

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**

Av. de Mayo 1370 - 1° Piso - (1362)
Buenos Aires - Argentina
Teléfono:
(54-11) 4383-6293 / 7305 / 4381-8448 /
Fax: (54-11) 4383-6293
www.ivc.org.ar

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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.



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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 _____	10,327	100	10,327	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,327	100	10,327	100	-	-

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

Issue 2007	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10,306	N/A	10,306
March/April _____	10,353	N/A	10,353
May/June _____	10,321	N/A	10,321

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2007
 The variation of this edition in relation to the average of the two informed editions in item 2 is 0.087%; 9 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	6,165	59.73	1,511	689	2,709	656	208	167	30	195
2. HVAC/R Consulting Engineer	518	5.02	135	100	159	47	20	30	4	23
3. HVAC/R Mechanical Contractors	1,013	9.81	361	142	159	176	107	16	9	43
4. HVAC/R Industrial & Commercial End-Users	856	8.29	118	171	251	193	67	24	24	8
5. HVAC/R Equipment Distributors of Wholesalers	762	7.38	243	168	72	45	26	178	15	15
6. HVAC/R Systems OEM Manufacturers	680	6.59	122	100	118	39	18	103	10	170
7. R&D/Educational /Associations	327	3.17	46	28	91	91	27	9	2	33
TOTAL QUALIFIED CIRCULATION	10,321	100	2,536	1,398	3,559	1,247	473	527	94	487
PERCENT		100	24.57	13.55	34.48	12.08	4.56	5.11	0.91	4.72

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2007

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
I. TOTAL - Personal direct request from the recipient:	3,238	1,808	1,675	6,721	-	6,721	65.12
a. Written	434	292	494	-	-	1,220	11.82
b. Telecommunication	148	7	8	-	-	163	1.58
c. Electronic	2,656	1,509	1,173	-	-	5,338	51.72
II. TOTAL - Request from recipient's company:	2	1	10	13	-	13	0.13
a. Written	-	-	1	-	-	1	0.01
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	2	1	9	-	-	12	0.12
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)	1,080	150	2,357	3,587	-	3,587	34.75
Association rosters and directories	1	-	-	-	-	1	0.01
Business directories	153	88	340	-	-	581	5.63
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	926	62	2,017	-	-	3,005	29.12
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,320	1,959	4,042	10,321	-	10,321	100
Percent	41.86	18.98	39.16	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10,087	N/A	10,087	97.73
Individuals by name only	234	N/A	234	2.27
Titles or functions only	0	N/A	0	0.00
Companies' names only	-	-	-	-
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,321	-	10,321	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2007

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	4	-	4	0.04
Mexico	2,821	-	2,821	27.33
Subtotal	2,825	-	2,825	27.37
CARIBBEAN				
Lesser Antilles	2	-	2	0.02
Cuba	81	-	81	0.78
Puerto Rico	48	-	48	0.47
Dominican Republic	64	-	64	0.62
Subtotal	195	-	195	1.89
CENTRAL AMERICA				
Costa Rica	118	-	118	1.14
El Salvador	52	-	52	0.50
Guatemala	40	-	40	0.39
Honduras	24	-	24	0.23
Nicaragua	31	-	31	0.30
Panama	43	-	43	0.42
Subtotal	308	-	308	2.98
SOUTH AMERICA				
Argentina	612	-	612	5.93
Bolivia	24	-	24	0.23
Brazil	1,748	-	1,748	16.94
Chile	370	-	370	3.58
Colombia	2,288	-	2,288	22.17
Equador	213	-	213	2.06
Paraguay	32	-	32	0.31
Peru	1,015	-	1,015	9.83
Uruguay	73	-	73	0.71
Venezuela	618	-	618	5.99
Subtotal	6,993	-	6,993	67.76
TOTAL QUALIFIED CIRCULATION	10,321	-	10,321	100

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

	Audited Data				
	2003	2004	2005	2006	2007
Total Audit Average Qualified	9,825	10,101	10,670	10,665	10,327
Qualified Non-Paid	9,825	10,101	10,670	10,665	10,327
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	220
Rotated or Occasional	0
Allocated for trade Shows and Conventions	150
All Others	709
TOTAL	1,079

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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