

# *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

### **JARN Directory**

Annual Buyers' Guide.

### **Conduct of Various Market Researches**

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.

## **Comments From Customers**

JARN, a Japanese air conditioning journal which is published in English, is respected all over the world. — From the website of a world-leading AC manufacturer.

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.

From the news of the magazine I can learn the latest trends in the HVAC&R industry and from the 4 Special Issues I can get the detailed analysis of the four most important parts of this industry: Compressors, RACs, Key components, and Chillers. — Excerpt from a reader's email.

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.jarn.co.jp
Global circulation:	8,000 copies are circulated to 75 countries worldwide as can be seen in Charts 1 & 2 attached.
Breakdown of JARN readers by business sectors	

## **GEOGRAPHICAL BREAKDOWN OF JARN READERS**

