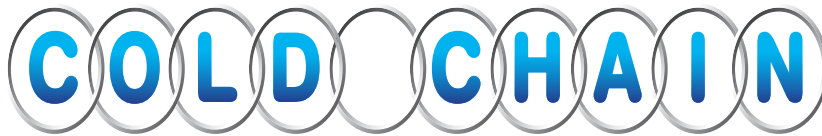


**AIR CONDITIONING AND REFRIGERATION**  
**Journal**  
The magazine of the Indian Society of Heating, Refrigerating and Air Conditioning Engineers

**AIR CONDITIONING AND REFRIGERATION JOURNAL**  
The magazine of the Indian Society of Heating, Refrigerating and Air Conditioning Engineers



**MEDIA KIT**

**CONTENTS:**

Publications, Circulation, Readership, Reach, AD Sizes (Options & Specs)

Schedules, Deadlines, Release Dates

AD Tariff & Offers, Important Info

Advertising Contract Form

Published by:



**ISHRAE**  
**MUMBAI CHAPTER**

102, Sunil Enclave, Pereira Hill Road, Off M V Road, Next to WEH Metro Station Gate 7,  
Chakala, Andheri (E), Mumbai - 400 099. INDIA.

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**COLD CHAIN**

**Air Conditioning and Refrigeration Journal (AC&R Journal)**, the official magazine of the Indian Society of Heating, Refrigerating and Air Conditioning Engineers – ISHRAE founded in 1982 – is reputed for being the most respected and credible source of original and authoritative technical application-oriented articles on HVAC&R written by the experts. **AC&R Journal** is published by the ISHRAE Mumbai Chapter since 1998 and it typically features a collection of select technical articles besides also covering a wide range of news and industry information; New Products, Industry News and Updates, Green Building Movement Update, Views & Opinions, People Movements, Events & Shows, International News, Student Corner, Interviews, Classroom - series of learning subjects for established and young engineers alike, New Literature review etc.

In 2010, **COLD CHAIN** was started as a regular supplementary magazine focused on the most promising and fastest-growing industry segment. It is published and circulated along with **AC&R Journal**.

### PUBLICATIONS:

**AC&R Journal** is published 6 times in a year with **COLD CHAIN** as a **Supplementary** magazine in 4 of 6 issues. Special issues do not have Cold Chain as supplement and their content is exclusively focused and does not include the regular News sections.

**Special Topical issues: JAN issue (ACREX Special) and OCT issue (Research-based Special).**

**COLD CHAIN** is a focused publication containing an interesting mix of authored technical application-oriented articles, news, events and industry updates, a regular update by the CII-National Cold-Chain Task Force and IIAR, international news, updates on government initiatives for industry growth, educational and technical tidbits, etc. on Refrigeration, Food Preservation, Cold Chain Logistics aspects, Specialised/Critical Refrigeration/Cooling, etc.

*(For quick reference, see “Schedules, Deadlines, Release Dates” on page 4)*

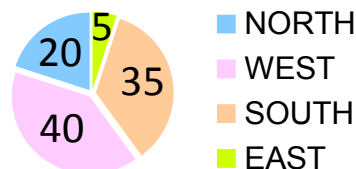
### CIRCULATION:

**AC&R Journal** is published 6 times in a year (however, it is not a Bi-monthly. See page 4 for exact ‘Schedule’) and circulated within the ISHRAE fraternity all over India to members of ISHRAE Chapters located at 41 cities in India. Members of the Chapters are spread throughout India. Most engineering colleges in India have an active ISHRAE Student Chapter. Circulation to members depends on active membership which currently stands at around 9,864 copies. Advertisers receive voucher copies and together with Authors and Complimentary copies’ list, the total print circulation is **10,164 copies\***. Additionally, the **digital version (e-Journal)** of **AC&R Journal** is uploaded in the members section on [www.ISHRAE.in](http://www.ISHRAE.in) for ease-of-access. Moreover, as of March 2018, a total of **10,634 Student Members** are active at **166 Student Chapters** across India. Such active Student members can view the digital version - **e-Journal** - via the exclusive Student website of ISHRAE.

### REACH: National – across India

Approximate Geographic Zone-wise % distribution (based on data\*).

\*March 2018



### READERSHIP: Upto 3 readers per printed copy

**Members** are HVAC&R Professionals (engineers) based in India – and a few overseas. These individuals are active members of ISHRAE and receive a printed copy of the **AC&R Journal**. They are in their own capacities at HVAC&R companies active in Consulting, Designing, Contracting, OEMs, Installation & Commissioning, Service & Maintenance, MEP, etc and various **User groups** such as Airports, Malls, Supermarkets, Power Plants, Hospitals, Educational Institutions, Corporate Campuses/Parks, MRTS facilities, Pharmaceutical cos, Cleanrooms, Dairy cos, Farm-to-Fork cos, Cold Chain, Marine cold stores, Coldrooms and Warehouses, Controlled Atmosphere Coldrooms, Ripening Chambers, Refrigerated Transport, Critical Cooling & Ventilation sites (Nuclear Reactors, Power Plants), ISRO, Telecom Shelters, Data Centers, Manufacturing sector, Residential Townships, Construction Cos, SEZs, etc.

**Readers – Members of ISHRAE – are spread across India. Steadily growing with every issue.**

## DISTRIBUTION:

Each printed issue is promptly delivered to Members through BlueDart Express and EMS SpeedPost service for assured and trackable delivery.

## **ADVERTISER BASE:** International. Across all relevant segments of the HVACR & COLD CHAIN Industry

*AC&R Journal* is undoubtedly the;

- most credible and respected publication for the Indian HVAC&R industry; owing to its original application-oriented technical articles written by the experts in HVAC&R industry worldwide
- most widely read by the people who really matter; assured circulation to active ISHRAE Membership refreshed every issue

**For Advertisement related inquiries, contact: [journal@ishrae.in](mailto:journal@ishrae.in)**

## **ADVERTISEMENT SIZES (W x H):**

**Page Size (Trim/Cut Size):** 8.5 x 10.50 inches ( 21.6 x 26.7 cm)

### **FULL PAGE:**

#### **Option 1: BLEED Ad**

**Full page (Bleed size):** 8.75 x 10.75 inches (22.2 x 27.3 cms) includes 3mm extra on all four sides for bleeding

**Cut/Trim size:** 8.5 x 10.5 inches (21.6 x 26.7 cms). Cut marks to be placed on this size

**NOTE:** Keep all Live matter (TEXT and GRAPHICS) at least **1 cm** inside of all 4 edges of Cut/Trim size.

#### **Option 2: NON-Bleed Ad:**

Size W x H: 18 x 24 cms (7" x 9.5")

---

### **DOUBLE-SPREAD**

**Bleed Size (Open) W x H:** 17.25 x 10.75 inches (43.82 x 27.30 cms) (includes 3mm on all 4 sides for bleeding)

**Trim/ Cut size:** 17 x 10.5 inches (43.20 x 26.67 cms) (Cut marks to be placed on this size.

**NOTE:** All Live matter (TEXT and IMAGES) must be kept **1 cm** inside of the **trim/cut size**. Also, **0.8 cms** away from **either side of the centre vertical** to avoid getting into the Binding.

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### **HALF PAGE**

Horizontal (W x H): 7" x 4.50" (18 x 11.4 cms). Vertical (W x H): 3.5" x 9" ( 9 x 23 cms)

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### **QUARTER PAGE**

3.5" x 4.5" (9 x 11.5 cms)

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### **BOOK-MARK (BOTH SIDES ON 170GSM ART CARD):**

**Open Trim/Cut Size:** 5 x 6 inches. Add 3mm extra on both sides of W and H for bleed (if bleed Ad)

**Folded Size:** 2.5 x 6 inches. The folded bookmark will be suspended with a coloured satin chord through an aperture 1cm below the top edge. Artwork to be provided for both sides (front and back).

---

### **GATE FOLD:**

#### **Option 1: BLEED Ad**

**Cut/ Trim size:** 42 x 26.7 cms (16.5" x 10.5"). Cut marks on this size. Fold will be exactly in center of this horizontal side. For Bleeding, add 3mm extra on all 4 sides.

**NOTE:** Keep all Live matter (TEXT and GRAPHICS) at least **1 cm** inside of all 4 edges of Cut/Trim size.

#### **Option 2: NON-BLEED Ad**

39 x 24 cms (15.5" x 9.5").

---

### **FILE TYPE:**

**Hi-res PDF** (Fonts must be converted to curves/ subset embedded). Hi-res JPG (300 DPI or higher) will also do. If in JPG, Black colour text must be in single colour (% of K only) and not a combination with C, Y or M.



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## SCHEDULES, DEADLINES, RELEASE DATES

(Revised 1<sup>st</sup> March, 2018)

ISSUE	Publication	Publication	AD Rate applicable	DEADLINES			ISSUE RELEASE
				ADVERTISING		EDITORIAL	
				BOOKING (PO/RO/IO)	AD Material	NEWS/PR Materials	
JANUARY (Acrex Exclusive)	AC&R JOURNAL	None	Special, Separate	7 Jan	15 Jan	15 Jan	end-Jan
MARCH	AC&R JOURNAL	COLD-CHAIN	Regular	20 Feb	30 Feb	30 Feb	end-March
JUNE	AC&R JOURNAL	COLD-CHAIN	Regular	20 May	30 May	30 May	end-June
SEPTEMBER	AC&R JOURNAL	COLD-CHAIN	Regular	20 Aug	30 Aug	30 Aug	end-Sept
OCTOBER (Research Exclusive)	AC&R JOURNAL	None	Regular	20 Sept	30 Sept	N/A	end-Oct
DECEMBER	AC&R JOURNAL	COLD-CHAIN	Regular	20 Nov	30 Nov	30 Nov	end-Dec

### IMPORTANT INFORMATION:

- 1) AC&R Service, Installation, Maintenance (SIM) related articles and special features are included within the **AC&R Journal** pages.
- 2) **JAN issue is the ACREX Exclusive.** Separate Ad Tariff is applicable for this issue. Circulated to members before ACREX and also during ACREX.
- 3) **OCTOBER issue is a Research-focused exclusive issue** and does not contain regular News departments. Advertisers may therefore customize their Ad Communication to suitably compliment the issue focus.

For any clarifications/ assistance, please feel free to contact us @ [journal@ishrae.in](mailto:journal@ishrae.in)



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## ADVERTISING RATES

(Effective 1<sup>st</sup> March, 2018)

SIZE / POSITION	Rate in US Dollars*	
	For Regular issues and October	
	Single issue	Annual Regular**
Quarter page	250	200
Half page	400	350
Full page	800	700
Double Spread	1,600	1,400
Page 1	Annual	1,200
INSIDE Cover, Back / Front	Annual	1,600
BACK Cover	Annual	2,000
Gate fold Cover– Outside Doublespread	Annual	4,000
Bookmark (both sides)	1,500	1,300

\*Plus GSTax @ 5% applicable

\*\*per issue, **Not** including JAN-ACREX issue of which the Rate is different and mentioned in table below.

**Note:** OCTOBER issue is a Research-focused exclusive issue and does not contain regular News departments.

Advertisers may therefore customize their Ad Communication to suitably compliment the issue focus.

Regular issues include: **MARCH, JUNE, SEPT, DEC.** Special issue on Research Articles: **OCTOBER**

Refer "**Schedules, Deadlines, Release Dates**" on page 4.

## ACREX – JANUARY Special Issue RATES

(Issue circulated before ACREX and also during ACREX exhibition)

SIZE / POSITION	Stand-alone Rate in USD*	COMBO Offer with Annual Regular (USD)*
Quarter page	280	250
Half page	450	400
Full page	900	800
Double Spread	1,800	1,600
Page 1	1,400	1,350
INSIDE Cover, Back / Front	2,000	1,800
BACK Cover	2,500	2,200
Gatefold Cover– Outside Doublespread	4,800	4,300
Bookmark (both sides)	1,600	1,350

\*Plus GSTax @ 5% applicable

### IMPORTANT INFORMATION:

- 1) Listed Premium/fixed positions are subject to availability as these are available for Annual Campaign only.
- 2) Other Fixed Page positions attract a **10% premium**.
- 3) **For Innovative Ads, please check with us.**
- 4) Above Rates are applicable for **AC&R Journal** and **COLD-CHAIN** magazine individually.
- 5) **All rates are NET. Agency discounts/commissions, if any, must be added over and above our rates.**
- 6) PO/ RO/ IO/ Ad Contract Form/ Confirmation e-mail communication required for all Ad releases and payment must be made in advance before publication, except where terms of payment have been agreed with us in advance.
- 7) **Payments Modes:**  
**WIRE TRANSFER** Please check with us for Bank details. Our Banker is **HDFC Bank**.
- 8) Our **PAN** is AAATI0295D
- 9) Our **GST No.:** 27AAATI0295D12W



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## ADVERTISEMENT CONTRACT FORM

This form completed and scanned must be sent by email to [journal@ishrae.in](mailto:journal@ishrae.in)

On behalf of \_\_\_\_\_, the undersigned  
confirms release of Advertisement/s in... (Check ✓ Publication of choice)

AC&R JOURNAL

COLD CHAIN

(Refer "Schedules..." part and "Publications, Circulation, Readership, Reach, AD Sizes Options" part of this MEDIA KIT)

## REGULAR CAMPAIGN (5 issues)

(4 Regular issues + October Research issue)

SIZE / POSITION	Rate in US Dollars* For Regular issues and October		MENTION CHOICE (Single OR 5-issues Annual)
	Single issue	Annual Regular**	
Quarter page	250	200	
Half page	400	350	
Full page	800	700	
Double Spread	1,600	1,400	
Page 1	Annual	1,200	
INSIDE Cover, Back / Front	Annual	1,600	
BACK Cover	Annual	2,000	
Gate fold Cover - Outside Doublespread	Annual	4,000	
Bookmark (both sides)	1,500	1,300	

\*Plus GSTax @ 5% applicable

\*\*per issue, **Not** including JAN-ACREX issue of which the Rate is different and mentioned in table below.

**Note:** OCTOBER issue is a Research-focused exclusive issue and does not contain regular News departments.

Advertisers may therefore customize their Ad Communication to suitably compliment the issue focus.

Regular issues include: **MARCH, JUNE, SEPT, DEC.** Special issue on Research Articles: **OCTOBER**

Refer "**Schedules, Deadlines, Release Dates**" on page 4.

## Special Issue (January) – ACREX

SIZE / POSITION	Stand-alone Rate in USD*	COMBO Offer with Annual Regular (USD)*	Rate as Applicable
Quarter page	280	250	
Half page	450	400	
Full page	900	800	
Double Spread	1,800	1,600	
Page 1	1,400	1,350	
INSIDE Cover, Back / Front	2,000	1,800	
BACK Cover	2,500	2,200	
Gatefold Cover - Outside Doublespread	4,800	4,300	
Bookmark (both sides)	1,600	1,350	

\*Plus GSTax @ 5% applicable

**IMPORTANT INFORMATION:**

- 1) Listed Premium/fixed positions are subject to availability as these are available for Annual Campaign *only*.
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- 3) **For Innovative Ads, please check with us.**
- 4) Above Rates are applicable for **AC&R Journal** and **COLD-CHAIN** magazine individually.
- 5) All rates are **NET. Agency discounts/commissions**, if any, must be added over and above our rates.
- 6) PO/ RO/ IO/ Ad Contract Form/ Confirmation e-mail communication required for all Ad releases and payment must be made in advance before publication, except where terms of payment have been agreed with us in advance.
- 7) **Payments Modes:**  
**WIRE TRANSFER** Please check with us for Bank details. Our Banker is **HDFC Bank**.
- 8) Our **PAN is AAATI0295D**
- 9) Our **GST No.: 27AAATI0295D1ZW**
- 10) **Cancellation Policy:** Cancellation of confirmed advertisement booking may be accepted, with sufficient and reasonable cause, only up to 45 days prior to release date of issue. (Refer “Schedules, Deadlines & Release Dates”). However, acceptance of such valid and genuine requests for cancellation will be at the discretion of the Management.

I also confirm that I have read and understood all the information, guidelines etc provided in the Media Kit.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Designation: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

**Billing Address:**

**Shipping Address:**

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**STAMP/ SEAL:**

**Date:**

