

About **JARN**

First published in February 1969, JARN 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 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, since its start JARN has published annual special editions focusing on particular product groups to satisfy readers' interest and requests for specialized information. These special editions also cover trends in world markets and technologies.

Scope of Business

JARN Regular Edition

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

JARN Special Edition

Publication of four special issues each year

February: *Compressors*

May: *Air Conditioners*

August: *Components, Parts & Heat Pumps*

November: *Chillers and Large AC Equipment*

Various Market Studies & Research

JARN conducts market studies, including on world air conditioning markets, in cooperation 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.

About JARN Online! 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.

About JARN Newsletter!

The JARN Newsletter is a FREE service started in May 2009. Summaries of five articles are sent to newsletter subscribers each week. Subscribers can request to receive the newsletter in English, Chinese, or Japanese, and can

receive multiple versions of the newsletter upon request. There are no requirements to join this service and subscribers can withdraw at any time.

Comments from Readers

JARN, a Japanese air conditioning journal published in English, is well accepted by industry insiders all over the world. The following are comments taken from the websites of world-leading AC manufacturers and 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 the 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.” —*An engineer from the USA*

“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 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 customers worldwide.” —*A Brazilian refrigeration equipment and system manufacturer*

“JARN is a very important source for us to find HVAC&R news from Japan and Asia.” —*A 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 manufacturer in Europe*

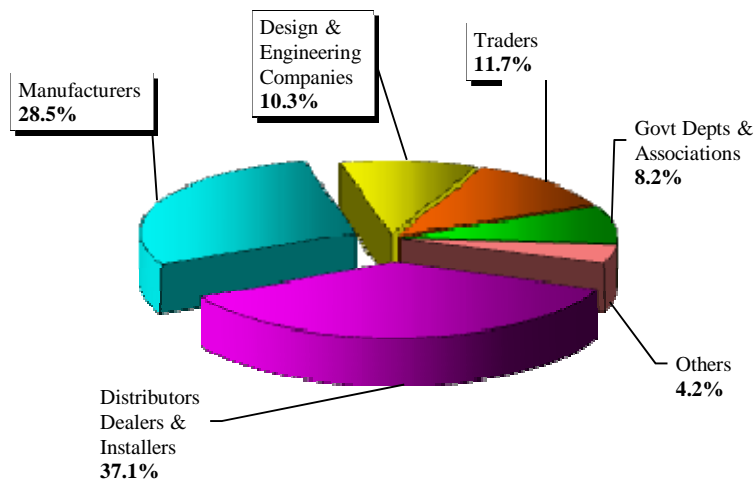
“JARN is an excellent platform for the refrigeration and air-conditioning associations throughout the world to exchange experience in working out new standards, policies, et cetera.” —*The secretary general of a refrigeration and air conditioning association in Asia*

Corporate Profile & 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: www.ejarn.com
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Breakdown of JARN Readers by Business Sector



Geographical Breakdown of JARN Readers

ASIA		EUROPE	
	45.6%		25.7%
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%
South Korea	5.3%	Czech Republic	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%
OCEANIA			
	1.5%		

Australia	1.3%	Norway	0.3%
New Zealand	0.1%	Poland	0.2%
Others	0.1%	Portugal	0.2%
THE MIDDLE EAST 9.8%		Romania	0.1%
Bahrain	0.1%	Russia	1.0%
Egypt	2.1%	Slovakia	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%	NORTH AMERICA 12.1%	
Saudi Arabia	1.6%	USA	11.3%
Others	0.1%	Canada	0.8%
CENTRAL & SOUTH AMERICA 4.6%		AFRICA 0.7%	
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%		