

°COOLING POST

Media Pack 2021

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

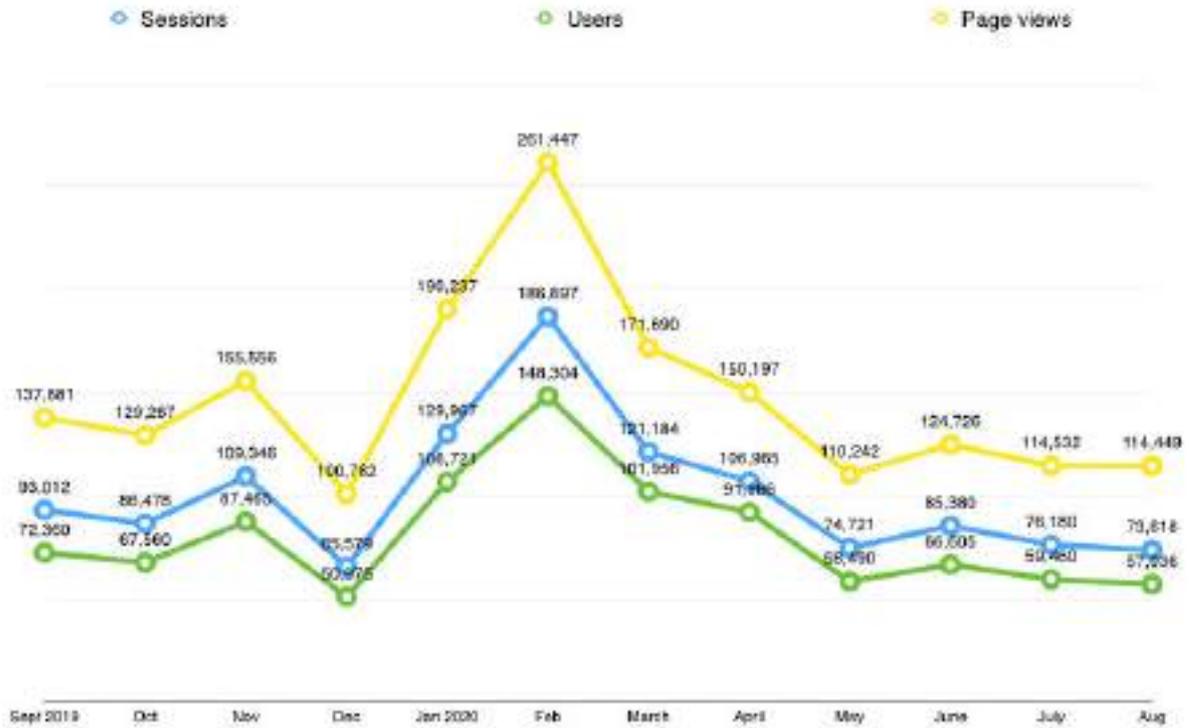
Through its mix of cutting-edge daily news, features and informed comment, the *Cooling Post* will keep you up-to-date with the latest developments in this fast-changing, environmentally-driven industry. It is backed by a twice-weekly Newsletter, providing a round-up of all the latest posts.

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:** The *Cooling Post* is completely independent, bringing you the very latest news, unfettered by any commercial influences. Readers are our most important asset. All editorial is completely free-of-charge and is selected, sourced, edited and published at the discretion of our editors. We carry no “advertorials” or other paid-for editorial content. 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.
- 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.



Google Analytics statistics for the period September 2019 to August 2020

September 2019 - August 2020

Average monthly page views: **146,893**
 Average monthly sessions: **100,854**
 Average monthly users: **70,991**

Approximate breakdown of visitor demographics for the 12 month period 1 September 2020 to 31 August 2020

USA/CANADA:	37%
EUROPE/SCANDINAVIA:	15%
INDIA:	14%
UK:	12%
FAR EAST:	7%
AUSTRALIA/NZ:	3%
MIDDLE EAST:	3%
OTHERS:	9%

MAIN BANNER

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

- Global Package £970/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 £460/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 £460/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 £255/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.

- Position 1: **£765/month**
- Position 2: **£740/month**
- Position 3: **£715/month**
- Position 4: **£690/month**
- Position 5: **£665/month**
- Position 6: **£612/month**
- Position 7: **£586/month**
- Position 8: **£560/month**
- Position 9: **£535/month**
- Position 10: **£510/month**
- Position 11: **£460/month**
- Position 12: **£434/month**
- Position 13: **£408/month**
- Position 14: **£382/month**
- Position 15: **£357/month**
- Position 16: **£330/month**

Home Page Mid Banner 1 **£355/month**

Home Page Mid Banner 2. **£280/month**

Home Page Bottom Banner **£205/month**

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: 1,135,574
(during the 12 month period from September 1 2019 to August 31 2020)

Price: £355/month

UK News pages

Page views: 149,006
(during the 12 month period from September 1 2019 to August 31 2020)

Price: £255/month

VAT will be added to the above prices where applicable

The image shows a screenshot of the Cooling Post website. At the top, there is a navigation bar with the site name 'COOLING POST' and various menu items. Below the navigation bar, there is a featured article titled 'Supplier hit by 1,000 cylinder heist'. The article includes a photograph of several blue gas cylinders. To the right of the article, there is a blue sidebar with the text 'SIDEBAR ADVERTS'. At the bottom of the article, there is a blue banner with the text 'UK/WORLD NEWS BOTTOM BANNER 770px x 100px'. Below the banner, there is a social media sharing bar and a 'Related Articles' section with several article thumbnails.

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 6,500 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: 41.9%

Average click rate: 11.4%

Low cost advertising

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

£58 per advert

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

