

Auditado por:



INSTITUTO VERIFICADOR
DE CIRCULACIONES

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2006**

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IVC is a non-profit organization, established the 19th of December 1946 by Argentina's principal media firms, advertising agencies, and advertising clients to control, certify and promote the use of audited circulation data.

The use of audited circulation numbers permits advertisers and agencies to gain a clearer picture of the media's readers and their geographic distribution throughout Latin America and thereby determine if those subscribers constitute an effective target audience.



Latin Press Inc.
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www.latinpressinc.com
www.acrlatinoamerica.com

FIELD SERVED

AC/R LATINOAMERICA serves mechanical /systems engineers, consulting/specifying engineers, contractors, and commercial/industrial end-users engaged in the design, new construction, installation, service and purchase of HVAC/R mechanical systems for residential, commercial and industrial buildings; as well as HVAC/R equipment and parts manufacturers, distributors and representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, executives, management, technical engineers and staff personnel in administration, production, engineering and technology, research and development, quality control and sales and marketing and other titled and non-titled personnel including company copies.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,665	100	10,665	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,760	100	10,760	100	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

Issue 2006	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10,600	N/A	10,600
September/October _____	10,600	N/A	10,600
November/December _____	10,795	N/A	10,795

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006
 The variation of this edition in relation to the average of the two informed editions in item 2 is 1.84%; 195 copies.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner, Managing Director (A)	General Management (B)	Engineering Management (C)	Technical Management (D)	Service Management (E)	Sales & Marketing (F)	Purchasing Management (G)	Other (H)
1. HVAC/R Mechanical & Systems Engineers	5,900	54.65	2,183	327	2,153	632	201	147	29	228
2. HVAC/R Consulting Engineer	521	4.83	152	64	180	51	20	29	4	21
3. HVAC/R Mechanical Contractors	1,025	9.50	344	144	175	173	109	21	8	51
4. HVAC/R Industrial & Commercial End-Users	1,488	13.78	487	272	246	219	72	23	20	149
5. HVAC/R Equipment Distributors of Wholesalers	821	7.61	283	167	79	56	24	177	17	18
6. HVAC/R Systems OEM Manufacturers	705	6.53	123	103	114	52	18	102	11	182
7. R&D/Educational /Associations	335	3.10	47	26	92	95	29	10	2	34
TOTAL QUALIFIED CIRCULATION	10,795	100	3,619	1,103	3,039	1,278	473	509	91	683
PERCENT		100	33.52	10.22	28.15	11.84	4.38	4.72	0.84	6.33

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006

QUALIFICATION SOURCE	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient:	3,217	1,816	1,468	6,501	-	6,501	60.22
a. Written	367	307	471	-	-	1,145	10.61
b. Telecommunication	163	9	6	-	-	178	1.65
c. Electronic	2,687	1,500	991	-	-	5,178	47.97
II. TOTAL - Request from recipient's company:	1	2	9	12	-	12	0.11
a. Written	-	1	-	-	-	1	0.01
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	1	2	9	-	-	11	0.10
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically)	421	132	3,729	4,282	-	4,282	39.67
Association rosters and directories	-	-	-	-	-	-	-
Business directories	1	99	1,481	-	-	1,581	14.65
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	420	33	2,248	-	-	2,701	25.02
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,639	1,950	5,206	10,795	-	10,795	100
Percent	33.71	18.06	48.23	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2006

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10,333	N/A	10,333	95.72
Individuals by name only	459	N/A	459	4.25
Titles or functions only	3	N/A	3	0.03
Companies' names only	-	-	-	-
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,795	-	10,795	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	6	-	6	0.06
Mexico	3,600	-	3,600	33.35
Subtotal	3,606	-	3,606	33.40
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	85	-	85	0.79
Puerto Rico	49	-	49	0.45
Dominican Republic	69	-	69	0.64
Subtotal	203	-	203	1.88
CENTRAL AMERICA				
Costa Rica	124	-	124	1.15
El Salvador	54	-	54	0.50
Guatemala	39	-	39	0.36
Honduras	24	-	24	0.22
Nicaragua	32	-	32	0.30
Panama	43	-	43	0.40
Subtotal	316	-	316	2.93
SOUTH AMERICA				
Argentina	604	-	604	5.60
Bolivia	26	-	26	0.24
Brazil	1,570	-	1,570	14.54
Chile	382	-	382	3.54
Colombia	2,276	-	2,276	21.08
Equador	204	-	204	1.89
Paraguay	30	-	30	0.28
Peru	895	-	895	8.29
Uruguay	74	-	74	0.69
Venezuela	609	-	609	5.64
Subtotal	6,670	-	6,670	61.79
TOTAL QUALIFIED CIRCULATION	10,795	-	10,795	100

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL VERIFIED QUALIFIED CIRCULATION AND CURRENT AUDITED CIRCULATION STATEMENTS

	Audited Data				
	2002	2003	2004	2005	2006
Total Audit Average Qualified	10,601	9,825	10,101	10,670	10,665
Qualified Non-Paid	10,601	9,825	10,101	10,670	10,665
Qualified Paid	N/A	N/A	N/A	N/A	N/A
Post Expire Copies included in Paid Circulation	-	-	-	-	-
Average Annual Order Price	N/A	N/A	N/A	N/A	N/A

11. ADDITIONAL DATA: AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not included Elsewhere	Copies
Other Paid Circulation	N/A
Advertisers and Agencies	1,197
Rotated or Occasional	0
Allocated for trade Shows and Conventions	450
All Others	158
TOTAL	1,805

CERTIFICATE OF VERIFICATION

1. PROCEDURE

According to the rules of the Instituto Verificador de Circulaciones, we have examined through accepted accounting procedures the Publisher's circulation data corresponding to AC/R LATINOAMERICA Magazine.

2. AUDIT REPORT

As a result of the verification of the analysed concepts and period, we certify the previous circulation figures.

Auditado por:



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