

# HEATING & VENTILATING REVIEW

JANUARY TO DECEMBER 2019



Heating & Ventilating Review has reported in accordance with ABC's industry-agreed standards for Business Magazines



# 14,036

## CIRCULATION (AVERAGE PER ISSUE)

**For more information:**



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# 100%

**CONTROLLED FREE**  
Issue distributed 11/12/19

**OTHER FREE**  
Issue distributed 11/12/19

## PAID

Issue distributed 11/12/19

**MEMBERSHIP**  
Issue distributed 11/12/19

## MONTHLY

12 ISSUES

**HEATING,  
VENTILATING & AIR  
CONDITIONING**

**MARKET SECTOR**

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AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 11/12/19	13,166	13,134	32	7,098	7,098	-	6,068	6,036	32
FREE COPIES	13,166	13,134	32	7,098	7,098	-	6,068	6,036	32
CONTROLLED FREE	13,166	13,134	32	7,098	7,098	-	6,068	6,036	32
REQUESTED (INDIVIDUAL)	5,395	5,371	24	3,288	3,288	-	2,107	2,083	24
REQUESTED (COLLEAGUE)	2,354	2,354	-	1,543	1,543	-	811	811	-
NON-REQUESTED (NAME)	5,417	5,409	8	2,267	2,267	-	3,150	3,142	8
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

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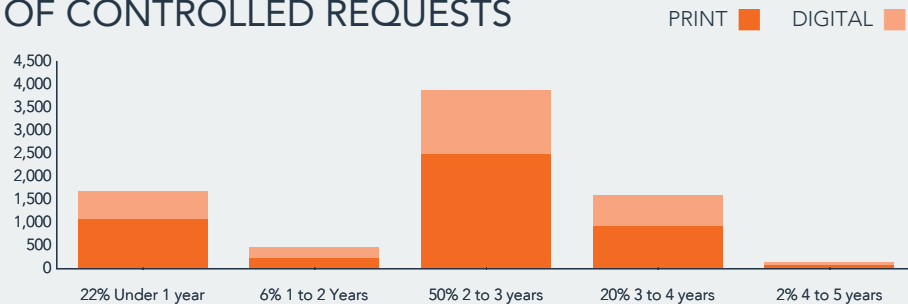


## AUDIT ISSUE ANALYSIS

### FREE COPIES DESCRIPTION

**CONTROLLED:** Individuals in the United Kingdom who are involved in hvac work and/or are responsible for, or influence, the purchasing/specifying of heating, ventilating and air conditioning equipment, ancillary products and services.

### AGE OF CONTROLLED REQUESTS



### DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

#### Industry/Business/Sector

DESCRIPTION	TOTAL	Print	Digital
Contractor/Installer	4,267	~2,800	~1,467
HVAC Equipment Manufacturer/Distributor	1,614	~1,000	~614
Consulting Engineers	1,479	~1,000	~479
Maintenance/Facilities Management	635	~400	~235
Public Sector HVAC End User	453	~300	~153
Private Sector HVAC End User	709	~400	~309

Equipment Manufacturer/Manufacturing Industries (Non HVAC)	375
Architects/Quantity Surveyors	554
Retail Outlet/Food Retailer/Wholesaler	345
Food/Drink Processing	189
Wholesaler/Distributor	333
Service Industry	202
Building Services Provider	185
Domestic Plumbing	155
Health Service/Hospital/Education Establishment	67
Leisure Facility/Complex	35
Utilities inc Electricity, gas, water	53
Central/Local Government	28
Cold Store/Refrigerated Transport	37
Builders Merchant	434
Hardware/Housewares Shop	272
Plumbers Merchant	204
Builders & Plumbers Merchant	161
Manufacturer/Supplier	68
Bathroom and Kitchen Planner/Installer	31
Architectural Ironmonger	14
Timber Merchant	14
Department Store	8
Heating Merchant	6
Other	218

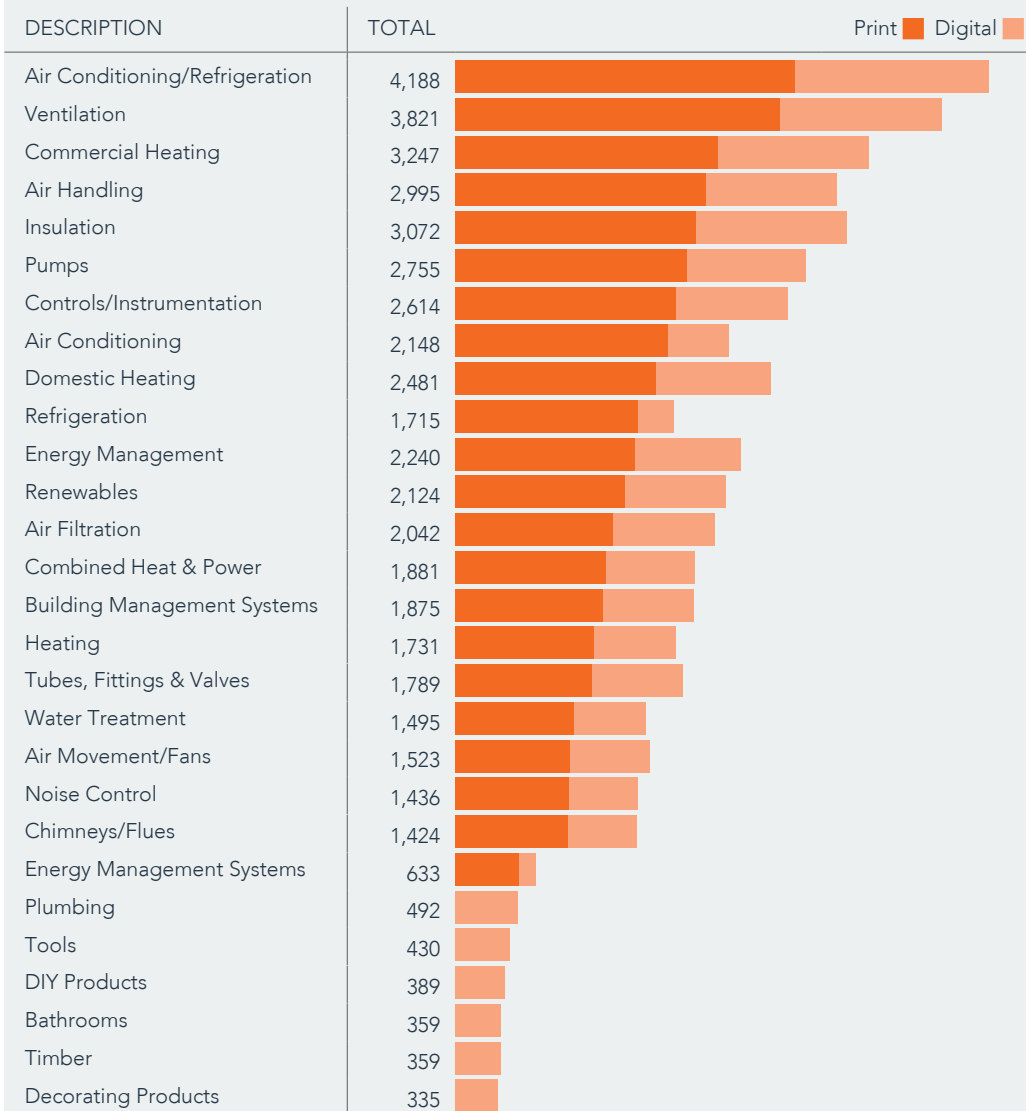
13,145 individuals were analysed (100% of the audit issue)

# HEATING & VENTILATING REVIEW

## JANUARY TO DECEMBER 2019



### Purchase/Influence to Purchase



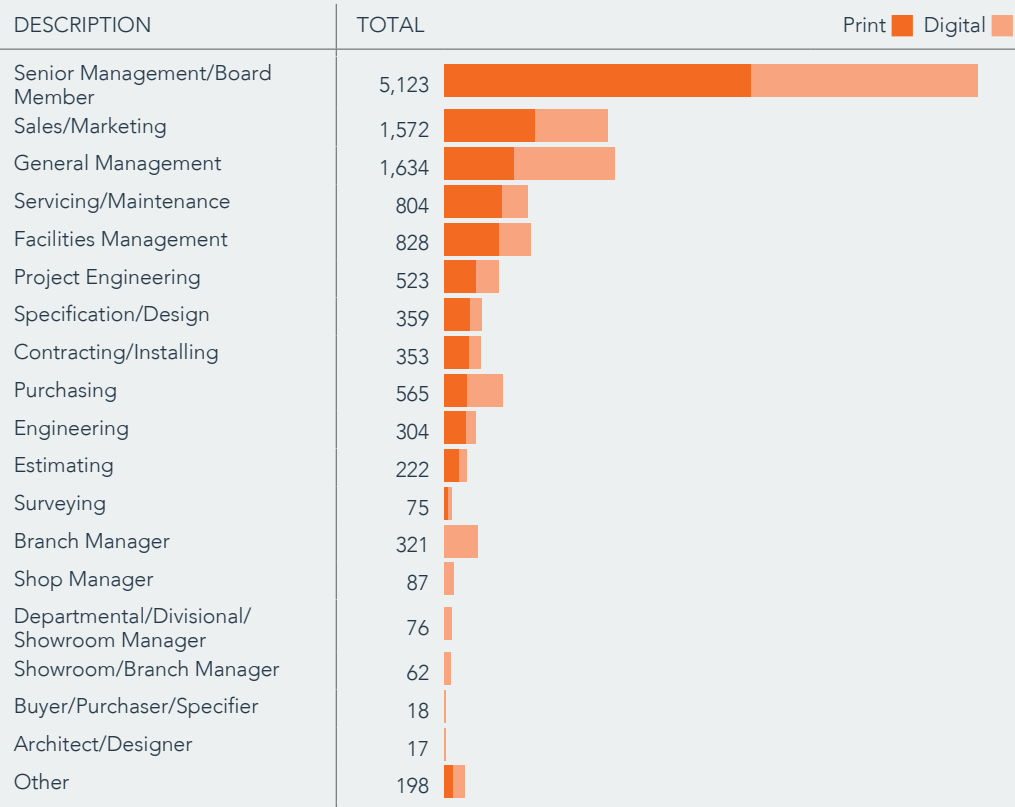
10,392 individuals were analysed (79% of the audit issue).  
This question allowed for multiple responses.

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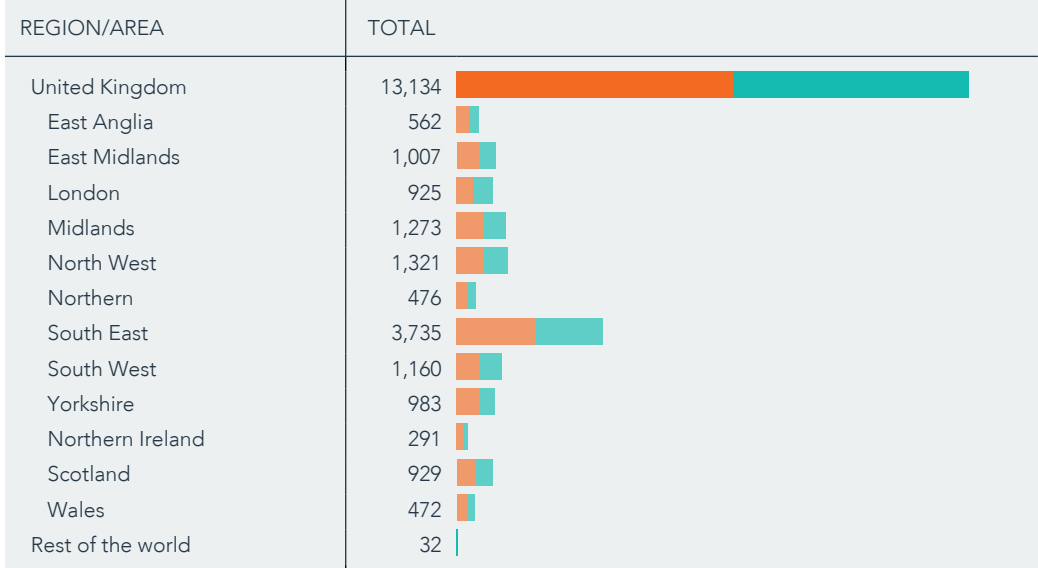
## Job Function



13,141 individuals were analysed (100% of the audit issue)

## GEOGRAPHIC ANALYSIS

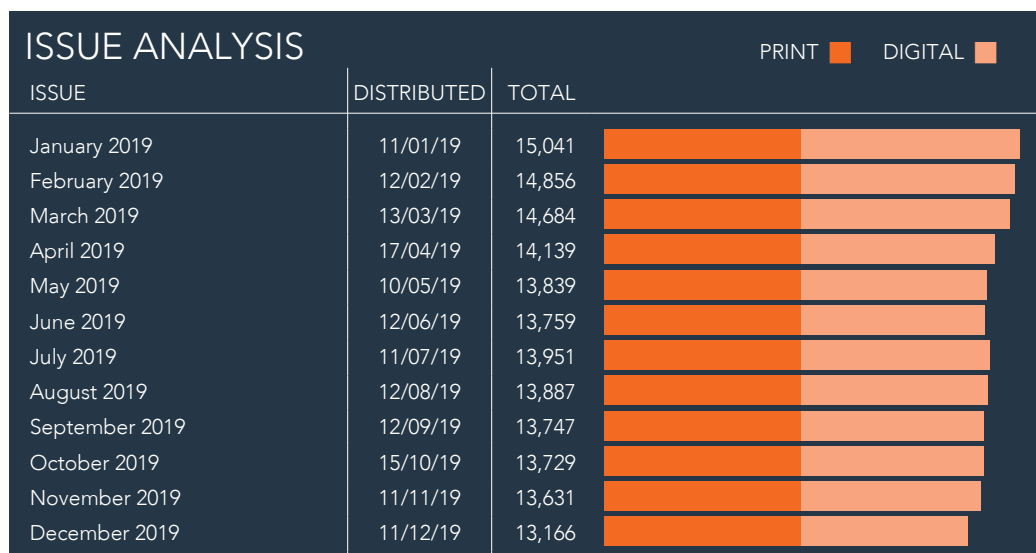
PRINT ■ DIGITAL ■



13,166 individuals were analysed (100% of the audit issue)

## AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	14,036	13,998	38
PRINT EDITION	7,102	7,102	-
DIGITAL EDITION	6,934	6,896	38



### About this certificate

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