

Contracting Business®

MARKETING PLANNER **2027**

Connect with HVACR decision-makers who install and service equipment that optimizes the comfort of occupants in homes and businesses.

Contracting Business

THE **HVACR CONTRACTOR MARKET** IS MOVING FAST.



Heat pumps, refrigerant changes, IAQ, controls, electrification, and workforce pressures are changing how contractors sell, service, and grow.

HVACR businesses need trusted insights and education on technical changes, business growth, training, distributor relationships, and replacement demand.

Contracting Business helps marketers reach HVACR contractor decision-makers as they evaluate products, tools, software, services, and partners.

AS HVACR CONTRACTORS ADAPT, **BRANDS THAT EDUCATE EARLY EARN TRUST BEFORE PRODUCT AND SERVICE DECISIONS ARE MADE.**

129K+
MONTHLY HVACR REACH

Reach HVACR contractors, service leaders, and decision-makers actively researching products, technologies, and business solutions.

CB AER Report

40K+
ANNUAL HVACR JOB OPENINGS

The U.S. is projected to add about 40,100 HVACR technician openings each year through 2034, reflecting sustained demand for equipment, technology, tools, training, and services.

U.S. Bureau of Labor Statistics

Contracting Business

THE TRUSTED VOICE FOR HVACR CONTRACTOR BUSINESS GROWTH AND TECHNICAL INSIGHTS.



NICOLE KRAWCKE
HEAD OF CONTENT
10+ years of experience covering HVACR, plumbing, and mechanical markets.

Contracting Business reaches HVACR contractors and mechanical service businesses focused on installation, service, sales growth, training, and productivity.

Through practical coverage, product education, market insight, and sponsored thought leadership, we help brands connect with HVACR contractors evaluating what to buy, specify, install, and recommend.

WHAT OUR READERS SAY

I REALLY LIKE THE INFORMATION PERTAINING TO THE **INDUSTRY'S EMERGING TECHNOLOGIES** SO I STAY INFORMED AND READY FOR THE **NEXT ADVANCEMENTS**!

I APPRECIATE THE **INDUSTRY RELATED** ADVERTISEMENTS TO **KEEP CURRENT** WITH TODAY'S PRODUCTS.

GREAT TRADE MAGAZINE WITH LOTS OF **INCITEFUL CONTENT** FROM GREAT PROVIDERS. SHOWING ME **NEW PRODUCTS** IN THE INDUSTRY

WE HELP YOUR BRAND BECOME PART OF THE CONVERSATION.

Contracting Business

A FOCUSED AUDIENCE BUILT AROUND HVACR CONTRACTOR DECISION MAKERS.

Professionals installing, servicing, selling, and managing HVACR solutions.

WEBSITE contractingbusiness.com

129K+
AVERAGE MONTHLY REACH

30K+
MONTHLY PAGE VIEWS

NEWSLETTERS

59K+
REACH

MAGAZINE

39K+
SUBSCRIBERS

WHO WE REACH

HVACR CONTRACTOR OWNERS
Focused on business growth, profitability, service revenue, staffing, training, and customer demand.

HVACR SERVICE MANAGERS
Evaluating technician productivity, diagnostics, scheduling, tools, training, and service performance.

HVACR SALES MANAGERS
Looking for products, programs, and education that support sales growth and replacement demand.

HVACR TECHNICIANS
Relying on trusted technical content, installation guidance, diagnostics, and product education.

HVACR BUSINESS LEADERS
Tracking market trends, service efficiency, workforce needs, and business management strategies.

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THE CONVERSATIONS YOUR **BUYERS ARE ALREADY FOLLOWING.**

Contracting Business covers the topics shaping contractor adoption, service performance, sales growth, and vendor evaluation across the HVACR market.

HVACR EQUIPMENT AND REPLACEMENT

Contractors evaluate equipment, replacement demand, installation realities, reliability, and manufacturer support.

CONTROLS AND BUILDING AUTOMATION

Controls, connected equipment, and automation are changing service opportunities and contractor value propositions.

IAQ AND VENTILATION

Indoor air quality, filtration, ventilation, and comfort are driving education needs and customer conversations.

HEAT PUMPS AND ELECTRIFICATION

Heat pumps, electrification, rebates, and efficiency goals are reshaping contractor recommendations and training.

REFRIGERATION AND REFRIGERANTS

Refrigerant transitions and refrigeration technology require trusted technical guidance and product education.

SERVICE MANAGEMENT AND FIELD PRODUCTIVITY

Software, diagnostics, scheduling, and workflow tools help contractors improve technician productivity and profitability.

CONTRACTOR BUSINESS GROWTH

Owners and managers look for strategies around sales growth, staffing, training, financing, and customer retention.

DISTRIBUTOR AND CHANNEL PROGRAMS

Contractor adoption often depends on distributor relationships, dealer programs, product availability, and training.

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START WITH YOUR GOAL. BUILD THE RIGHT PROGRAM AROUND IT.

Every marketer has a different objective. Contracting Business helps match your goal to the right contractor audience, content, and campaign path.



BUILD AWARENESS & CREDIBILITY

Be visible where HVACR contractors already go for trusted market insight. Contracting Business helps your brand show up in contractor decision contexts.

Print | Digital Media | Newsletters | Social

LAUNCH PRODUCTS & EDUCATE BUYERS

Contractors do not adopt what they do not understand. Contracting Business helps product marketers explain solutions with practical, technical context.

Research | Sponsored Content | Video | Podcasts

GENERATE LEADS & SUPPORT PIPELINE

Engage contractors while they are researching solutions. Use webinars, gated content, syndication, and email to identify prospects exploring relevant challenges.

Webinars | Gated Content | Syndication | Targeted Email

REACH BUYERS WITH PRECISION

Focus campaigns on the contractor accounts that matter most. Define audience by role, company type, topic interest, ICP, or location.

Personif.ai | Micro-proximity | CPL Programs

Contracting Business.

CONTRACTING BUSINESS BRINGS CONTRACTOR MARKET AUTHORITY. ENDEAVORB2B BRINGS THE ACTIVATION ENGINE.

We help you connect with the right audience through integrated marketing programs built to achieve your goals.

BRANDING + AWARENESS

BUILD VISIBILITY IN A TRUSTED ENVIRONMENT where HVACR contractors are already paying attention.

DEMAND & LEAD GENERATION

Use webinars, content syndication, and nurturing **TO GENERATE COMPLIANT CONTRACTOR LEADS.**

CONTENT & VIDEO STUDIO

TRANSLATE TECHNICAL EXPERTISE into clear stories contractors can understand and use.

RESEARCH & INTELLIGENCE

GROUND YOUR STRATEGY in contractor priorities, market insight, and brand perception.

VIRTUAL EVENTS

CREATE DIRECT CONVERSATIONS with the people shaping HVACR contractor decisions.

AI-POWERED MARKETING

USE DATA AND INTELLIGENCE to focus your message on the contractors most likely to engage.

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BRANDING + AWARENESS

BUILD VISIBILITY WHERE HVACR CONTRACTORS ARE ALREADY PAYING ATTENTION.

PRINT ADVERTISING

Reach HVACR contractor leaders through dedicated print placement, reinforcing your message in Contracting Business's trusted format.

NATIVE ADVERTISING

Introduce your message in an editorial-style format labeled as sponsored content and promoted across Contracting Business channels.

DIGITAL ADVERTISING

Place your message alongside Contracting Business content as contractors follow HVACR trends and business growth opportunities.

NEWSLETTER SPONSORSHIP

Reach Contracting Business subscribers in their inbox to drive awareness, engagement, and traffic.

TARGETED EMAIL

An email solution that allows you to deliver your message to a selected set of our audience. Simply executed and providing performance measurement and detailed reporting.

AUDIENCE EXTENSION

Extend your reach beyond our channels and stay in front of our audience as they navigate across the web through sponsored social and targeted media.



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DEMAND & LEAD GENERATION

TURN CONTRACTOR INTEREST INTO **QUALIFIED LEADS.**



WEBINARS
150+
AVERAGE WEBINAR REGISTRATIONS

Educate HVACR contractors on the topics shaping their decisions, including equipment, controls, IAQ, refrigeration, training, and service growth, while generating engaged, qualified registrations. Webinar formats include customer-supplied webinars, editorial webinars, and Quick Chats.

CONTENT SYNDICATION

Put your content in front of HVACR contractors researching topics tied to your products, services, software, or channel programs.

CUSTOM LEAD PROGRAMS

Define who you need to reach by role, company type, industry, size, or ideal customer profile.

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CONTENT & VIDEO STUDIO

CREATE CONTENT THAT **BUILDS CREDIBILITY** AND GIVES BUYERS A REASON TO ENGAGE.

ASK THE EXPERT & FAQS

Answer common contractor questions with practical, expertled content that helps explain your approach.

CONTRACTING BUSINESS PODCAST

Bring your experts into podcast conversations about the trends shaping HVACR contractor businesses.

MULTI-FORMAT BUNDLE

Turn one contractor-focused topic into written, video, and audio assets that extend your message across channels.

PRODUCT VIDEO

Bring your product or solution to life through a quick, professionally produced video showcase.

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RESEARCH & INTELLIGENCE

USE RESEARCH TO LEAD, NOT FOLLOW, THE MARKET.



ORIGINAL RESEARCH GIVES YOUR BRAND A REASON TO LEAD.

USE AUDIENCE INSIGHT TO VALIDATE MARKET DIRECTION, SHAPE YOUR MESSAGE, AND **CREATE CONTENT BUYERS CAN USE.**

BRAND PRESENCE SCORECARDS

Understand how your brand is perceived and where you have room to build visibility.

TOPIC SCORECARDS

Measure how the market thinks about a specific issue, trend, or investment area.

MARKET BRIEFS

Turn research findings into a clear report that helps HVACR contractors understand where the market is heading.

PANELS & INTERVIEWS

Bring your experts into moderated conversations that connect research findings to real HVAC and building performance challenges.

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IN-PERSON EVENTS

WHERE FACILITY CHALLENGES **FIND SOLUTIONS.**



FACILITIES EXPO including MANAGING GREEN BUILDINGS

MARCH 17 - 18, 2027	CENTRAL VALLEY
APRIL 28 - 29, 2027	SOUTHERN CALIFORNIA
MAY 5 - 6, 2027	NORTHWEST | MACHINE TOOL
AUGUST 2027	RENO
SEPT/OCT 2027	NORTHERN CALIFORNIA
OCTOBER 2027	NORTH TEXAS

Facilities Expo's six regional events connect facility, maintenance, and energy management decision-makers.

40+ YEARS

6 REGIONAL EVENTS

15+ INDUSTRIES

EVENT AMPLIFICATION

Extend your presence around major industry events with pre-show promotion, event targeting, video, and follow-up campaigns.

EVENT VISIBILITY

Stay visible before, during, and after key industry events through newsletters, digital media, social, and Digital Out-of-Home advertising.

EVENT VIDEO

Capture interviews, product demos, or event moments on-site, then use the finished video across sales, social, and follow-up campaigns.

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READY TO PLAN YOUR NEXT MOVE IN THE **HVACR CONTRACTOR MARKET**?

Whether you need awareness, leads, content, research, event exposure, or product launch support, our team can help map the right Contracting Business program around your goals, audience, timing, and budget.

Bring us your goal. We'll help you find the right path to the HVACR contractor market.

BRENDAN TEGEDER

SALES DEVELOPMENT REPRESENTATIVE

614-642-3268 | btegeder@endeavorb2b.com

BOOK A QUICK PLANNING CALL. >>>

Tell us what you are trying to accomplish, and we'll connect you with the right Contracting Business team member.



RESOURCES

AUDIENCE PROFILE

PRINT & DIGITAL ADVERTISING

EVENT SPONSORSHIP

EDITORIAL CALENDAR

MEET THE TEAM

FOLLOW US.

contractingbusiness.com

ENDEAVORB2B™

Transforming Buildings, Construction, Contractor Education, and Commercial Market Growth

EXPAND YOUR REACH IN BUILDINGS & CONSTRUCTION AND **OTHER GROWTH MARKETS**.

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BUILDINGS & CONSTRUCTION

Intelligence for keeping buildings comfortable, operational, efficient.

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buildings.endeavorb2b.com

BUILDINGS & CONSTRUCTION **2.2M Reach** | 22 Trusted Media & Event Brands | 148 Unique Marketing Channels

COMMERCIAL VEHICLE **876K Reach** | 8 Trusted Media & Event Brands | 55 Unique Marketing Channels

DIGITAL INFRASTRUCTURE **535K Reach** | 8 Trusted Media & Event Brands | 68 Unique Marketing Channels

ENERGY & UTILITIES **1.1M Reach** | 19 Trusted Media & Event Brands | 84 Unique Marketing Channels

ENGINEERING DESIGN & AUTOMATION **1.7M Reach** | 11 Trusted Media & Event Brands | 116 Unique Marketing Channels

HEALTHCARE & DENTAL **669K Reach** | 18 Trusted Media & Event Brands | 91 Unique Marketing Channels

INFRASTRUCTURE & AVIATION **780K Reach** | 14 Trusted Media & Event Brands | 59 Unique Marketing Channels

MANUFACTURING & PROCESSING **1.7M Reach** | 16 Trusted Media & Event Brands | 122 Unique Marketing Channels

SECURITY & PUBLIC SAFETY **1.1M Reach** | 17 Trusted Media & Event Brands | 96 Unique Marketing Channels

VEHICLE SERVICE & REPAIR **708K Reach** | 13 Trusted Media & Event Brands | 72 Unique Marketing Channels