function:*** Top job functions of the Unique Active Audience.
- ***Business Industry:*** Top business industries of the Unique Active Audience.

Table A

** BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.*

	Active Criteria	***Engaged Criteria***
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
Magazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months

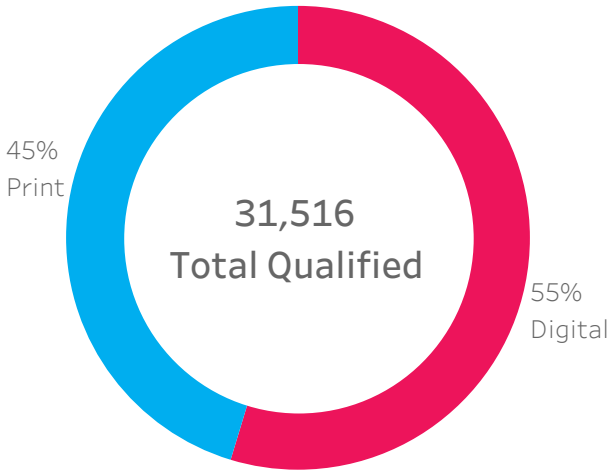


ACHR News
As of October 2026

Magazine *- Summary*

Total Qualified	*Total Qualified Print*	*Total Qualified Digital*	*% Request*
31,516	***14,284***	***17,241***	***100%***

Delivery Format



Total Qualified Paid and Non-Paid Circulation

Subscription Type	Total Qualified
Paid	22,758
Non-Paid	8,761

May include < 0.5% multi-copy sales



ACHR News

August 2026 - October 2026

Magazine *- Digital Edition Summary*

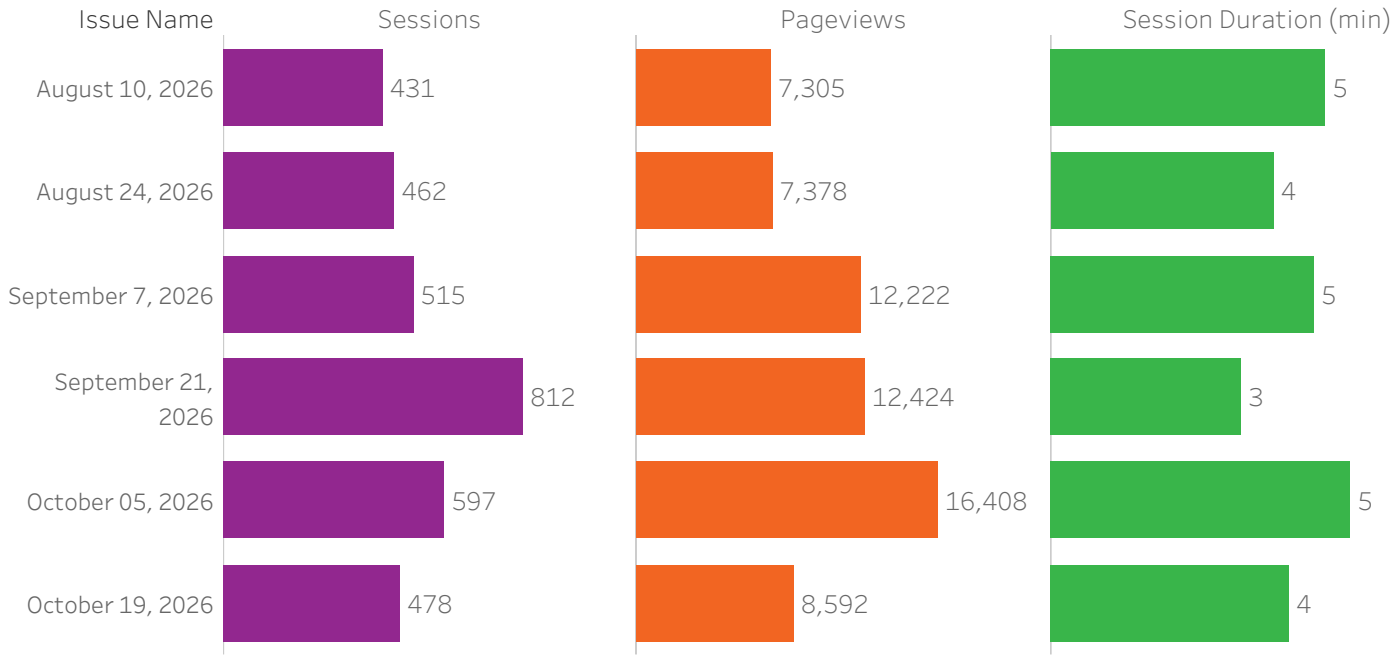
Total Subscribers

17,260

Average Issue Pageviews

10,722

Activity by Digital Edition Issue



Digital Edition Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
August 10, 2026	2	19,045	5,916	31.1%	222	1.2%
August 24, 2026	2	19,014	6,129	32.2%	215	1.1%
September 7, 2026	2	18,959	5,961	31.4%	218	1.1%
September 21, 2026	2	18,828	6,176	32.8%	218	1.2%
October 05, 2026	2	18,845	6,103	32.4%	253	1.3%
October 19, 2026	2	18,765	5,875	31.3%	222	1.2%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



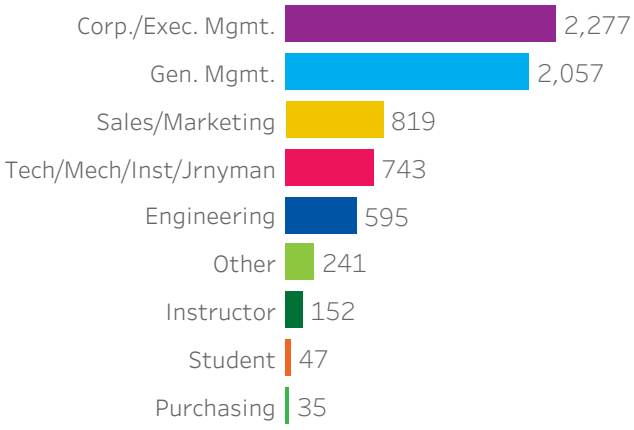
ACHR News

August 2026 - October 2026

Magazine - Subscriber Demographics & Locations

Demographic - Job Function

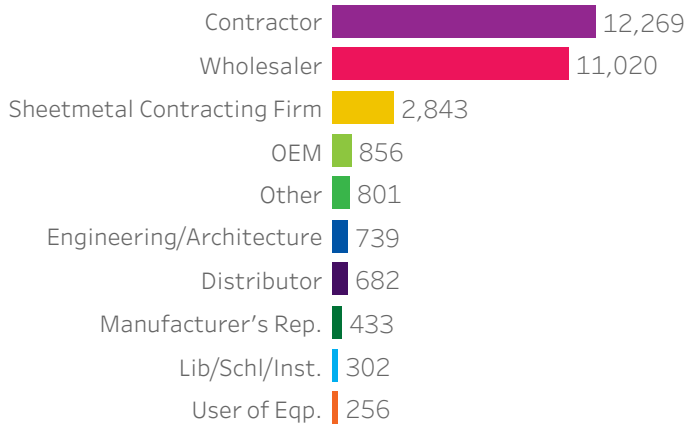
Top 9 Shown



6,966 or 22% of subscribers with responses

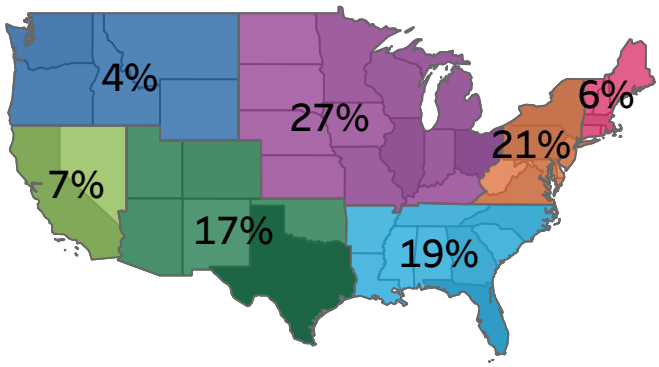
Demographic - Business/Industry

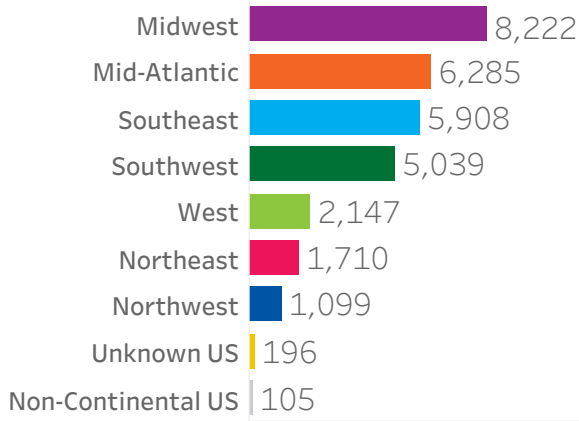
Top 10 Shown



30,796 or 98% of subscribers with responses

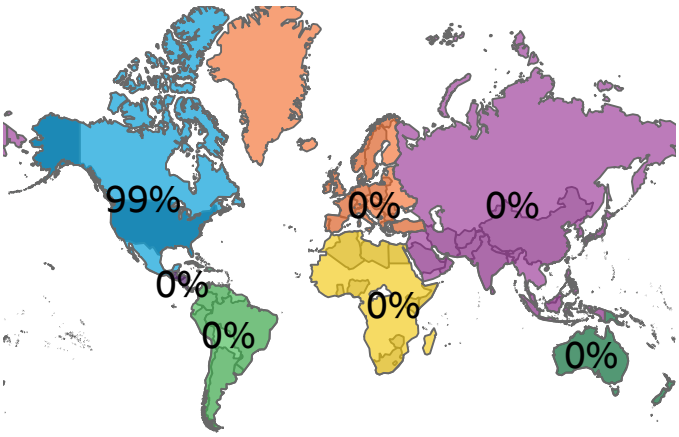
Unique Subscribers by Region

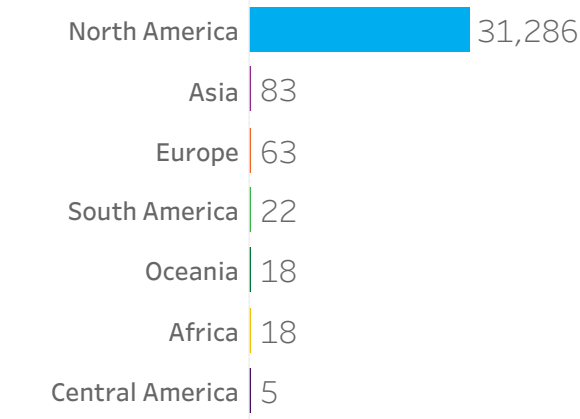




97% of subscribers are located in the US

Unique Subscribers by Region





2% of subscribers are located internationally

Magazine Audience Glossary

UNDERSTANDING MAGAZINE AUDIENCE DASHBOARD SUMMARY

Time Frame

Most recent issue

KPIs

- ***Total Qualified:*** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine.
- ***Total Qualified Print:*** The average number of qualified subscribers who have requested a print edition.
- ***Total Qualified Digital:*** The average number of qualified subscribers who have requested a digital edition.
- ***Total Qualified Both:*** The average number of qualified subscribers who have requested both a print and digital edition.
- ***% Request:*** Percentage of average qualified subscribers who have requested the magazine.

Delivery Format

- ***Total Qualified:*** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine for the time frame shown.
- ***Print:*** The percentage of the average total qualified subscribers, requesting a print edition.
- ***Digital:*** The percentage of the average total qualified subscribers, requesting a digital edition.
- ***Both:*** The percentage of the average total qualified subscribers, requesting both a print and digital edition.

Total Qualified Paid and Non-Paid Circulation

- ***Paid Subscriptions:*** Total number of qualified subscribers who have paid for the magazine.
- ***Non-Paid Subscriptions:*** The number of qualified subscribers who have met the business and/or funtion qualification parameters of the magazine and who have not paid for the magazine.

Time Frame

3 months

KPIs

- ***Total Qualified Subscribers:*** Active digital subscribers as of the most recent issue.
- ***Average Issue Pageviews:*** The average monthly pageviews on the digital editions.

Activity by Digital Edition Issue

- ***Issue Date:*** Digital edition issue date.
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Session Duration (min):*** The average session length.
- ***Pageviews:*** The total number of digital edition pageviews.

Digital Edition Notification Email Metrics

- ***Monthly Sends:*** Total number of notification emails deployed per issue.
- ***Delivered:*** Number of unique email subscriber addresses digital edition notification emails were delivered to for this issue.
- ***Unique Opens:*** Number of unique subscriber email addresses who opened any notification email for this issue.
- ***Open Rate:*** Ratio of unique Opens to Delivered.
- ***Total Clicks:*** Number of subscribers who clicked a link within a particular notification email.
- ***CTR:*** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



ACHR News

August 2026 - October 2026

Newsletters *- Engagement*

Active Unique Recipients
52,482

% of Recipients Engaged
73%

Sends per Month
17

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	
Breaking HVAC NEWS	24,191	**9,094** * Unique Opens - Single Send Avg *(38%)* **14,533** * Total Engaged Recipients *(61%)*
The NEWS Newsletter	19,962	**9,571** * Unique Opens - Single Send Avg *(48%)* **16,138** * Total Engaged Recipients *(80%)*
The Weekly Chill	13,882	**5,636** * Unique Opens - Single Send Avg *(41%)* **10,671** * Total Engaged Recipients *(72%)*
HVAC Service and Maintenance	12,553	**6,234** * Unique Opens - Single Send Avg *(50%)* **8,230** * Total Engaged Recipients *(66%)*
SNIPS NEWS The Cut	8,570	**3,795** * Unique Opens - Single Send Avg *(44%)* **5,755** * Total Engaged Recipients *(68%)*
Distribution Trends	7,795	**3,155** * Unique Opens - Single Send Avg *(40%)* **4,415** * Total Engaged Recipients *(57%)*
FROSTlines	7,159	**3,468** * Unique Opens - Single Send Avg *(48%)* **4,626** * Total Engaged Recipients *(65%)*
Electrify & Decarbonize HVAC	3,575	**1,539** * Unique Opens - Single Send Avg *(43%)* **2,086** * Total Engaged Recipients *(58%)*

Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.



ACHR News

August 2026 - October 2026

Newsletters *- Activity*

Active Unique Recipients

52,482

% of Recipients Engaged

73%

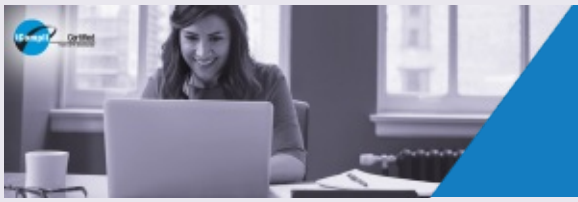
Sends per Month

17

Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Breaking HVAC NEWS	2.3	24,191	9,094	37.6%	990	4.1%
The NEWS Newsletter	4.3	19,962	9,571	47.9%	952	4.8%
The Weekly Chill	4.3	13,882	5,636	40.6%	400	2.9%
HVAC Service and Maintenance	1.0	12,553	6,234	49.7%	664	5.3%
SNIPS NEWS The Cut	2.0	8,570	3,795	44.3%	222	2.6%
Distribution Trends	1.0	7,795	3,155	40.5%	456	5.8%
FROSTlines	1.0	7,159	3,468	48.4%	230	3.2%
Electrify & Decarbonize HVAC	1.0	3,575	1,539	43.0%	105	2.9%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



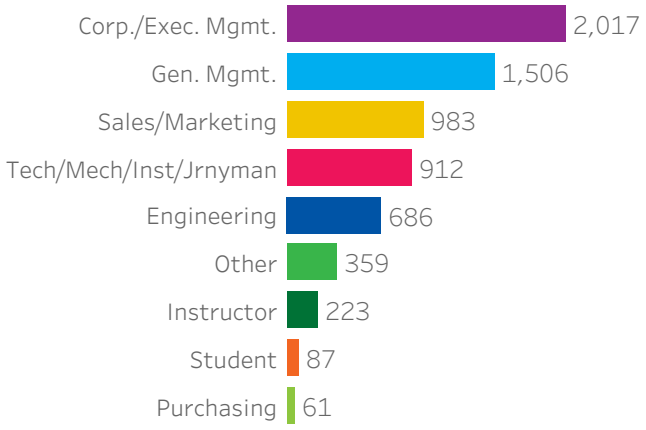
ACHR News

August 2026 - October 2026

Newsletters - *Recipient Demographics & Locations*

Demographic - Job Function

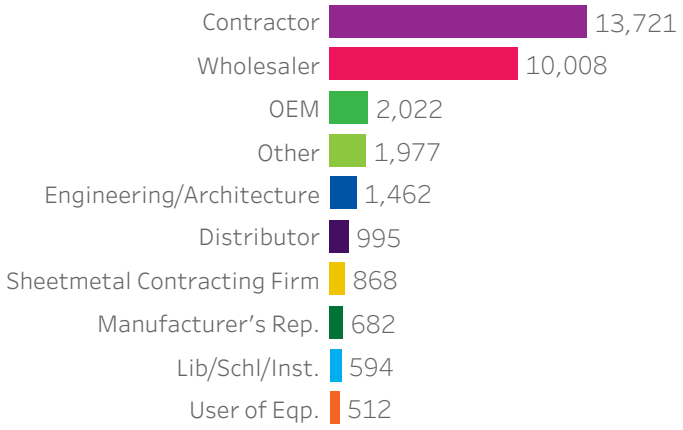
Top 9 Shown



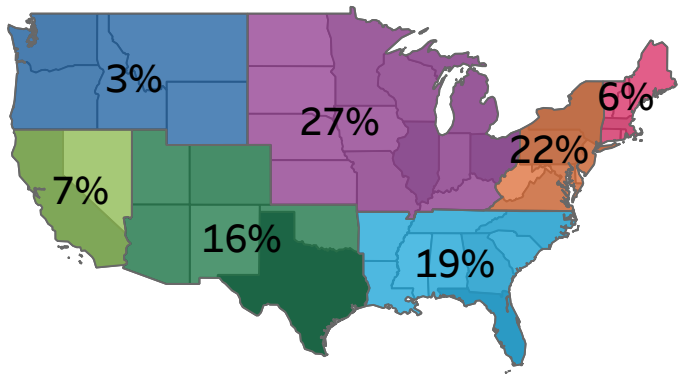
6,833 recipients with responses

Demographic - Business/Industry

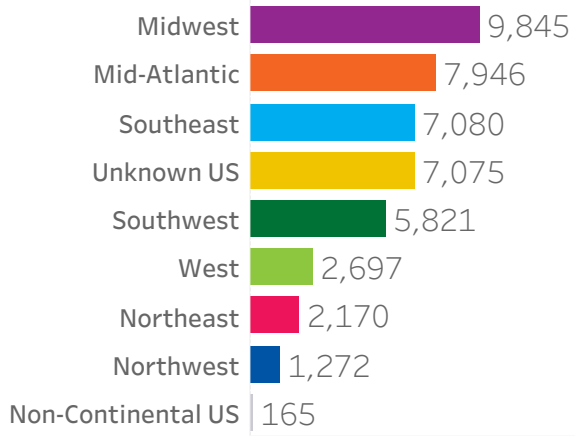
Top 10 Shown



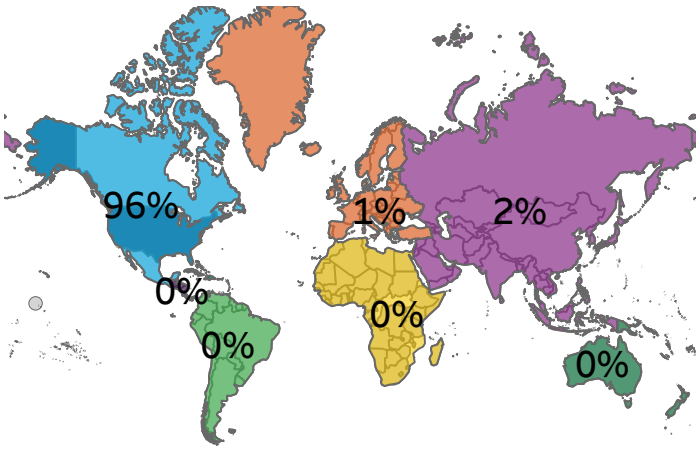
34,425 recipients with responses



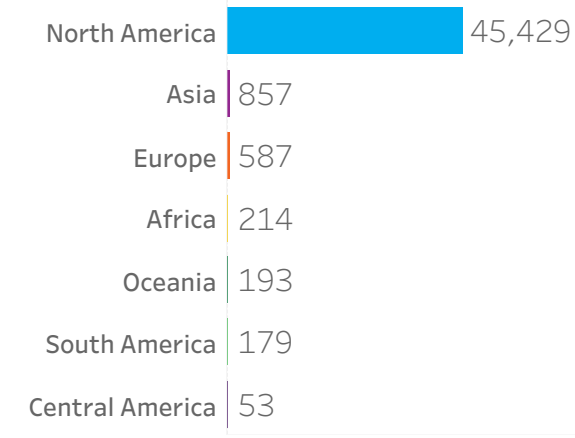
Unique Recipients by Region



93% of recipients are located in the US



Unique Recipients by Region



7% of recipients are located internationally

Newsletter Audience Glossary

UNDERSTANDING NEWSLETTER AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Active Unique Recipients:*** Number of unique email addresses that received any brand Newsletter in the 3-month period.
- ***% of Recipients Engaged:*** Percent of recipients who opened* any Newsletter.
- ***Sends / Month:*** Total Newsletters sent per month.

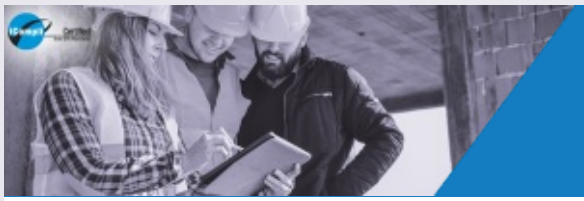
Recipient Activity by Newsletter

- ***Average Delivered:*** The average number of emails delivered per Newsletter.
- ***Unique Opens, Single Send Avg:*** Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Recipients:*** Number of unique Recipients who have opened* one or more of the delivered emails.

Newsletter Activity Averages

- ***Monthly Sends:*** Total number of Newsletters deployed per month.
- ***Delivered:*** Average number of eMails, per Newsletter, deployed per month.
- ***Unique Opens:*** Average number of unique Recipients (delivered) who opened* a particular Newsletter.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular Newsletter.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



ACHR News

August 2026 - October 2026

Website - *www.achrnews.com*

Average Monthly Users

89,370

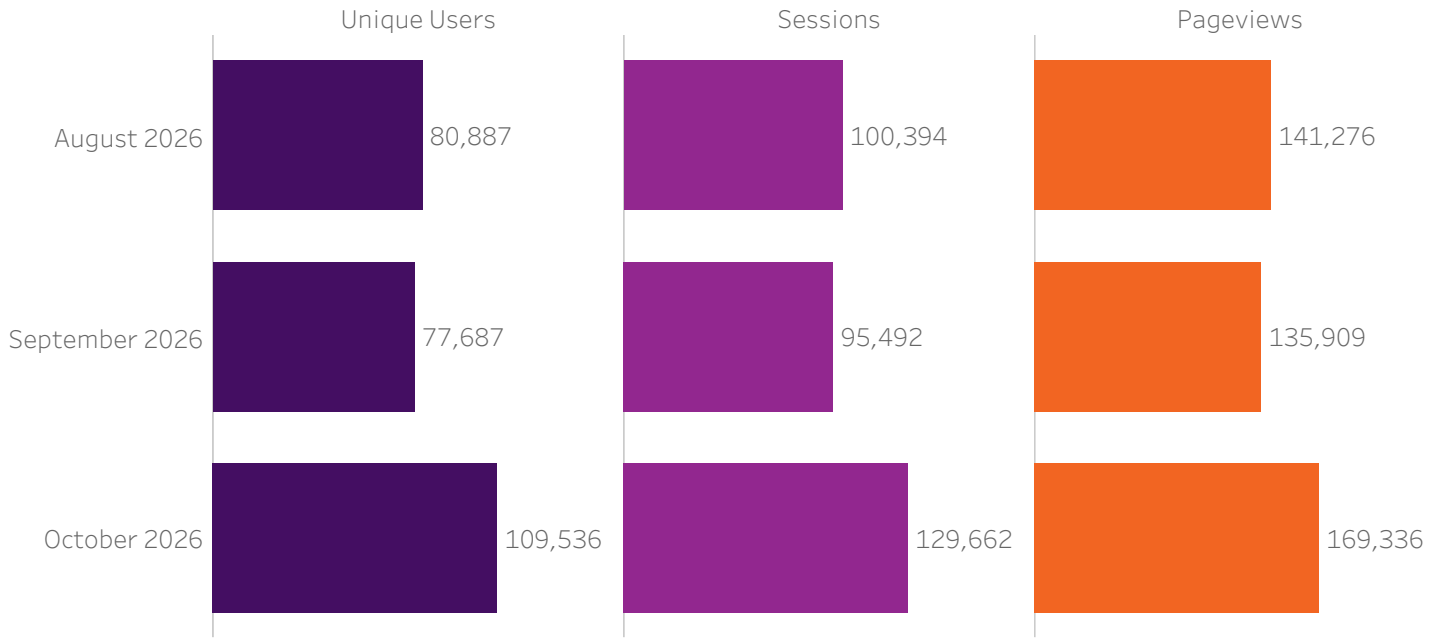
Average Monthly Sessions

108,516

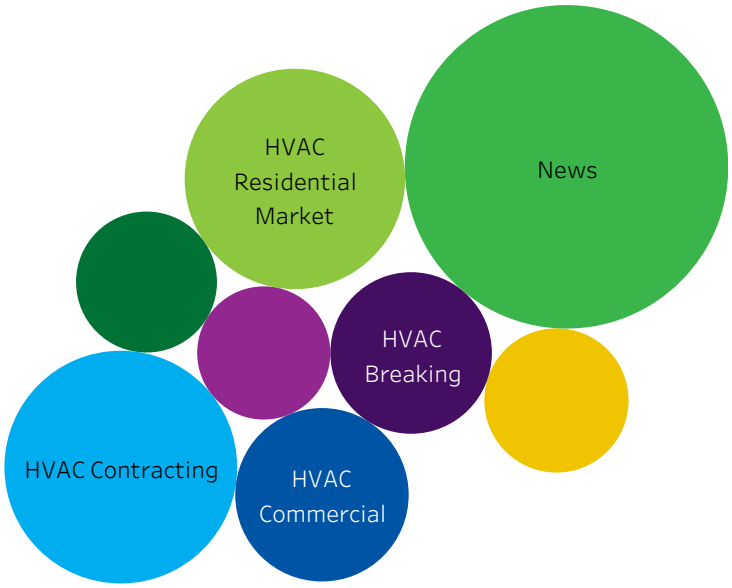
Average Monthly Pageviews

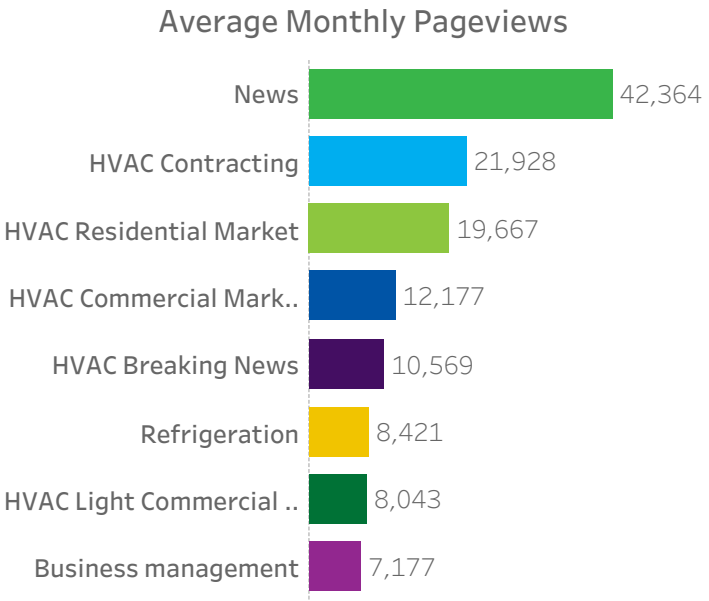
148,840

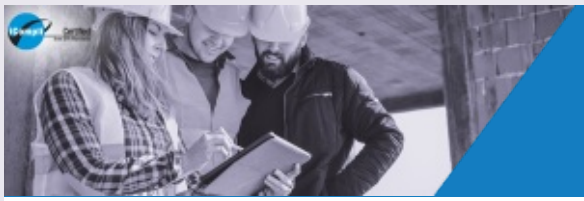
Monthly Website Statistics



Top 8 Content Topics Viewed







ACHR News

August 2026 - October 2026

Website - *Known User Activity*

Active Registered Users

7,366

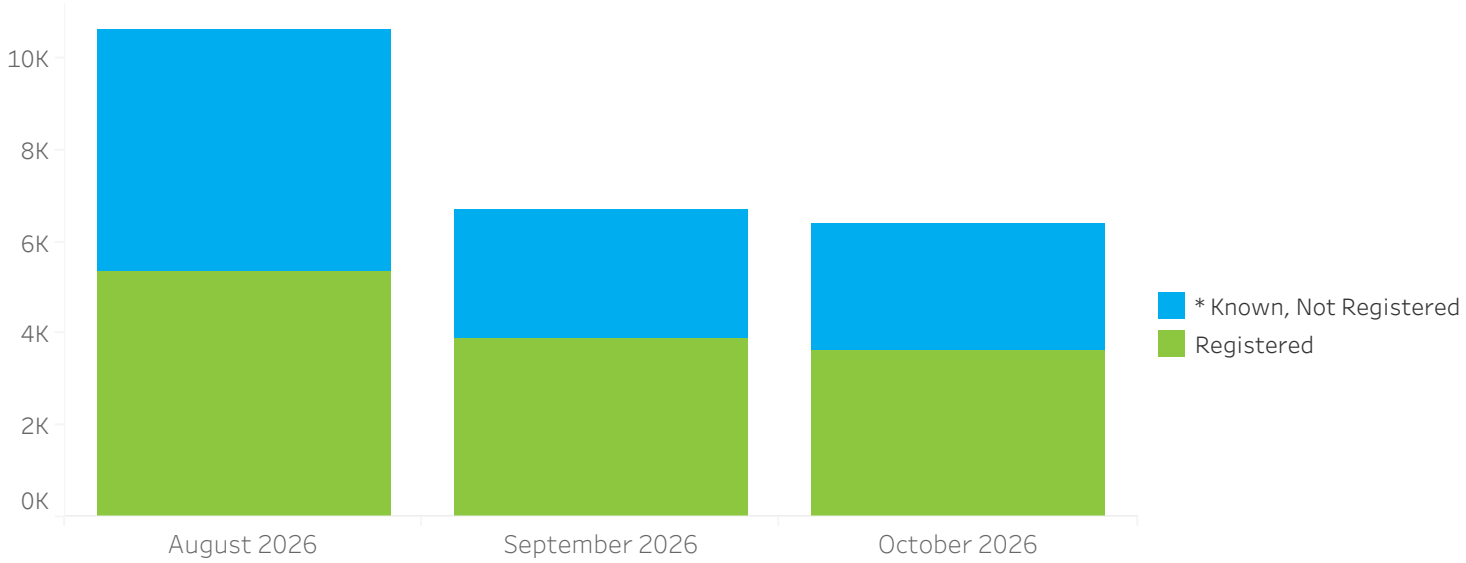
Active Known Users

14,512

Average Visits per User

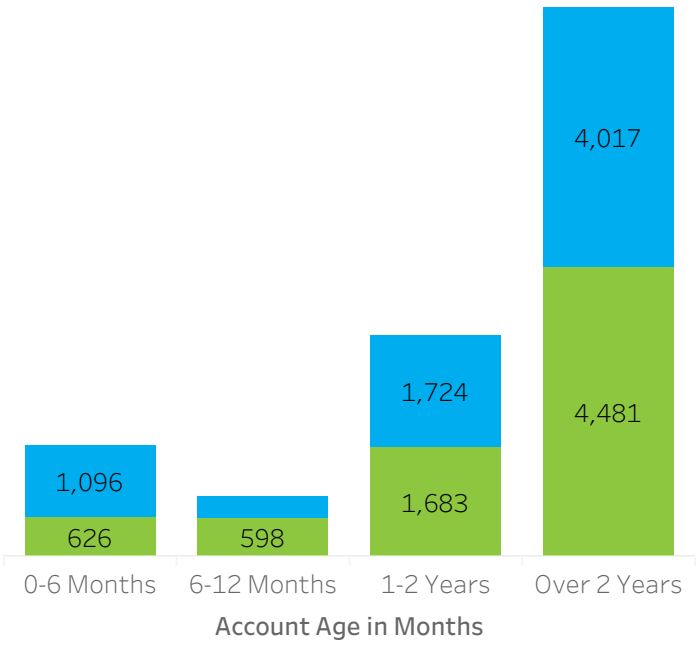
14.8

Website Users

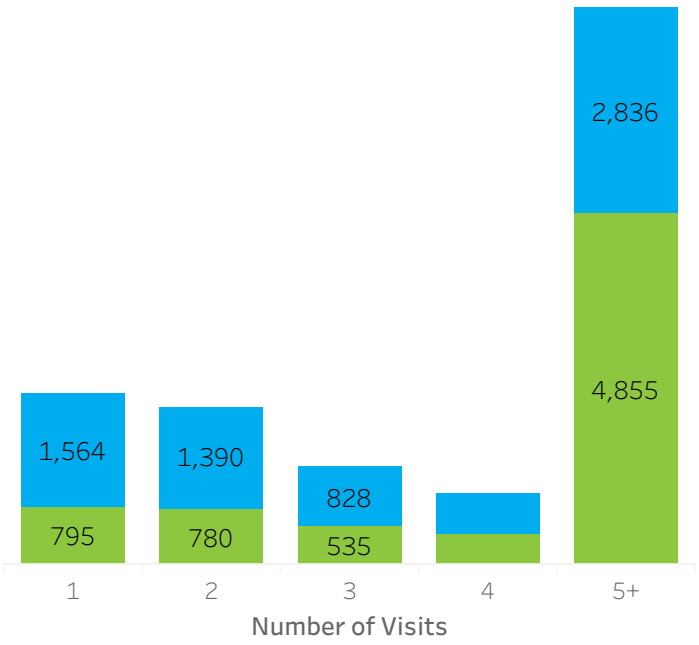


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



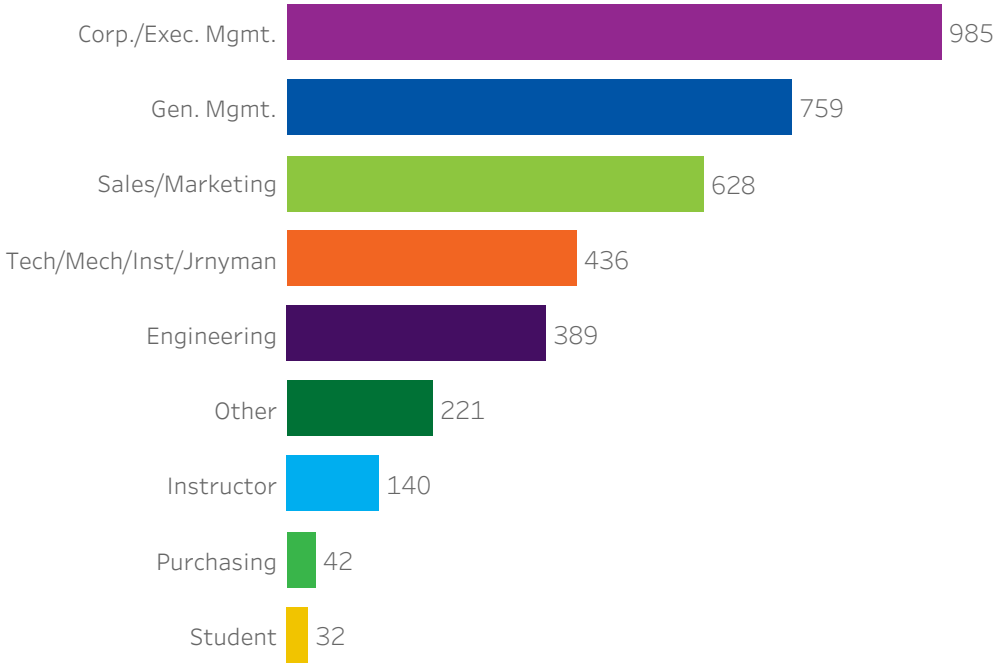
Known Users by Visit Frequency





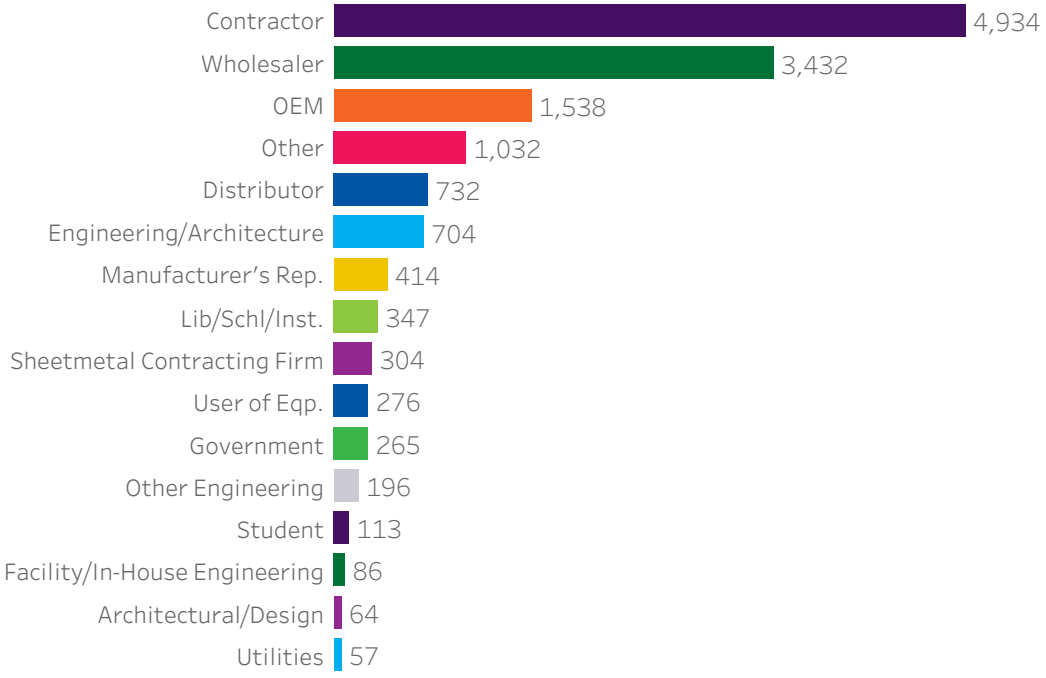
Website - *User Demographics*

Demographic - Job Function *Top 9 Shown*

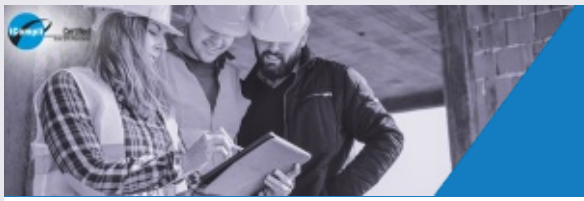


3,632 or 25% of users with responses

Demographic - Business/Industry *Top 15 Shown*



14,505 or 100% of users with responses



ACHR News

August 2026 - October 2026

Website *- User Locations*

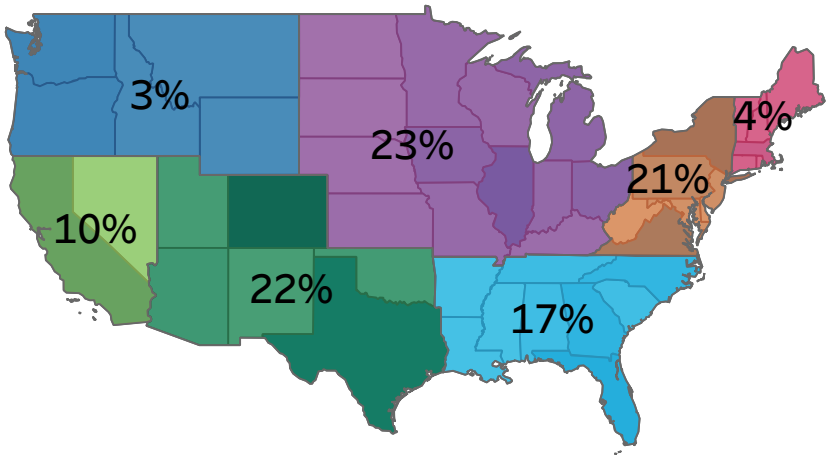
% of Users Based in US

87%

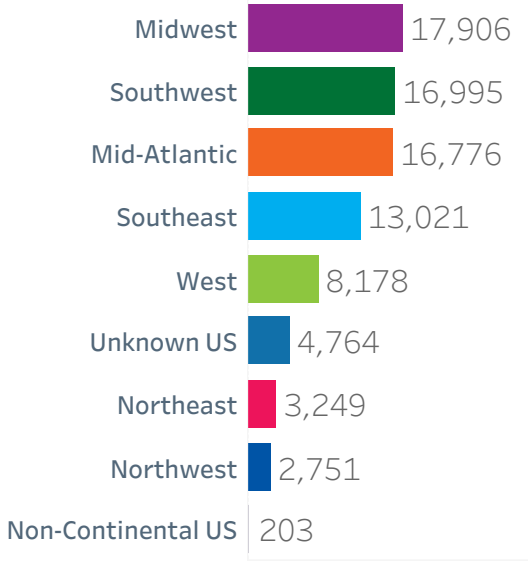
Average Monthly Users Based in US

83,843

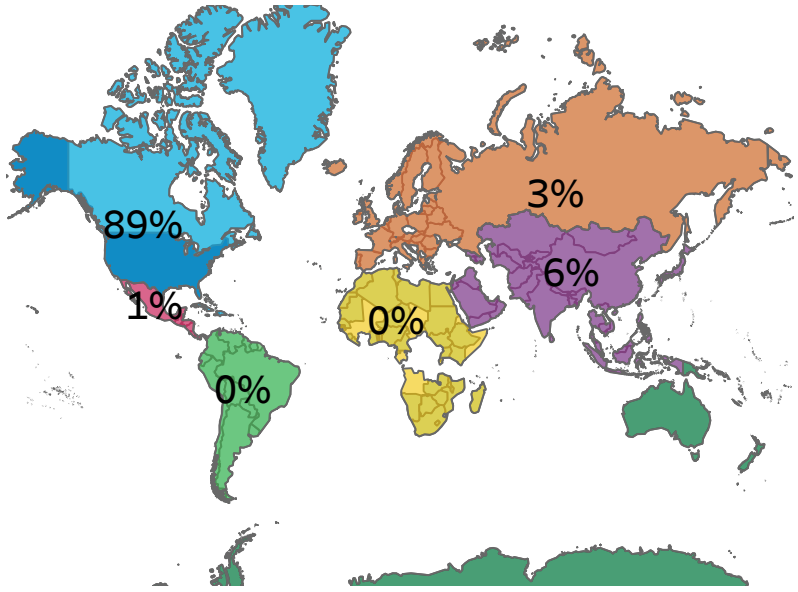
Geographic - US Regions



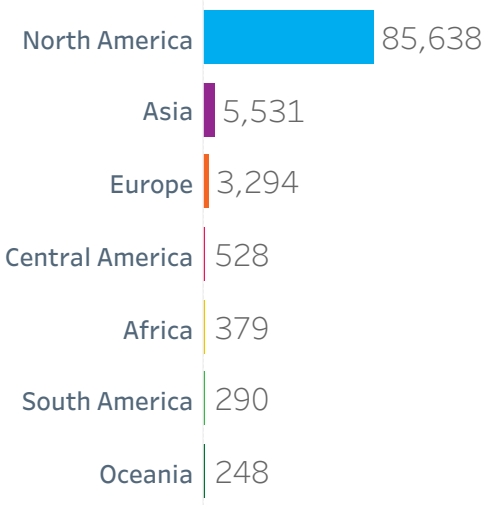
Unique Users by Region



Geographic - World Regions



Unique Users by Region



Website Audience Glossary

UNDERSTANDING WEBSITE AUDIENCE DASHBOARD

Time Frame

3-months

User Classifications

- ***Registered:*** Users that have completed the registration form for this website.
- ***Known, Not Registered:*** Users that are identified in the BNP Media database but are not registered with this website.

KPIs

- ***Active Registered Users:*** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- ***Active Known Users:*** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- ***Average Visits per User:*** The ratio of visits, by known users, to the number of known users.

Web Users

- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

Website Audience Glossary

UNDERSTANDING WEBSITE KNOWN USERS DASHBOARD

Time Frame

3-months

KPIs

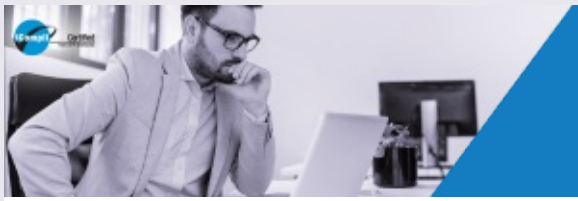
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors

- ***Users:*** Number of Users per month.
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



Sponsored eBlasts

ACHR News
August 2026 - October 2026

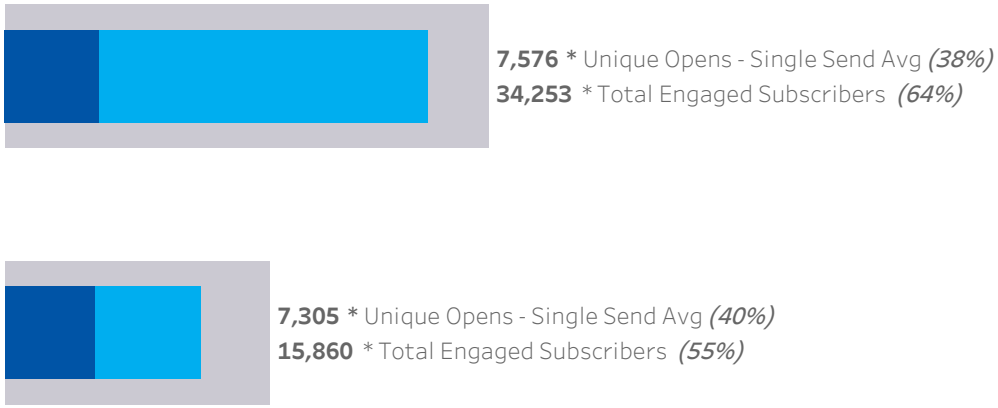
Total Average Delivered
19,595

% of Recipients Engaged
65%

Sends per Month
20

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	19,812
Multi-Sponsored	18,395



Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients | Unique Opens - Single Send Avg | Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
ACHR News	Exclusive	16.7	19,812	7,576	38.2%	206	1.0%
	Multi-Sponsored	3.0	18,395	7,305	39.7%	145	0.8%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



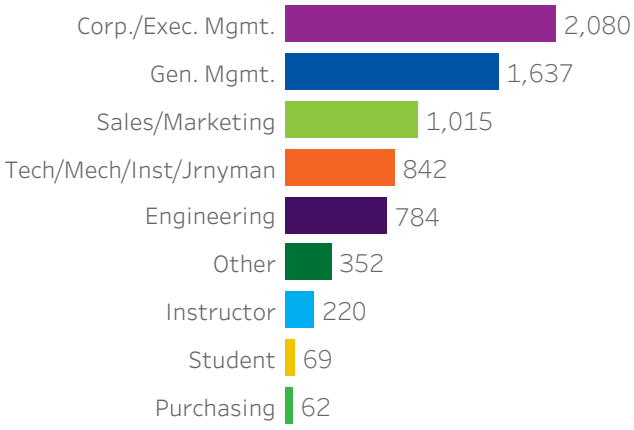
ACHR News

August 2026 - October 2026

Sponsored eBlasts *- Recipient Demographics & Locations*

Demographic - Job Function

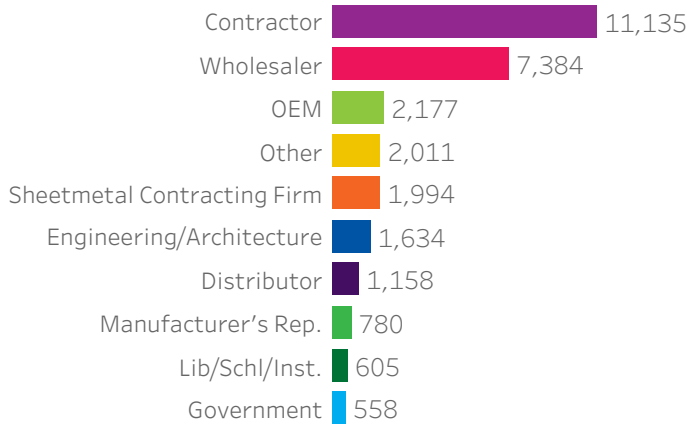
Top 9 Shown



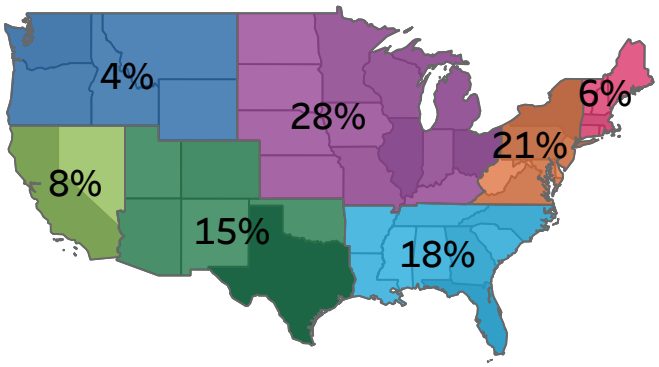
7,061 or 13% of recipients with responses

Demographic - Business/Industry

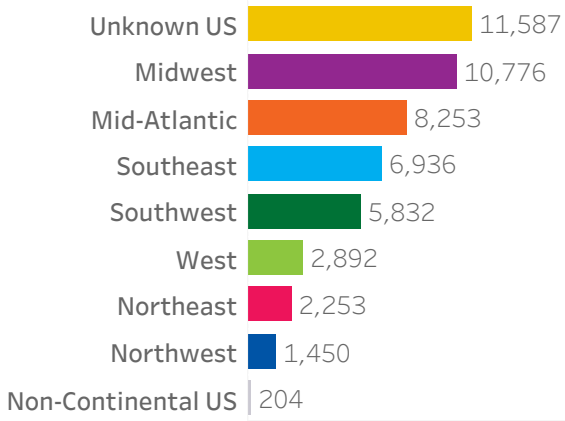
Top 10 Shown



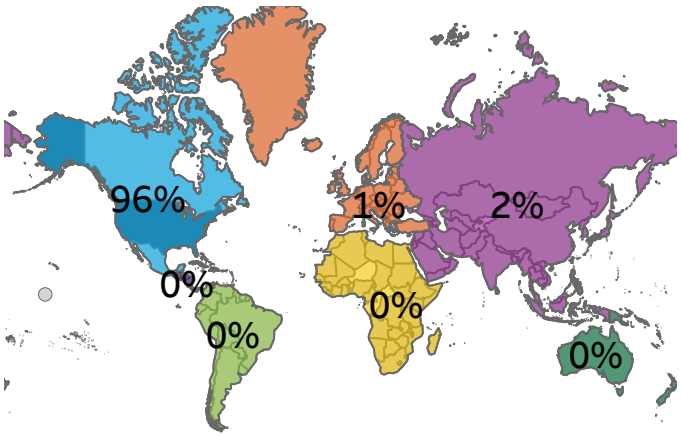
31,113 or 58% of recipients with responses



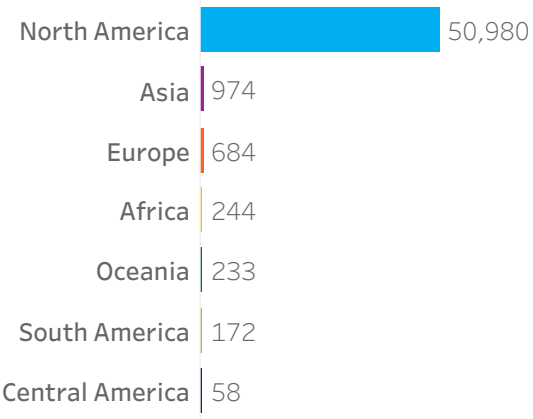
Unique Recipients by Region



94% of recipients are located in the US



Unique Recipients by Region



6% of recipients are located internationally

eBlast Audience Glossary

UNDERSTANDING eBLAST AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast

- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages

- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Social Media

ACHR News

August 2026 - October 2026

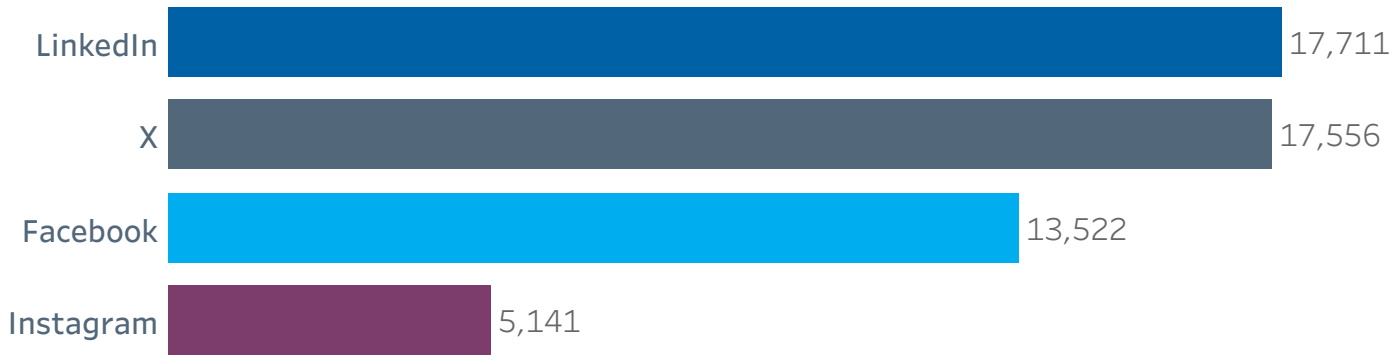
Total Social Media Followers

53,930

Engagements

16,739

Followers by Channel



Total Engagements

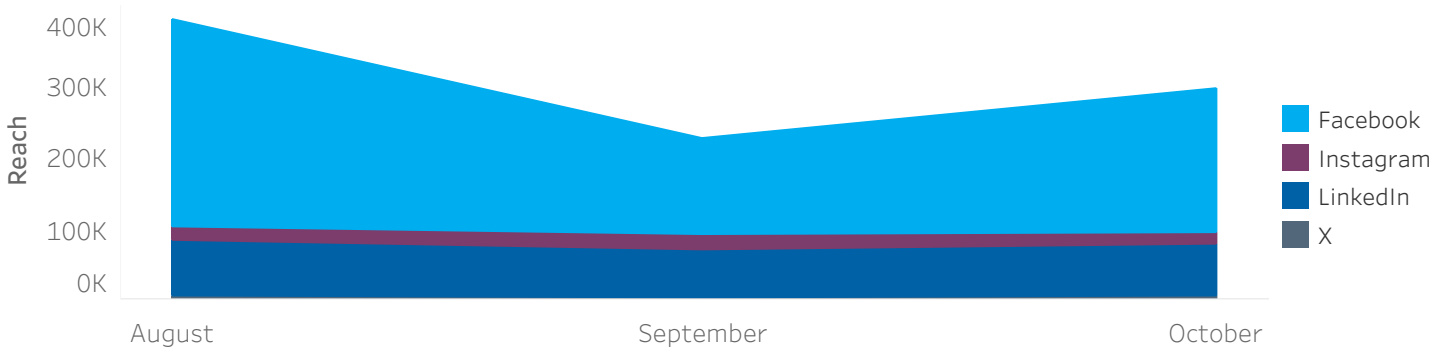
8,030

202

5,543

2,964

Reach by Month



Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel

- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements

- Total engagements by social network.

Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



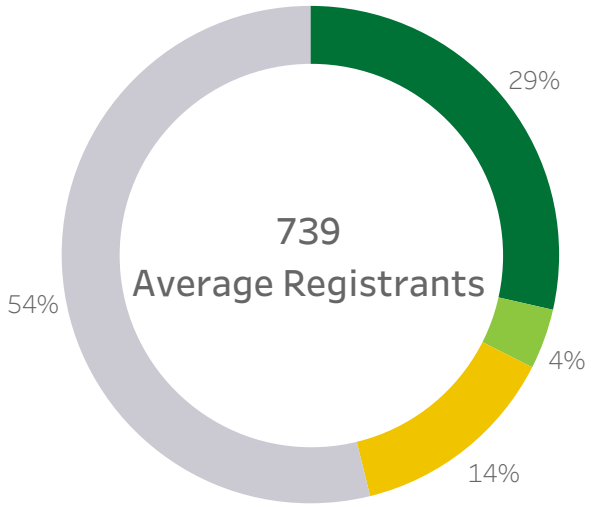
ACHR News

August 2026 - October 2026

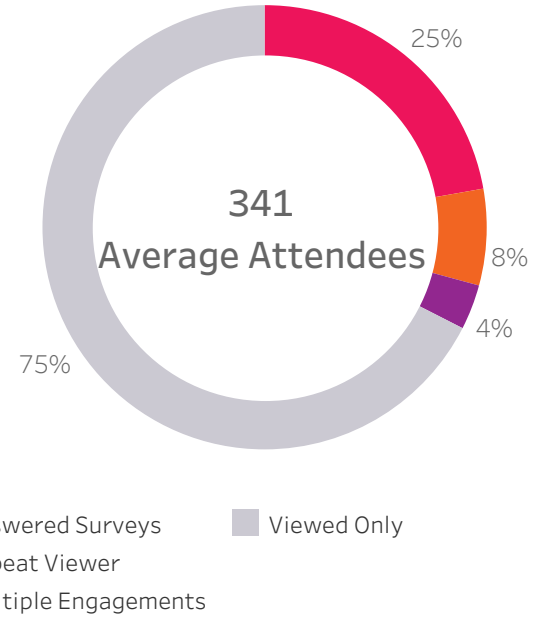
Webinars

Unique Registrants	*Unique Attendees*	*Registrant Attendance Rate*	*Average Attendees per Webinar*
5,161	***2,585***	***50%***	***341***

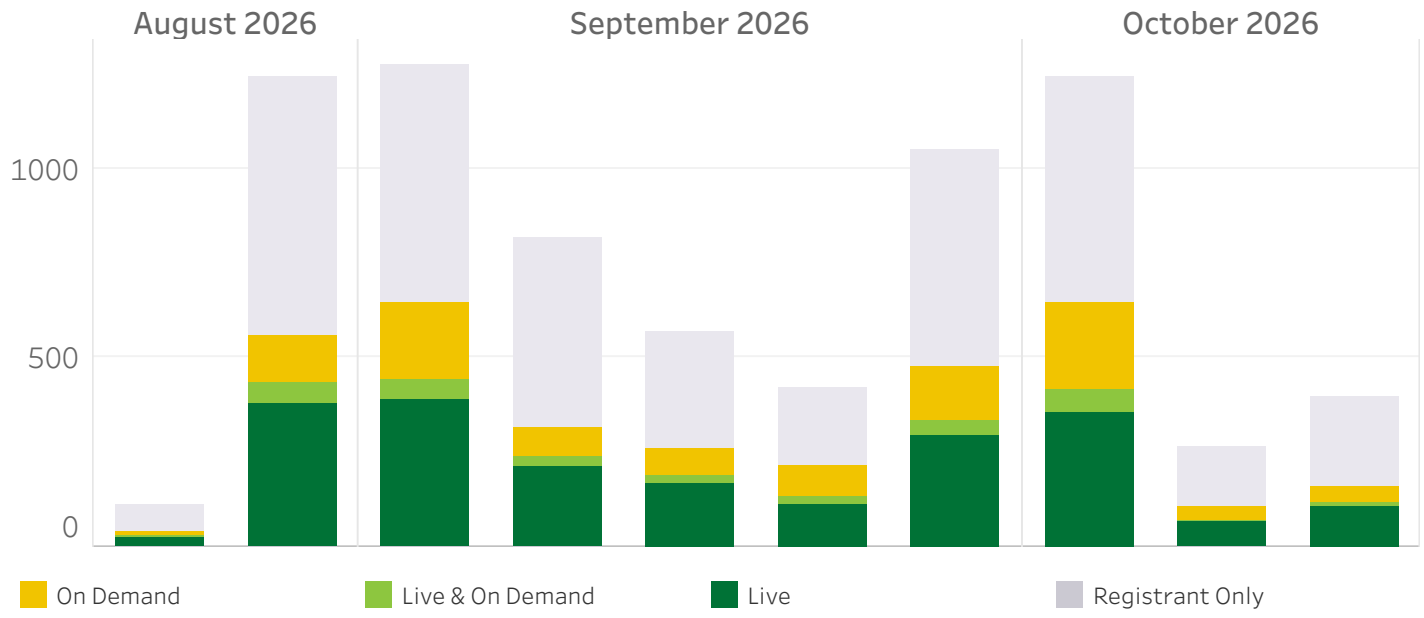
Registrant Breakdown



Attendee Engagement Breakdown



Registration & Attendance Analysis





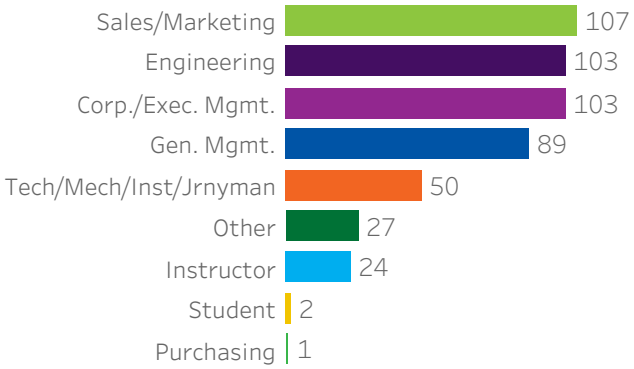
ACHR News

August 2026 - October 2026

Webinars - *Registrant Demographics & Locations*

Demographic - Job Function

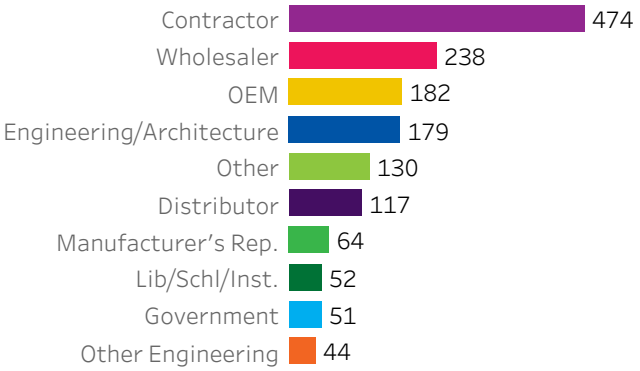
Top 9 Shown



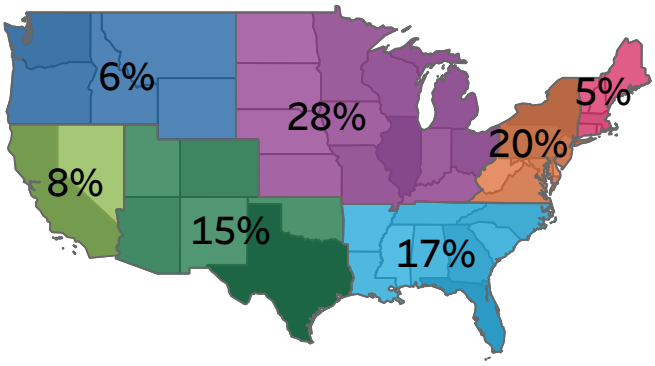
510 or 10% of registrants with responses

Demographic - Business/Industry

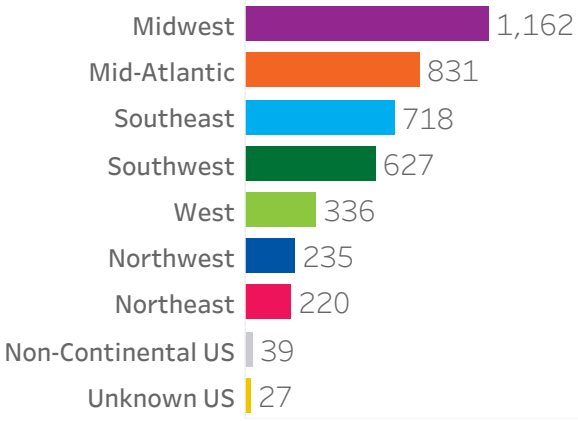
Top 10 Shown



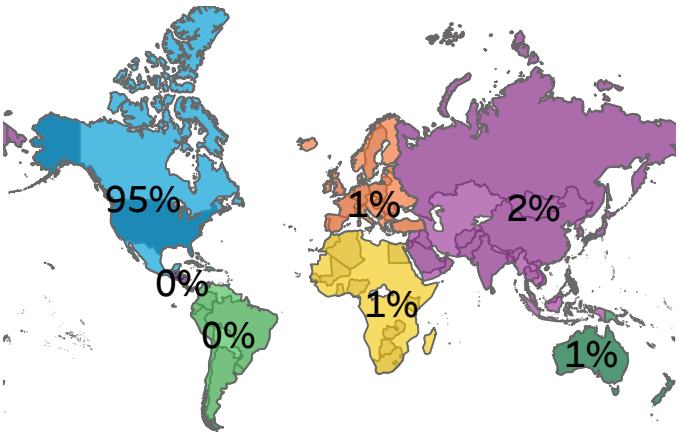
1,640 or 31% of registrants with responses



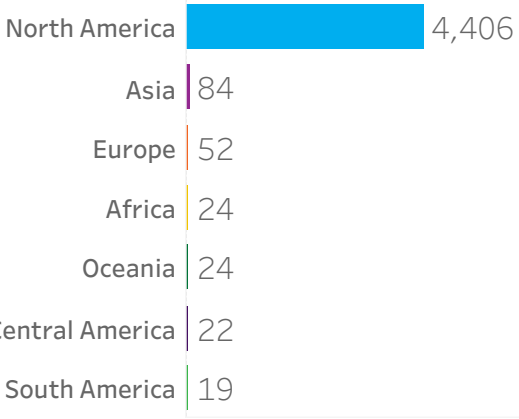
Unique Registrants by Region



91% of registrants are located in the US



Unique Registrants by Region



9% of registrants are located internationally

Webinar Audience Glossary

UNDERSTANDING WEBINAR AUDIENCE DASHBOARD

Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs

- ***Unique Registrants:*** The number of unique registrants across all webinars.
- ***Unique Attendees:*** The number of unique attendees across all webinars.
- ***Registrant Attendance Rate:*** The ratio of average attendance to average registration.
- ***Average Attendees per Webinar:*** The average number of attendees per webinar.

Registrant Breakdown

- ***Average Registrants:*** The average number of registrants per webinar.
- ***Registrant Only:*** Percentage of average registrants who did not attended webinar.
- ***Live:*** Percentage of average registrants who attended the live webinar.
- ***On Demand:*** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- ***Live & On Demand:*** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown

- ***Attendees:*** Average number of attendees per webinar.
- ***Answered a Survey:*** Percent of average attendees who responded to a survey question within a webinar.
- ***Downloaded Documents:*** Percent of average attendees who downloaded a document within a webinar.
- ***Multiple Engagements:*** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- ***Repeat Viewer:*** Percent of average attendees who viewed a webinar several times.
- ***Answered Polls:*** Percent of average attendees who responded to a poll question within a webinar.
- ***Viewed Only:*** Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD DEMOGRAPHICS & LOCATIONS

Time Frame

See product specific glossary page

Demographic - Job Function

- Number of customers identified by Job Functions reported.

Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

Geographic - US Regions

- ***Mid-Atlantic:*** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- ***Midwest:*** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- ***West:*** California and Nevada
- ***Southeast:*** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- ***Southwest:*** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- ***Northeast:*** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- ***Northwest:*** Idaho, Montana, Oregon, Washington and Wyoming
- ***Non-Continental US:*** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional

- ***North America:*** Canada, Mexico and U.S.A.
- ***Asia:*** Continent of Asia, including Asia minor and Middle East
- ***Europe:*** Continental European nations (including United Kingdom and Ireland)
- ***Oceana:*** Australia, New Zealand and surrounding Pacific Island nations
- ***South America:*** Continental South American nations
- ***Africa:*** Continental African nations
- ***Central America:*** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name	Included Demographics
Corp./Exec. Mgmt.	Corporate/Executive Management
Engineering	Engineering
Gen. Mgmt.	General Management
Instructor	Instructor
Other	Other
Purchasing	Purchasing
Sales/Marketing	Sales & Marketing
Student	Student
Tech/Mech/Inst/Jrnyman	Technician/Mechanic/Installer/Journeyman

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Architectural/Design	Architectural/Design
Contractor	Contractor
Distributor	Distributor
Engineering/Architecture	Consulting Engineering
Facility/In-House Engineering	Facility/In-House Engineering
Government	Government Agencies and Associations
Importer/Exporter	Importer/Exporter
Lib/Schl/Inst.	Library/School/Instructor
Manufacturer	Parts and Supply Manufacturer
Manufacturer's Rep.	Manufacturer's Representative
OEM	Manufacturer
Other	Other HVACR
Other Engineering	Other Engineering
Sheetmetal Contracting Firm	Sheetmetal Contracting Firm
Student	Student
User of Eqp.	User of Equipment
Utilities	Public Utility
Wholesaler	Wholesaler

BNP Customer Database - *omeda.com*

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile

- ***Unique Active Customers***
- ***Print Magazine, Digital Edition, eMagazine:*** Subscriber Counts
- ***Newsletter:*** Recipients, Engagement, Sends
- ***eBlasts:*** Delivered, Engagement, Sends
- ***Website:*** Active Registrants
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Magazine/eMagazine

- ***Magazine Summary:*** All data
- ***eMagazine/Digital Edition Summary:*** Total Qualified Subscribers, Notification eMail Metrics
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Newsletters

- ***All Pages:*** All data

Website

- ***Known User Activity:*** All data
- ***User Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts

- ***All Pages:*** All data

Continuing Education

- ***Websites & Newsletter:*** Newsletter Delivery, Activity by Newsletter
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

CONTINUED ON NEXT PAGE

Events
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Webinars
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile
- ***Website:*** Average Monthly Users, Average Monthly Pageviews
- ***Continuing Education:*** Monthly Website Pageviews

eMagazine/Magazine
- ***eMagazine/Digital Edition Summary:*** Issue Pageviews, Sessions, Session Duration

Website
- ***Website Overview:*** Website Users, Sessions, Pageviews, Top Content Topics
- ***User Locations:*** Website User Locations

Continuing Education
- ***Websites & Newsletter:*** Monthly Website Pageviews, All Website Visitors data

Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

Usage by Report Section

Audience Profile
- ***Social Media:*** Follower Count by Channel

CONTINUED ON NEXT PAGE

Social Media

- ***All Pages:*** All data

Building Media Inc. - *buildingmedia.com*

Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile

- ***Continuing Education:*** Active Registered Users

Continuing Education

- ***Websites & Newsleter:*** Active Registered Users
- ***CE Courses & Tests:*** All data

Aventri - *aventri.com*

Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile

- ***Events:*** Average Attendees per Event

Events

- ***Event Overview:*** All data

Intrado - *intrado.com*

Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile

- ***Webinars:*** Average Registrants, Average Attendees

Webinars

- ***Webinars Overview:*** All data