

# AMCA inmotion

THE ONLY MAGAZINE DEDICATED TO THE AIR MOVEMENT & CONTROL INDUSTRY

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# 2023 Media Kit

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The only magazine dedicated to air movement and control, *AMCA inmotion* is an integral part of AMCA's engagement efforts, keeping buildings professionals abreast of changes to codes, standards, and regulations; new and emerging technologies and practices; and more with timely, practical content that is technically sound, attractively designed, and easily read.

In recent years, *AMCA inmotion* has made the leap to nationally and internationally recognized publication. To date, the 2018, 2019, 2020, 2021, and 2022 editions have collected a total of 15 honors\* for editorial and design excellence, sharing the awards stage with campaigns from the likes of ESPN, Delta Air Lines, WWE, Mastercard, LinkedIn, Anheuser-Busch, and Aflac.



## Articles in the works for the 2023 (21st) edition of *AMCA inmotion* include:

### Regulation of Commercial and Industrial Fans and Blowers Is Here. What That Means for You

In a long-anticipated but no less monumental development, regulation has come to the U.S. market for commercial and industrial fans and blowers in the form of a test procedure published by the U.S. Department of Energy and an efficiency regulation approved by the California Energy Commission, both of which took effect in 2023, with a compliance deadline of Oct. 30 for the former and Nov. 16 for the latter. What does this mean for manufacturers and their customers—and for design engineers and contractors? This article will summarize and compare the scope and essential provisions of the two regulations and discuss compliance from various perspectives.

### New and Updated Test Procedures for Circulating Fans

On Aug. 16, 2022, the U.S. Department of Energy (DOE) published a final rule updating the federal test procedure for ceiling fans. Less than nine months later, on May 1, 2023, the DOE published a final rule establishing a new federal test procedure for circulating fans that are not ceiling fans. With modifications and additional requirements, the basis of both test procedures is ANSI/AMCA Standard 230,

*Laboratory Methods of Testing Air Circulating Fans for Rating and Certification.* AMCA International published a revision of ANSI/AMCA Standard 230 on Feb. 16, 2023. What that means is the two federal test procedures for circulating fans reference different editions of ANSI/AMCA Standard 230—the one for ceiling fans the 2015 edition and the one for circulating fans that are not ceiling fans the 2023 edition. Confused? There is no need to worry; this article untangles the DOE and AMCA test procedures, describes what is new in ANSI/AMCA Standard 230-23, and provides guidance on how to distinguish compliant fans from noncompliant ones with respect to the federal regulations.

### Air Curtains and Indoor-Air Quality

For decades, air curtains have been used to save on air-conditioning costs by keeping outdoor air separate from indoor air. New evidence suggests air curtains also can play a critical role in maintaining indoor-air quality (IAQ), particularly when paired with ultraviolet (UV) energy. This article details studies of the effectiveness of a UV-C-equipped air curtain under field conditions and of the effectiveness of an air curtain in preventing airborne particulates from entering a building.

## Articles in the works for the 2023 (21st) edition of *AMCA inmotion*, continued

### Understanding and Reducing Air-System Noise

An often-overlooked aspect of indoor environmental quality (IEQ) is acoustics. Whether from traffic and mechanical equipment outdoors or mechanical and office equipment indoors, noise can adversely affect the comfort, productivity, and even health of building occupants. This article will cover the basics of “in-duct” mechanical-noise propagation and how to control it. Included will be a description of a typical acoustical analysis of a commercial HVAC system and a discussion of how to select the correct silencing products.

### How to Select the Correct Ceiling Radiation Damper

Ceiling radiation dampers are devices used to limit the passage of heat through duct and air-transfer openings in ceiling membranes—typically, fire-rated acoustical ceiling tiles or gypsum board—protecting the structural members of fire-resistance-rated floor/ceiling and roof/ceiling assemblies in the event of a fire. Selecting the correct ceiling radiation damper for a given application—even determining if a ceiling radiation damper is applicable—can be difficult. This article explains how to determine the correct ceiling radiation damper based on floor/ceiling and roof/ceiling assembly.

### Storm-Shelter Design and Construction: ICC 500 and FEMA P-361

For more than two decades, the Federal Emergency Management Agency (FEMA), the International Code Council (ICC), and the National Storm Shelter Association (NSSA) have collaborated to develop guidance and requirements for the design and construction of storm shelters, structures that provide a safe refuge from storms producing high winds, hurricanes, and tornadoes. This article discusses the relationship between ICC 500, *ICC/NSSA Standard for the Design and Construction of Storm Shelters*, and *FEMA P-361, Safe Rooms for Tornadoes and Hurricanes: Guidance for Community and Residential Safe Rooms*.

### AMCA Asia Update

### AMCA Europe Update

### AMCA Middle East Update

## Awards:



### PRNEWS CSR & Nonprofit Awards

- Honorable Mention, Annual Publication or Brochure, 2023
- Honorable Mention, External Publication or Report, 2023
- Winner, External Publication or Report, 2022
- Honorable Mention, Annual Publication or Brochure, 2022

- Honorable Mention, Annual Publication or Brochure, 2021
- Winner, Annual Publication or Brochure, 2020
- Winner, Annual Publication or Brochure, 2019
- Honorable Mention, External Publication or Report, 2019

### PRNEWS Platinum PR Awards

- Honorable Mention, External Publication, 2022
- Honorable Mention, External Publication, 2020
- Honorable Mention, External Publication, 2019

### Trade, Association, Business Publications International (TABPI) Tabbie Awards

- Honorable Mention, Front Cover, Photograph, 2022

### Folio: Eddie & Ozzie Awards

- Honorable Mention, Eddie Award, Single Article, Association/Nonprofit, Professional/Membership Association (for “UV-C for HVAC Air and Surface Disinfection”), 2021

### International Business (“Stevie”) Awards

- Gold Winner, Other Publication – Association or Non-Profit, 2021

### American Business (“Stevie”) Awards

- Bronze Winner, Other Publication – Association or Non-Profit, 2020

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## Extensive Reach With ASHRAE Media's Global Circulation

AMCA partners with ASHRAE for publication and distribution of *AMCA inmotion*. Approximately 44,000 copies of the 2023 edition of *AMCA inmotion* will be polybagged with the November issue of *ASHRAE Journal* and mailed to buildings professionals and engineering leaders in the United States, Canada, Asia, and Europe. Digitally, the 2023 edition of *AMCA inmotion* will be e-mailed to approximately 121,000 *ASHRAE Journal* digital and *High Performing Buildings* (HPB) readers. Online, the 2023 edition of *AMCA inmotion* will be available for free downloading at [ASHRAE.org](http://ASHRAE.org), and [AMCA.org](http://AMCA.org). Additionally, the 2023 edition of *AMCA inmotion* will be distributed at the 2024 International Air-Conditioning, Heating, Refrigerating Exposition (AHR Expo) Jan. 22-24 in Chicago.

### ASHRAE Journal subscribers' response to advertising

Took action to purchase/learn more	95%
Liked one or more ads	87%
Have improved opinion of advertiser	75%
Became newly aware of product/service	70%

### ASHRAE Journal subscribers who recommend, specify, and buy

IAQ, filters, humidifiers	86,240
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Pumps, valves	84,480
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Instruments, sensors, controls	83,600
Heating	81,840
Piping, ducts, fittings	79,200
Dehumidification	50,160
Motors, drives, belts	49,280
Fire and smoke control	36,080

### Publication Details

Please click or visit [www.ashrae.org/advertise](http://www.ashrae.org/advertise) to view ASHRAE's publication policies. Once your signed order is received, you will be invited to upload your materials for automatic preflighting to ensure optimal print quality.

### AMCA inmotion Four-Color Gross Rates\*

Back cover	\$9,715
Inside covers	\$9,585
Full page	\$8,290
Two-thirds page	\$6,350
One-half island	\$6,115
One-half vertical/horizontal	\$5,410
One-third vertical/square	\$4,380
One-fourth standard	\$3,700
One-sixth vertical/horizontal	\$3,200

\*AMCA members qualify for a 10% discount.

### Deadlines

Advertising Orders: **Oct. 2**  
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