

VOLUME 5

# ACCELERATE

ADVANCING HVAC&R NATURALLY

A M E R I C A



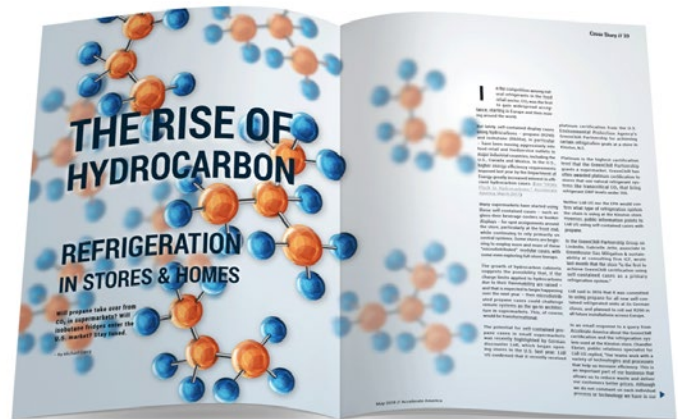
Be part of the most progressive magazine in the HVAC&R industry.  
[www.acceleratenam.com](http://www.acceleratenam.com)

“ Natural Refrigerant-based technologies are disrupting the HVAC&R industry in North America.

Behind this wave of innovation are people with brilliant and creative ideas who are designing and using functioning technologies in brand new ways to meet exciting new business opportunities.

These are the people, ideas and technologies that we want to cover in *Accelerate America*. ”

— Marc Chasserot, Publisher of *Accelerate America*







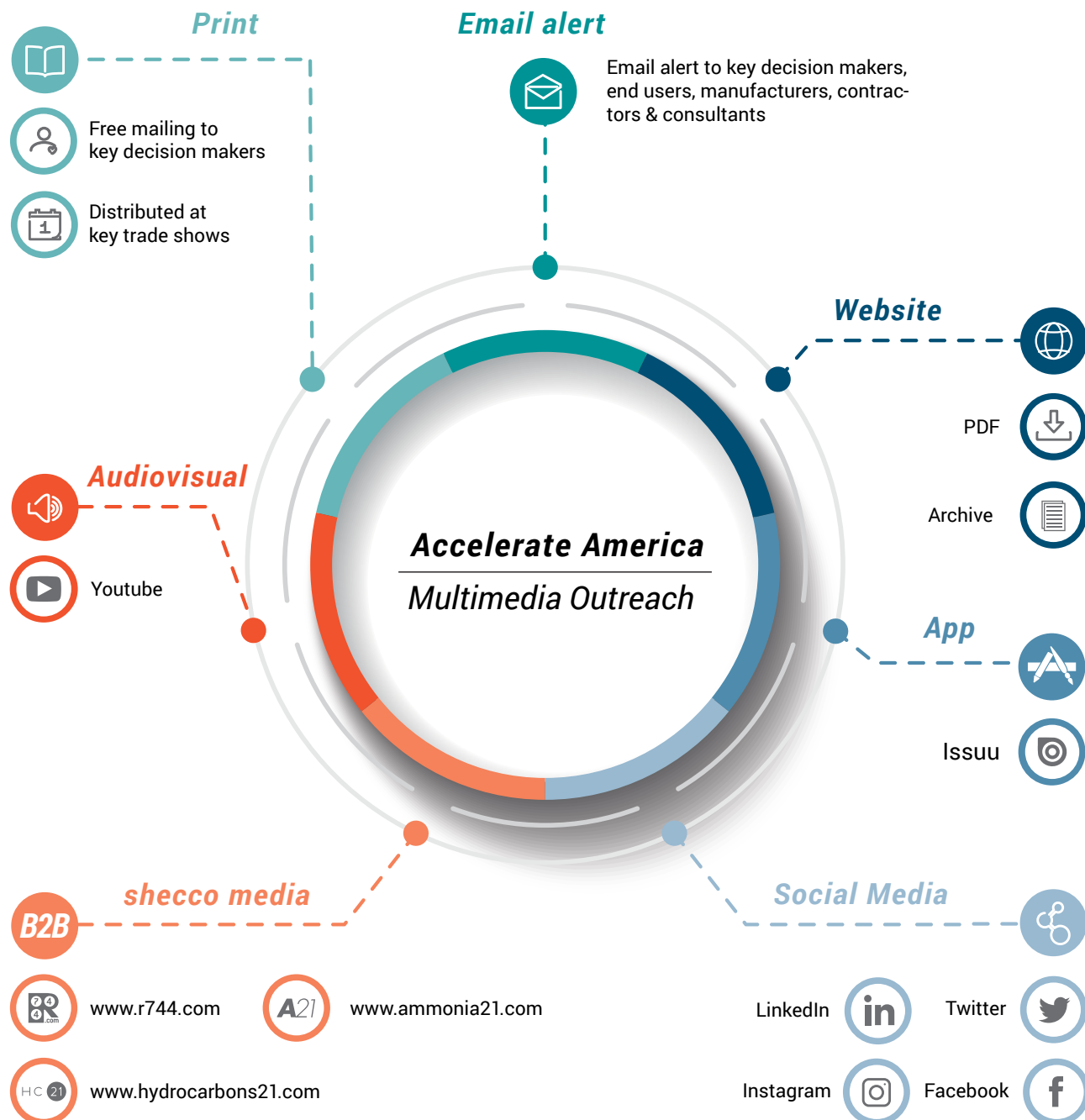
## Magazine Content & Audience

A unique editorial focus on leadership and innovation in natural refrigerant-based technologies:

- ▶ Focus on key decision makers from residential, commercial and industrial end users
- ▶ Feature interviews with HVAC&R industry leaders across all applications
- ▶ Main applications covered include food retail, food service, refrigerated warehousing, food processing, refrigerated transport, heat pumps, HVAC, ice rinks, data centers, and more
- ▶ Market, technology and policy trends on CO<sub>2</sub>, ammonia, hydrocarbons, air and water-based technologies
- ▶ Comment and analyses from industry experts
- ▶ Focus on North America with relevant international news
- ▶ Listing of and reporting from major HVAC&R events
- ▶ Exclusive infographics summarizing market, policy and technology trends
- ▶ The *Accelerate America* Awards recognize excellence in advancing natural refrigerant

## Overview

Now in its 5<sup>th</sup> Volume, *Accelerate America* is the leading news source for natural refrigerant-based technologies in North America. Featuring digital and print formats, *Accelerate America* is reaching a wider audience than ever before.



## Who will receive *Accelerate America*?

### FREE printed copies are distributed to:

- ▶ Key commercial and industrial end users across North America
- ▶ HVAC&R industry associations across North America
- ▶ Regulators working on refrigerant and energy policies, standards and codes
- ▶ Leading trade shows including AHR Expo, NAFEM, IAR, FMI Energy & Store Development, NRA, Global Cold Chain Expo, ATMOSphere America, and more

### FREE digital distribution including:

- ▶ Email alert sent to 8,500 HVAC&R readers
- ▶ Mobile APP for Apple, Android and Windows (ISSUU)
- ▶ Website [www.acceleratenas.com](http://www.acceleratenas.com) (including archives)
- ▶ Social media (LinkedIn, Facebook and Twitter with 22,200 followers)

## Multimedia Readership

*Accelerate America* takes advantage of multi-media distribution to ensure that your message will reach your customer base. Measured data from Q1 and Q2 2018 has been used to project 2019 totals.

**Email alert**  
Sent twice per issue



**8,500**  
Recipients

**Social media**  
Audience



**22,200**  
Followers

**Print**  
Copies



**Email alerts**  
Total opens



**Website**  
unique page views



**App**  
reads



**Social media**  
impressions



**shecco media**  
unique page views



Average  
performance  
per publication

Total  
performance of  
publications for  
one year

**300**

**3,000**

**3,600**

**36,000**

**1,100**

**11,000**

**760**

**7,600**

**31,000**

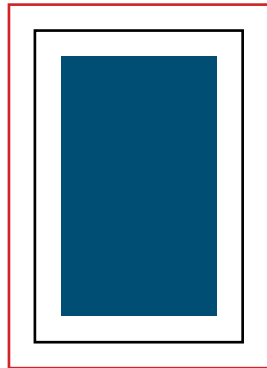
**310,000**

**6,000**

**60,000**

# Advertising requirements

## Full page ad / back cover requirements



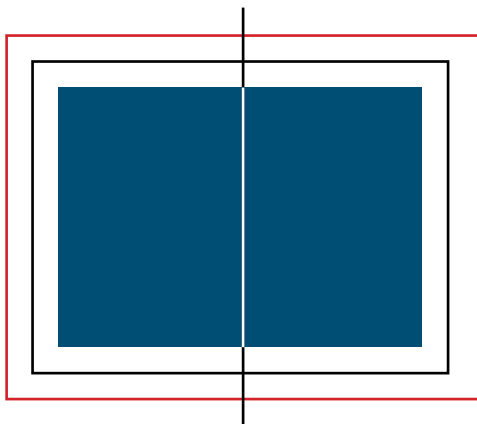
PAGE DIMENSIONS  
8.5" x 11"

SAFE SPACE  
8.25" x 10.75"

BLEED  
8.75" x 11.25"

- ▶ Include all crucial elements (text, logos, graphics) within the safe space
- ▶ Bleed size is 1/4 inch (0.25")
- ▶ The dimensions for files to be supplied are 8.75" x 11.25"
- ▶ High resolution \*PDF, CMYK, 300dpi; all used fonts outlined and graphics included
- ▶ Files supplied as single page
- ▶ Mac/PC \*TIFF, \*JPG and \*EPS files will be accepted; the files must be CMJN, High Resolution, 300dpi; all image, fonts, logos must be embedded

## Two pages ad requirements



PAGE DIMENSIONS  
17" x 11"

SAFE SPACE  
16.75" x 10.75"

BLEED  
17.25" x 11.25"






- ▶ Include all crucial elements (text, logos, graphics) within the safe space
- ▶ Bleed size is 1/4 inch (0.25")
- ▶ The dimensions for files to be supplied are 17.25" x 11.25"
- ▶ High resolution \*PDF, CMYK, 300dpi; all used fonts outlined and graphics included
- ▶ Files supplied as single page
- ▶ Mac/PC \*TIFF, \*JPG and \*EPS files will be accepted; the files must be CMJN, High Resolution, 300dpi; all image, fonts, logos must be embedded

## Advertising benefits & options

- ▶ Reach your target audience within the North American HVAC&R industry including end users, manufacturers, contractors, consultants and policy makers
- ▶ Showcase your latest products, services and projects in digital and print editions
- ▶ Boost your brand awareness across the natural refrigerant industry

### Advertising spaces 2019

Flexible in colour and graphics, an Ad allows you to highlight the most important elements about your business and promote your unique natural refrigerant products and services. Additional advertising opportunities are available in supplements to the regular *Accelerate Europe* magazine.

Premium ad space <sup>1</sup>	
	PREMIUM Two Page Spread
	Inside Back Cover
	Page in featured interview section <sup>2</sup>
	Two Page Spread
	One Page

<sup>1</sup> One page ad dimension: 210 mm x 279 mm

<sup>2</sup> One page ad within the feature interview section with an End User

# Contacts

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