

# *About* **JARN**

First published in February 1969, JARN is the only English magazine published in Japan that covers worldwide information about HVAC&R industry/market, products, new technology, major trade shows and various promotional activities by the global industry leaders through its long-standing information network.

With its continuously expanding circulation worldwide, JARN has proved to be an invaluable source of information for the decision-makers from all branches of the air conditioning, heating, and refrigeration industry.

Since the start, in addition to the coverage of the above-mentioned areas, JARN has published yearly special editions per product/system category to satisfy readers' interest and/or requests for special information. These special publications also cover the world trends of markets and technologies.

## *Scope of Business*

### *JARN Regular Edition*

Publication of a monthly English magazine for the Heating, Ventilating and Air Conditioning & Refrigeration (HVAC&R) industry.

### *JARN Special Edition*

Four special issues published each year

February: *Compressor*

May: *Air Conditioner*

August: *Component, Parts & Heat Pump*

November: *Chiller and Large AC Equipment*

### *Conduct of Various Market Studies*

Cooperating with BSRIA, an independent UK research association specializing in test work, technical research, market research and consultancy in the building services and construction related industries, JARN conducts market studies such as world air conditioning.

## *About JARN Online! [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 full archives available viewing. Users are freely welcome to read JARN's breaking news and 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 see the news they are interested in most.

## *About JARN Newsletter!*

JARN Newsletter is a FREE service, started in May 2009. Five Articles are sent to customers each week. Receivers can request change of language within English, Chinese, and Japanese or can have multi versions of newsletter sent with request. There are no requirements to join this service, and can withdraw at any time.

## Comments From Customers

JARN, a Japanese air conditioning journal which is published in English, is well accepted by many industry people all over the world. — *Excerpts from the website of a world-leading AC manufacturer and comments given to JARN staff*

JARN not only reports the news in Japan, or even Asia. It is the only magazine that covers all the areas of the air-conditioning industry all over the world. — *An editor of a home appliance magazine published in USA.*

The news and reports published in JARN are authoritative, impartial, and objective. — *A leading Japanese AC manufacturer.*

JARN introduces our company to the whole world. After we advertised in JARN, we got great success in the Russian AC market. — *A Chinese AC manufacturer.*

From JARN we have learned the latest technologies in Japan, which has brought our company many market opportunities. — *A famous key component manufacturer from China.*

JARN tells us the most recent progress on VRV systems; therefore, we can now provide best solution for our customers. — *A Russian Installation Company*

JARN provides a wonderful platform for all the engineers throughout the world in this industry to exchange their opinions. — *A USA engineer.*

JARN has been publishing industry news for over 30 years and has a global readership. — *A British AC research institute.*

JARN is an excellent resource for us to learn the latest technologies developed by Japanese AC companies, which include the exciting DC inverter and VRF technologies. — *An Italian AC distributor.*

JARN provides a very important platform to demonstrate our products to the customers throughout the world. — *A leading Chinese AC manufacturer*

JARN can give us timely information on the latest trends in this industry and introduces our products to the customers worldwide. — *A Brazilian Refrigeration Equipment & System manufacturer.*

JARN is a very important source for us to find HVAC&R news from Japan and Asia. — *An European AC manufacturer*

JARN is the first choice for many Russian distributors to learn the latest AC news because of its authority and readability. — *A Russian AC distributor.*

JARN provides the most important trends in the AC industry in China, Japan, and other Asian countries, which is critical for us to adjust our policies in this region. — *An AC component maker in Europe.*

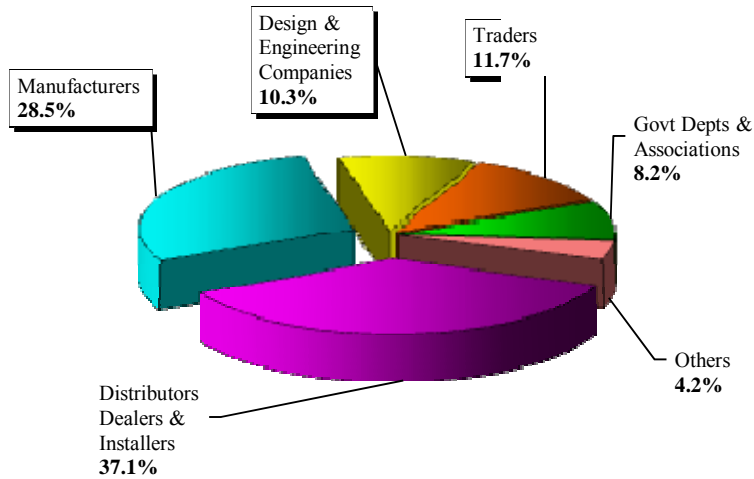
JARN is an excellent platform for the refrigeration and air-conditioning associations throughout the world to exchange the experience in working out new standards, policies, etc. — *The secretary general of a refrigeration and air-conditioning association in Asia.*

## Corporate Profile/Corporate Data

Company Name	JARN Ltd. (Japan Air Conditioning, Heating & Refrigeration News, Ltd.)
Founded	December 1968
President	Keisho Ka (He Jicheng)
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 Website: <http://www.ejarn.com>  
 Global circulation: 8,350 copies are circulated to more than 80 countries worldwide.

## *Breakdown of JARN readers by business sectors*



## *Geographical Breakdown of JARN Readers*

<b>ASIA</b>		<b>EUROPE</b>	
	<b>45.6%</b>		<b>25.7%</b>
China	14.3%	Austria	0.3%
Hong Kong	0.8%	Belgium	2.3%
India	2.4%	Bulgaria	0.4%
Indonesia	0.6%	Croatia	0.3%
Japan	13.5%	Cyprus	0.2%
Korea	5.3%	Czech	0.2%
Malaysia	1.7%	Denmark	0.9%
Pakistan	0.5%	Estonia	0.1%
Philippines	0.2%	France	2.0%
Singapore	1.7%	Germany	4.0%
Taiwan	1.9%	Greece	1.0%
Thailand	2.3%	Hungary	0.3%
Vietnam	0.3%	Italy	4.5%
		Malta	0.1%
		Netherlands	1.9%
		North Cyprus	0.1%
		Norway	0.3%
		Poland	0.2%
		Portugal	0.2%
<b>OCEANIA</b>			
	<b>1.5%</b>		
Australia	1.3%		
New Zealand	0.1%		
Others	0.1%		

<b>THE MIDDLE EAST</b>		<b>9.8%</b>	Romania	0.1%
Bahrain	0.1%	Russia	1.0%	
Egypt	2.1%	Slovak	0.2%	
Iran	0.2%	Slovenia	0.2%	
Israel	0.4%	Spain	1.3%	
Jordan	0.4%	Sweden	1.9%	
Kuwait	0.1%	Switzerland	0.4%	
Lebanon	0.6%	UK	1.7%	
Qatar	0.2%	Ukraine	0.2%	
Turkey	2.3%	Yugoslavia	0.1%	
UAE	1.8%	<b>AMERICA</b>		
Saudi Arabia	1.6%	USA	11.3%	
Others	0.1%	Canada	0.8%	
<b>CENTRAL &amp; SOUTH AMERICA</b>		<b>4.6%</b>	<b>AFRICA</b>	
Argentina	1.0%	South Africa	0.3%	
Brazil	2.3%	Tanzania	0.1%	
Chile	0.1%	Tunisia	0.1%	
Costa Rica	0.2%	Sudan	0.1%	
Colombia	0.1%	Others	0.1%	
Mexico	0.6%			
Trinidad	0.1%			
Uruguay	0.1%			
Others	0.2%			