

APPLIANCE & HVAC

REPORT

Reaching Design Engineers at the OEM Level

2027 Media Kit

**NEW:
SPONSOR OUR
DIGITAL EDITIONS**
Your Ad Will Be Seen
as the **SOLE** Sponsor
When the Edition
Deploys
\$2750

Reaching 25,000 OEM design engineers for the Appliance, HVAC and related markets

EDITOR AND PUBLISHER

Brad Glazer
(216) 233-6943
brad@appliancehvacreport.com

ART DIRECTOR

Stefanie Mirman
Stefaniemirman@gmail.com

EUROPEAN SALES MANAGER

Eric Jund
eric.jund@wanadoo.fr
PH: +33 (0) 493 58 77 43
MOB: +33 (0) 667 81 02 30

WHO WE REACH, (AMONG OTHERS)



APPLIANCE & HVAC

REPORT Reaching Design Engineers at the OEM Level

 **ELAN** INDUSTRIES.
Appliance Controls Are Our Specialty

from:

Todd A. Thomas P.E.
President/Founder
Elan Industries, Inc.

Elan Industries has long been a quiet firm in our space, creating custom and semi-custom electronic controls for appliance OEMs in commercial foodservice, premium residential, HVAC and adjacent markets and applications. In over 25 years of operation, we have created a stellar reputation, becoming the “go to” for electronics with the customers we serve. Despite our small advertising footprint, we consistently add new OEM clients annually when they see the work we have done for others, often their competitors.

We felt it was time to start advertising for Elan and we reviewed three different trade publications to start. One was disorganized and we didn’t pursue them, selecting the other two for 2025/2026, including Appliance & HVAC Report. The contract pricing was similar for both, and we expected about the same amount of placement. To be frank, the other had more personal recognition with me as their name had been prominent at different trade shows I have attended the last 20 or more years. In the end, we found working with **Appliance & HVAC Report** a worthwhile investment and signed another contract to continue. We didn’t renew the other contract.

Why? Brad Glazer and **Appliance & HVAC Report** seem to align better with who Elan is. Performance over perception. We get feedback from Appliance & HVAC Report often, generally 2x monthly, with specific click through data and contacts. This has enabled us to tailor our approach a bit to improve results....which is exactly what has happened, with Elan’s ads being among the most clicked. The other organization basically took our money and provided us zero in return. In a year of spending money on them, I did not receive a single feedback email from them with any clicks or clickthrough data. Not one. It was an absolute waste of money.

I highly recommend Brad and **Appliance & HVAC Report**.

2025-2026 MARKETING PARTNERS



EDITORIAL CALENDAR & RATES

Appliance & HVAC Report does not publish an Editorial Calendar in advance. Rather, we review white papers and technical articles submitted to us, to see if they are appropriate for our audience...“Design Engineers at the OEM Level” in the Appliance, HVAC and related industries.

We also look at various manufacturers’ sites to see what they have and contact them, asking for permission to publish in our print and digital editions.

All companies receive credit in the byline when we publish their materials.

AD RATES IN PRINT/DIGITAL EDITIONS

PAGE PREMIUM \$3915 Includes 125 Leads
Premium position includes a cover, facing the Table of Contents or Editor/Publisher Page

PAGE NON-PREMIUM \$3280 Includes 100 Leads

1/2 PAGE \$2315 Includes 75 Leads

1/3 PAGE \$2000 Includes 50 Leads

1/4 PAGE \$1645 Includes 25 Leads

1/8 PAGE \$1225 Includes 25 Leads

ANNUAL PRINT EDITION

The Appliance & HVAC Report ANNUAL Print Edition is distributed throughout the year at leading industry trade shows, including AHR, APEC, and EWPTE.



**SPACE
RESERVATIONS**

NOV. 25, 2026

**MATERIAL
RESERVATIONS**

DEC. 15, 2026

PRINT AD SPECS

TRIM SIZE: 8" x 10.875" / **BLEED:** Image must extend 1/8" from trim. Live matter 3/8" from final trim edges and gutter / **LIVE AREA:** 7.25" x 10.125"

Full Page with Bleed 8.25" x 11.125"

Full Page without Bleed 7.25" x 10.125"

1/2 Page Vertical 3.375" x 10.125"

1/2 Island 4.5" x 7.5"

1/2 Horizontal 7" x 4.875"

1/3 Square 4.5" x 4.875"

1/3 Vertical 2.375" x 10.125"

1/4 Vertical 3.375" x 4.875"

1/8 Horizontal 7" x 1.75"

Printing Process: Computer-to-plate; four-color process (CMYK); heat-set; web offset. Reproduction quality is contingent upon ad materials furnished.

File Specifications: Appliance & HVAC Report requires advertising materials be sent in digital format as high resolution (press optimized) PDF. All fonts and images must be imbedded in the file. All advertisements are 4-color. All images must be converted to CMYK. RGB images are not acceptable. If creating a PDF from an Adobe Illustrator file, please convert all type to outlines prior to shipment.

Shipping Instructions: Please e-mail digital files with issue date(s) of insertion to: stefaniemirman@gmail.com

EBLASTS FOR LEAD GENERATION

White Papers

Case Studies

Technical Articles

Videos

New Products/
Sales promotions

Advertisers are deployed “alone”...deployments have one client each. Deployments are done twice weekly, Tuesday and Thursday. All E-Blasts are archived on our site:

<https://www.appliancehvareport.com/custom-e-blasts/>

Clients receive the following from us:

- Number deployed
- Number delivered
- Number opened
- Open rate percent
- Full contact information for those who click on your link

EBLAST RATES

\$1525 PER DEPLOYMENT

Guarantees you 100 unique clicks or we re-deploy for free.
Metrics supplied for all eblasts.

Here are the specs for sending us materials for your eblast:
<https://www.appliancehvareport.com/media-kit/e-blast-specifications/>



E-NEWSLETTERS, WEBSITE ADVERTISING AND WEBINARS

E NEWSLETTER RATES

We deploy our Enewsletters to our 25,000 database. This is done **twice monthly**. Our enewsletters each contain previously published articles and industry news. Metrics supplied including contact info for those who click on your link.

Advertising materials should be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

4 AD POSITIONS

LEADERBOARD POSITION 1	\$900
LEADERBOARD POSITION 2	\$800
LEADERBOARD POSITION 3	\$700
LEADERBOARD POSITION 4	\$600

Width limited to 600 pixels. Height can be up to 150 pixels.

WEBSITE RATES

We price our website media based on the number of impressions you want.

2 AD POSITIONS

dimensions for both (728 X 90)

TOP LEADERBOARD

\$150/1000 THOUSAND IMPRESSIONS,
MINIMUM 20,000 IMPRESSIONS OR \$3,000

SECOND LEADERBOARD

\$125/1000 IMPRESSIONS,
MINIMUM 20,000 IMPRESSIONS OR \$2500

WEBINAR RATES

Our webinars are designed to both draw registrants and provide leads. Webinars include the following:

- 3 Eblasts
- 3 Enewsletter ads
- A website ad on our home page and run of site
- Ads in our social media sites (linkedin and X)

WEBINAR PRICING

\$7,750 NET FOR THE WEBINAR

Full metrics provided.