

First published in February 1969, JARN (Japan Air Conditioning, Heating & Refrigeration News, Ltd.) is the only English-language magazine published in Japan that covers news from around the world on the HVAC&R industry, markets, products, new technology, major trade shows, and various promotional activities conducted by global industry leaders.

With its continuously expanding worldwide circulation and long-standing information network,

JARN has proven to be an invaluable source of information for decision-makers from all branches of the air conditioning, heating, and refrigeration industry.

In addition to coverage of the aforementioned areas, right from the start JARN has published annual special issues focusing on particular product groups to satisfy readers' interest and requests for specialized information. These special issues also cover trends in world markets and technologies.



## Scope of Business

### JARN Publications

#### JARN Regular Issue (X12/year)

Publication of a monthly English magazine for the heating, ventilation, air conditioning, and refrigeration (HVAC&R) industry

#### JARN Special Issue (X6/year)

Publication of six special issues each year

January: Room and Packaged Air Conditioners

March: Compressors

May: VRF & GHP

July: ATW Heat Pumps, Key Components

September: Refrigeration Equipment

November: Chillers and Air-side Equipment

### JARN Newsletter

JARN Newsletter is a FREE service launched in May 2009. Summaries of five articles are sent to newsletter subscribers every week. Subscribers can request to receive the newsletter in English, Chinese, Spanish, Russian, German or Japanese, and can receive multiple versions of the newsletter upon request. There are no requirements to benefit from this service and subscribers can withdraw at any time. The newsletter is sent every week to more than 10,000 professional subscribers throughout the world.

### Website [www.eJARN.com](http://www.eJARN.com)

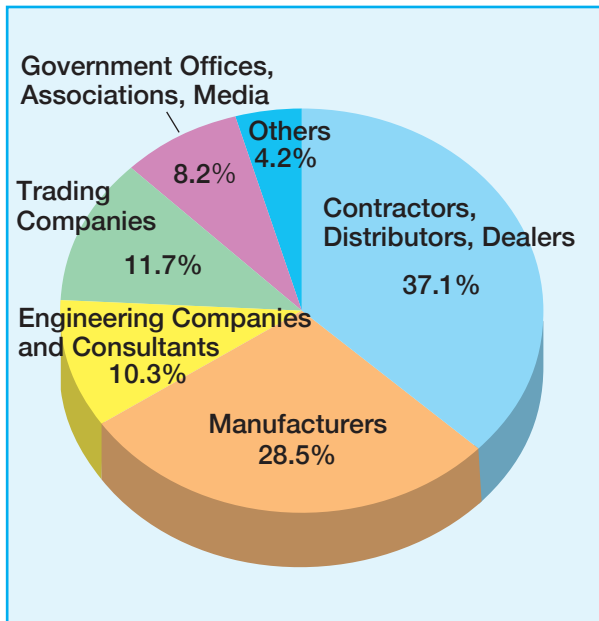
eJARN allows those interested in the HVAC&R industry to see both current and historical perspectives with JARN's latest news as well as its extensive archives available for viewing. Users can read breaking news and JARN's most popular articles, and affordable subscriptions are available for full access to all of eJARN's many features such as market-, company-, and product-specific sections that allow users to find the news they are interested in the most.

### U.S. VRF Market Research Report

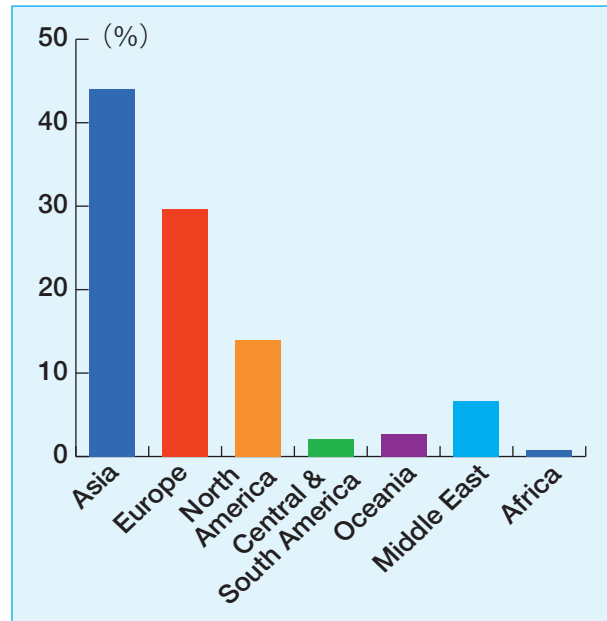
The report analyzes the increasing presence of VRF systems in the U.S. market from the perspective of challenges faced by VRF technology as a newcomer from abroad in the largest air conditioner market in the world, a market that is currently dominated by traditional systems. The report provides market forecasts, combining analysis with U.S. macro-economic trends.

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## Breakdown of JARN Readers by Business Sector



## Geographical Breakdown of JARN Readers



Note: We distribute JARN Magazines at global major exhibitions.

## Corporate Profile & Data

**Company Name:** JARN Ltd. (Japan Air Conditioning, Heating & Refrigeration News, Ltd.)  
**Founded:** December 1968  
**President:** Keisho Ka  
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## More reach, more frequency, and better results

- JARN is the ideal vehicle to reach contractors and wholesalers in the HVAC&R industry. JARN Magazine puts you in direct contact with contractors who purchase, sell or specify HVAC&R-related equipment, parts, supplies and services annually.
- Through multiple media platforms, JARN connects you with the market leaders and decision-makers that drive the industry. From distributors, contractors, and consultants to owners and business executives, JARN is your strongest link to the people who buy, sell and recommend your products. And that's because JARN is number one for your information resources.

### Classified Advertising

- Promote Where Contractors Look to Buy
- Gain exposure for your product on a repetitive basis with the display classified pages of JARN.
- There are a variety of classified sections to choose from.

**Contact for advertising :** [jarn@jarn.co.jp](mailto:jarn@jarn.co.jp)