For over a century, RAC has provided decision makers with unrivalled coverage of the latest technical innovations that drive the refrigeration and air conditioning sector.
LEADING FROM THE FRONT

RAC Magazine has a formidable heritage for informing the industry, having been at the heart of cooling for over a century and the current editorial team has ensured that the reputation is maintained and enhanced.

The RAC Advantage

Unmatched Choice
RAC has taken the ‘mission to inform’ well beyond the monthly RAC magazine, with daily news and articles online (at racplus.com); regular face-to-face discussion events (Question Times and Round Tables) and of course the industry’s leading celebration of best practice, the RAC Cooling Industry Awards.

The RAC range of products, which also includes the RAC Yearbook, Contractors’ Handbook and RAC Engineer, offers advertisers a choice of communication channels that is simply unmatched in the industry.

Quality in depth
Readers, like advertisers, want a magazine that is full of informative content, not simply press releases, and based on current events. RAC’s editorial team is bigger than those of rivals and it shows, in the range of in-depth analysis, interviews, technology stories and site reports it covers every month.

A stimulating read
We pride ourselves in not just reporting ‘what has happened’, but also ‘what could happen’, too, thanks to the involvement of leading industry voices, both in the magazine and in our discussion events.

Green technology-focused
Both the magazine and the Cooling Awards are committed to showcasing the best and latest in environmentally advanced technology – the green solutions that end-user customers are demanding. Our new Technology Forums seek to help the industry in delivering this.

Andrew Gaved, RAC Editor

“The print and online presence of the RAC provides us with a great advertising platform to access the wide range of end users who we target.”

Nick Jamieson
Managing Director
Ryan-Jayberg Limited

*NPS Research: Reader Survey October 2009
FEATURES LIST 2014

January
ENERGY EFFICIENT COOLING
- Advances in Air Conditioning: Large systems
- Compressors & Controls

February
CARBON CUTTING REFRIGERATION
- Retail Focus: Euroshop
- Restaurants & Catering
- Components, Pumps & Fans

March
LOW CARBON BUILDINGS
- Cooling for Commercial and Public Buildings
- EcoBuild Preview

April
ENERGY EFFICIENT COOLING
- Integrated air conditioning/controls
- Data Centre Cooling

May
CARBON CUTTING REFRIGERATION
- Convenience Stores
- Display cases and counters
- Bars & Restaurants

June
LOW CARBON BUILDINGS
- Green Deal
- Building Energy Management
- Industrial Refrigeration & Process Cooling

July
ENERGY EFFICIENT COOLING
- Supermarkets
- New Refrigerants
- Maintenance

August
CARBON CUTTING REFRIGERATION
- Supermarkets
- Compressors and controls

September
LOW CARBON BUILDINGS
- Advances in Air Conditioning: VRFs and Splits
- Components, Pumps & Fans
- Use of Refrigerants

October
ENERGY EFFICIENT COOLING
- Cooling Industry Awards supplement
- Greener Air Conditioning

November
CARBON CUTTING REFRIGERATION
- Display Cases & Counters
- Retail advances
- Data Centre Cooling

December
LOW CARBON BUILDINGS
- Controls, Instruments & Peripherals
- Training Focus
- Heat Pumps & Heat Recovery
“Space Engineering Services repeatedly use the global reach and quality readership of the RAC magazine to advertise our latest product developments, publicise growth in the UK and overseas, and announce extensions of our product and service portfolio. RAC continues to play an important role in our marketing activity, not only in print form but with the use of the online channel and sponsorship of the RAC Cooling Awards”

Robin Candy
Sales and Marketing Director
Space Engineering Services
RAC – MASTERS OF OUR ENVIRONMENT

RAC keeps the industry informed on all the important issues that affect it, from legislation to technology advances. We pride ourselves on being out in front on environmental matters, bringing readers the latest news from policymakers, the latest in green best practice and of course the latest low carbon products and energy efficient equipment.

RAC Magazine comes in five easy-to-find sections

NEWS
All the stories affecting the cooling industry

AGENDA
Insight and analysis on the issues that matter – including legislation, debate, opinion and guidance.

LOW CARBON
The latest in green techniques and technology, including case studies and regular coverage from our Cooling Industry Awards

PRODUCTS
Highlighting new cutting edge equipment each and every month

FEATURES
Interviews with industry leaders and those who influence the cooling world; profiles of the companies that make the supply chain tick; and site visits to the end-users who are making a difference

RAC makes a difference to your business

The quality and content of our coverage puts RAC ahead of the market and enables readers to stay in front too. Major end-users choose to read RAC for its unrivalled coverage of the issues that matter, particularly its environmental reporting, news analysis and supply chain discussions.

As a result, advertising in RAC will put your message in front of the decision makers in the industry. Our end-user database ensures that the magazine is targeted directly at key specifiers from cooling customers in all sectors, while our subscription model means you can be sure that RAC is read by engaged and active readers.

Renowned for our unequalled market knowledge, RAC guarantees that you will be seen and remembered by the most essential audience, across the cooling industry and its supply chain.

More than anything, our editorial quality and integrity ensures that your brand is aligned with a respected and valued publication serving the cooling industry and its supply chain.

“For more information, contact: Andrew Shields 020 3033 2909 andrew.shields@emap.com Ben Harris: 020 3033 4343 benjamin.harris@emap.com

“RAC magazine provides up-to-date industry specific news which a-gas staff find invaluable. We also advertise within RAC as a method to reach our target audience and promote the a-gas brand throughout the industry.”
Hayley Russell, Customer Service Manager, A-GAS (UK) Ltd
BREAKDOWN OF READERS

Why RAC stands out from the crowd:

RAC targets decision makers and RAC Engineer targets engineers at the sharp end, including owners of small businesses. Their combined circulation of 11,004 (RAC 4,228\(^2\) and RAC Engineer 6,775\(^3\)) ensures they reach the highest number of readers from every sector of the cooling industry.

Dedicated route to decision makers

RAC has developed its own database of 1,950 end users. This offers advertisers an opportunity to communicate with the individuals who specify refrigeration and air conditioning equipment services.

Readers include all the key supermarket refrigeration managers, together with decision makers in retail, restaurants, food processing, commercial and public buildings, hotels, breweries and the health sector.

Our paid subscribers choose to buy the magazine for its independent voice – combining industry news, incisive analysis, technical coverage and agenda-setting debate.

Our 4,251\(^2\) ABC certification figure is your guarantee of quality and shows that RAC is read by the real decision makers in the industry.

End user database\(^4\)

Industry sector\(^3\)

1. RAC Engineer Circulation 2012
2. ABC Average Net Circulation 1 Jan 2012 – 31 Dec 2012
3. Publisher statement 2012
4. RAC End user database

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For more information, contact: Andrew Shields 020 3033 2909 andrew.shields@emap.com
Ben Harris: 020 3033 4343 benjamin.harris@emap.com
ADVERTISING OPPORTUNITIES

As a multi-platform brand dominating the media in all formats, RAC advertisers are the best placed – in print, online and at networking events – to deliver the right audience. RAC offers a wide range of opportunities to reinforce your message and raise the profile of your brand. RAC magazine offers extensive tailored print advertising, designed to your own unique requirements.

Double page spread

Type: 275 x 400mm
Trim: 297 x 420mm
Bleed: 303 x 426mm
£4,750

Full page

Type: 275 x 190mm
Trim: 297 x 210mm
Bleed: 303 x 216mm
£2,500

Half Double Page spread

Type: 134 x 400mm
£2,500

1/2 page horizontal

Type: 134 x 190mm
£1,500

1/2 page vertical

Type: 275 x 190mm
£1,500

1/4 page

Type: 134 x 93mm
£750

Front cover

Type: 180 x 190mm
£POA

Outside back cover

Type: 275 x 190mm
Trim: 297 x 210mm
Bleed: 303 x 216mm
£POA
RACplus & RACmobile

News and business updates from RACplus and RACmobile are available by request only. As a result, advertisers are assured their message is read more often, by the most discerning of audiences.

Our website www.RACplus.com provides a rich resource for subscribers, including the latest daily news from the industry, plus insight and intelligence on what the customers are doing and how the industry is performing. RACplus is also an essential source of information and guidance on areas such as F-Gas. Advertise on our news, careers, product or directory pages to reach specialist interests, or thousands of unique online users.

RAC Plus Online Prices per month

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Leaderboard</td>
<td>728 x 90</td>
<td>£3,750</td>
</tr>
<tr>
<td>2 Top MPU</td>
<td>336 x 280</td>
<td>£3,750</td>
</tr>
<tr>
<td>3 Skyscraper</td>
<td>160 x 600</td>
<td>£3,750</td>
</tr>
<tr>
<td>4 Bottom MPU</td>
<td>336 x 280</td>
<td>£POA</td>
</tr>
<tr>
<td>5 Bottom leaderboard</td>
<td>728 x 90</td>
<td>£POA</td>
</tr>
<tr>
<td>6 Button</td>
<td>212 x 90</td>
<td>£POA</td>
</tr>
</tbody>
</table>

Every position on Homepage/News page for one month: £POA

22,800 page views per month*
11,700 monthly visits*
7,020 new visitors per month*
355 unique visitors per day*
2.67 page views per visit*

The RAC weekly newsletter is mailed to 980 opted in subscribers with an average open rate of more than 25% (than the industry average). RAC’s fortnightly Retail Newsletter has 375 subscribers opted in to receive it and has a 30% open rate.

Available advertising slots
On the email newsletter
1 Top banner
2 Skyscraper
3 Bottom banner

* Nov 2012 – Dec 2012 Webtrends
RAC ENGINEER

The industry’s only magazine aimed specifically at professionals at the forefront of refrigeration and air conditioning, RAC Engineer is available free from RAC wholesalers across the UK.

Covering the latest news, training issues, technical guidance and opinion, together with the unique ‘Cool Van Man’ section, it is the must read publication for field engineers, installers, design engineers and project staff.

With 6,753 copies delivered direct to engineers, this quarterly magazine is a proven advertising platform for manufacturers, tool and instrument suppliers, vehicle suppliers and training providers alike.

RAC Engineer is the only dedicated practical magazine for all hands-on refrigeration and air conditioning professionals.

The full-colour A4 journal is published quarterly alongside RAC in March, June, September and December.

Distribution

With a circulation of 6,500*, RAC Engineer is sent to RAC subscribers and distributed direct to engineers from the trade counters of the UK’s leading wholesalers – totalling more than 120 outlets across the country.

It is also sent directly to all 1,100 members of the Institute of Refrigeration Service Engineer section

Wholesaler outlets

ACS • Banfield Refrigeration Supplies • CARS UK Ltd • CHB Distribution Centre • Climate Center • Dean & Wood Ltd • Derbyshire Refrigeration Ltd • Econocool • GASCO • GT Thermal • Heronhill • Hotfrost • HRP Ltd • Kooltech Ltd • MGS (South West) • NRW • Pendle Refrigeration Services • R A Bennett Ltd • RAC Supplies Ltd • Refrigeration Components Ltd • Refrigeration Parts Wholesale (RPW) • Refrigeration Spares • RSC Spares • SRW • SWM • Thermofrost Cryo plc • United Refrigeration • VRS • Vehicle Air Conditioning Parts Ltd

Editorial platform

RAC Engineer provides a unique mix of practical and troubleshooting style editorial, aimed specifically at meeting the information needs of the repair, maintenance and service sector.

Highlights include:

- ‘How to’ articles
- Troubleshooting tips
- Guides to technology
- RAC engineers’ casebook
- Developments in tools
- Health and Safety advice

* ABC Average Net Circulation 1 Jan 2012 – 31 Dec 2012

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RAC YEARBOOK

The Refrigeration and Air Conditioning Yearbook is established as the industry’s indispensable work of reference. This annually updated 300-page directory can be found on the desk of every RAC professional and now available online at racplus.com offering users more accessibility. It contains definitive listings of equipment and component manufacturers, distributors, suppliers and agents, plus details of contractors and specialist service providers. For the industry and its customers, it is the most comprehensive information package available to source products and suppliers.

Sections include:

- Full A-Z company listing
- Product guide
- Regional guide to suppliers & service providers
- Industry contacts
- Training providers
- Recruitment consultants
- Trade names
- Sources for overseas suppliers

Independent research shows that more than 50 per cent of RAC subscribers refer to the RAC Yearbook at least once a week or more.* To complement editorial listings, the opportunity exists throughout each section to present an active sales message and highlight the major selling features of products or service. Advertisement space is made available for this purpose. Call the sales team to discuss further.

Contractors’ Handbook

The Contractors’ Handbook takes the powerful database from the RAC Yearbook (see above) and delivers the information in a form that is ideal for all engineers in the field – an A5 book that fits handily in the overalls pocket.

The Handbook contains all the same industry names and numbers as its bigger relative, making it the most comprehensive directory in the business for engineers involved in refrigeration and air conditioning.

The Contractors’ Handbook is distributed free with RAC Engineer magazine at leading wholesalers, so if you want to get your product into the hands of the RAC engineer, you need to get it into the Handbook.

* NPS Research: Reader Survey October 2009

For more information, contact: Andrew Shields 020 3033 2909 andrew.shields@emap.com
Ben Harris: 020 3033 4343 benjamin.harris@emap.com
RAC AWARDS

The RAC Cooling Industry Awards
The Ultimate Industry Accolade

Over the past eight years, the RAC Cooling Industry Awards have established themselves as a permanent fixture in the calendar, the essential RAC industry event of the year, integrated into the fabric of UK refrigeration and air conditioning. Each year, the Cooling Awards go from strength to strength, posting year on year increases in both the numbers of entries to the awards and in the number of people attending. The 2013 record audience of 710 industry professionals demonstrates the credibility, prestige and ‘must-attend’ attraction of the Cooling Awards and means that whatever your line of business, you can rest assured that your target audience will be in the room.

The RAC Cooling Industry Awards guarantees you the following:

- Presence of key End Users in the room: The 2013 Awards saw over 70 End users in attendance; including 5 from Co-op, 22 from Tesco, 4 from ASDA, 9 from Marks & Spencer, 5 from Morrisons, 2 from Pret a Manger, 7 from Sainsbury’s, 8 from John Lewis Partnership.
- Visibility at a set of awards that are genuinely prestigious in the industry
- The credibility of an industry renowned independent judging panel. 2013 saw judges include senior retailers including Joe Gomez of Tesco, Brian Churchyard of Asda and John Skelton of Sainsbury’s.
- Continued success and growth year on year.
- Professionalism: The expertise of EMAP’s dedicated awards division provides you with the confidence you need to ensure that this awards runs successfully year in, year out.
- With a focus on environmental achievement and best practice, the Cooling Awards captures the best that refrigeration and air conditioning has to offer and shows that the industry is ‘doing the right thing’. By sponsoring the RAC Cooling Industry Awards 2014 you can align your brand to these values.

Student of the Year Awards

The RAC National Student of the Year Award recognises the achievements of the best up-and-coming engineers and celebrates their contribution to the industry, in collaboration with the Institute of Refrigeration. The event has been sponsored for the last two years by ASDA, City Refrigeration and CBES. Each year the entrants demonstrated complete dedication to their industry and their contributions will be celebrated at the annual RAC Cooling Industry Awards 2014.

Year on Year Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees</td>
<td>601</td>
<td>607</td>
<td>620</td>
</tr>
<tr>
<td>Entries</td>
<td>133</td>
<td>136</td>
<td>144</td>
</tr>
</tbody>
</table>

768 reasons to get involved

- 600+ attendees on the night
- 140+ entries
- 17 awards categories
- 1 celebrity host
- 1 post-show celebration party
- 1 exciting entertainment set
- 7 month marketing campaign

For more information, contact: Andrew Shields 020 3033 2909 andrew.shields@emap.com
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RAC QUESTION TIMES

The RAC has been running its highly successful Question Time events since 2009. These events are unrivaled in their ability to bring together end users, industry influencers and experts to address issues affecting the refrigeration and air conditioning industry. Sponsoring an RAC Question Time is a perfect way to establish your brand as a thought leader and an exceptional networking opportunity. These events are unrivaled in their capacity to bring together industry influencers and experts.

Next year we plan at least four Question Time events.

- Retail Question Time Our flagship discussion event, where the major supermarkets discuss their goals and their concerns with their supply chain.
- New Refrigerants Question Time Those closely involved with the next generation of refrigerant gases describe the very latest developments and discuss the issues at the sharp end.
- Data Centre Cooling Question Time Focusing on the exciting new developments in this fast evolving sector.
- Building Energy Question Time Working with H&V News we examining the role of Cooling in relation to Energy efficiency of buildings.
RAC is committed to grappling with the issues that affect refrigeration and air conditioning. Our Round Table debates are designed to bring together leading voices from right across the supply chain – from manufacturers to end-users – to debate the hot topics.

They aim to alert the industry to coming trends, to voice concerns from particular sectors and, where necessary to highlight opinions that challenge the prevailing view.

Rather than simply being a discussion or ‘talking shop’ our Round Tables aim to arrive at positive outcomes which can be translated into action.

Previous Round Tables have addressed: energy efficiency, air conditioning and F-Gas and the opportunities with heat recovery. They provide ideal sponsorship opportunities for companies looking to associate themselves with the important issues of the day and unique networking within a small group of industry experts.
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