Media Pack 2019

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Established in 2013, the *Cooling Post* offers unrivalled coverage of the global air conditioning and refrigeration industry.

Through its mix of cutting-edge daily news, features and informed comment, the *Cooling Post* will keep you up-to-date with the latest developments in this fast-changing, environmentally-driven industry. It is backed by a twice-weekly Newsletter, providing a round-up of all the latest posts.

The *Cooling Post* is free to view and welcomes contributions, comments, ideas and suggestions from the industry at large.

**Our Promise**

The *Cooling Post* makes four promises:

1. **Editorial first.** Readers are our most important asset. While the *Cooling Post* can only exist thanks to the support of its advertisers, those advertisers recognise that the more relevant visitors we can attract, the greater the value of their investment. For that reason the *Cooling Post* will remain completely independent, bringing you the very latest news, unfettered by any commercial influences.

2. **Secure:** Spam and unsolicited emails are a constant annoyance in our increasingly digital lives. For that reason, the *Cooling Post* does not, and will not, sell, rent or otherwise allow third-party access to our Newsletter subscriber list.

3. **Welcoming:** We want visiting the *Cooling Post* to be a pleasant experience. We will not employ or sanction pop-up adverts or promotions, auto-playing videos, etc. They annoy us, and we will not subject our valued visitors to such an experience.

4. **Open:** The visitor analytics available with websites gives publishers, advertisers and others a level of detail that print magazine publishers can only dream of. Despite this, the *Cooling Post* is one of the only website publishers to openly publish its visitor statistics on a regular basis. We are proud of our increasing success but our statistics are what they are – they are either good or bad depending on your viewpoint.
THE STATISTICS

Google Analytics statistics for the period July 2017 to August 2018

Approximate breakdown of visitor demographics for the 12 month period 1 September 2017 to 31 August 2018

Sessions: 584,968
Users: 338,036
MAIN BANNER

The website’s prime position. Four different packages are available with all packages sharing the home page on rotation:

**Global Package** £950/month
- Main Banner on Home page (on rotation with up to four other advertisers)
- Exclusive solus Main Banner advert on all World News pages and Features pages

**UK Package** £450/month
- Main Banner on Home page (on rotation with up to four other advertisers)
- Exclusive solus Main Banner advert on all UK News pages and Products pages

**Standard Package** £450/month
- Main Banner on Home page (on rotation with up to four other advertisers)
- Exclusive solus Main Banner advert on Blogs, Training, About, Jobs and Contact pages

**Home Page Only** £250/month
- Main Banner advert on Home page only (on rotation with up to four other advertisers)

SIDEBAR BANNER

Your advert appears in the right hand sidebar of all pages of the website.

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>£750/month</td>
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<tr>
<td>2</td>
<td>£725/month</td>
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<tr>
<td>3</td>
<td>£700/month</td>
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<tr>
<td>4</td>
<td>£675/month</td>
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<td>5</td>
<td>£650/month</td>
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<td>14</td>
<td>£375/month</td>
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<tr>
<td>15</td>
<td>£350/month</td>
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</tbody>
</table>

**Home Page Mid Banner 1** £350/month
**Home Page Mid Banner 2** £275/month
**Home Page Bottom Banner** £200/month

20% VAT will be added to the above prices where applicable
UK/WORLD NEWS BOTTOM BANNER

Your advert to appear on each individual UK News or World News pages at the bottom of the text as indicated (right).

World News pages

Page views: 447,511
(during the 12 month period from September 1 2017 to August 31 2018)

Price: £350/month

UK News pages

Page views: 184,217
(during the 12 month period from September 1 2017 to August 31 2018)

Price: £250/month

20% VAT will be added to the above prices where applicable
The Newsletter

Keep up-to-date with the industry-leading twice-weekly Cooling Post email Newsletter

Unrivalled frequency
Emailed every Monday and Thursday to a worldwide readership of over 5,211 subscribers*

Incredible response
A strict adherence to best practice, double opt-in procedures means all Newsletter subscribers have specifically asked to receive it. As a result the Newsletter boasts unrivalled reader engagement.

Average open rate: 44%
Average click rate: 19%

Low cost advertising
Each Newsletter has three advertising positions as indicated (positions allocated on first-come, first-served basis)

£55 per advert

20% VAT will be added to the above prices where applicable

*subscriber numbers as of September 11, 2018. Subscriber numbers are currently growing at the rate of around 100 per month