



**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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](http://www.ivc.org.ar)

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Latin Press Inc.  
2455 SW 27 th Ave. Suite 200  
Miami, FL 33145  
Tel. No. : 305 285-3133  
Fax. No.: 305 285-3134

Official publication of: None  
Established: 1997  
Issues per year: 6  
[www.latinpressinc.com](http://www.latinpressinc.com)  
[www.acrlatinoamerica.com](http://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 _____	10.296	100	10.296	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.296</b>	<b>100</b>	<b>10.296</b>	<b>100</b>	<b>-</b>	<b>-</b>

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

Issue 2009	Qualified Non-Paid	Qualified Paid	Total Qualified
January / February _____	10.438	N/A	10.438
March / April _____	10.228	N/A	10.228
May / June _____	10.223	N/A	10.223

**3a. BUSINESS / OCCUPATIONAL QUALIFIED CIRCULATION BY EDITION OF MAY / JUNE 2009**  
 This edition is 0.09% or 10 copies below the average of the other two issues stated in paragraph 2

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	General Engineering (B)	Technical Management (C)	Purchasing Management (D)	Product Management (E)	Sales & Marketing (F)	Financial Management (G)	Research Development (H)	Installing Technician (I)	Maintenance Management (J)	Others (K)
HVAC/R Firm of System Mechanical Engineers	4,237	41,45%	2,099	523	375	15	782	174	2	2	168	53	44
HVAC/R Contractor System's Installation	2,822	27,60%	1,363	404	134	286	142	42	288	3	109	35	16
HVAC/R Mechanical Contractors	501	4,90%	219	90	39	1	100	30	-	2	9	3	8
HVAC/R Equipment Distributors of Wholesalers	750	7,34%	318	46	109	8	122	101	-	2	29	5	10
End User - Building Negotiations/ Real State	34	0,33%	14	4	2	2	1	1	-	-	2	8	-
End User - Distributor Trade/ Retail Trade	558	5,46%	222	64	42	8	162	27	1	-	20	6	6
End User - Finance Company (Banking)	229	2,24%	224	-	1	-	-	-	1	-	-	3	-
End User - Government (Admin)	15	0,15%	1	3	3	-	-	-	-	1	1	5	1
End User - Industrial/Manufacturing	125	1,22%	24	19	27	5	-	5	-	2	13	23	7
End User - Public Service	17	0,17%	-	1	4	-	-	-	-	1	6	4	1
End User - Transport Company	5	0,05%	1	1	-	-	-	-	-	-	-	2	1
HVAC/R Systems OEM Manufacturers	483	4,72%	205	37	63	6	77	68	-	3	9	2	13
R&D/Educational /Associations	299	2,92%	94	38	27	-	88	17	-	5	12	3	15
Other	148	1,45%	35	9	13	4	1	18	-	1	17	25	25
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,223</b>	<b>100%</b>	<b>4,819</b>	<b>1,239</b>	<b>839</b>	<b>335</b>	<b>1,475</b>	<b>483</b>	<b>292</b>	<b>22</b>	<b>395</b>	<b>177</b>	<b>147</b>
<b>PERCENT</b>	<b>100%</b>	<b>-</b>	<b>47,14%</b>	<b>12,12%</b>	<b>8,21%</b>	<b>3,28%</b>	<b>14,43%</b>	<b>4,72%</b>	<b>2,86%</b>	<b>0,22%</b>	<b>3,86%</b>	<b>1,73%</b>	<b>1,44%</b>

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2009**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
<b>I. TOTAL</b> - Personal direct request from the recipient:	1,937	2,855	2,345	7,137	-	7,137	69,81%
a. Written	113	477	819	-	-	1,409	13,78%
b. Telecommunication	5	223	10	-	-	238	2,33%
c. Electronic	1,819	2,155	1,516	-	-	5,490	53,70%
<b>II. TOTAL</b> - Request from recipient's company:	6	-	-	6	-	6	0,06%
a. Written	-	-	-	-	-	-	-
b. Telecommunication	1	-	-	-	-	1	0,01%
c. Electronic	5	-	-	-	-	5	0,05%
<b>III. TOTAL</b> - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request)	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL</b> - Sources other than above (listed alphabetically)	1,225	1,311	544	3,080	-	3,080	30,13%
Association rosters and directories	-	-	-	-	-	-	-
Business directories	186	188	-	-	-	374	3,66%
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	758	840	474	-	-	2,072	20,27%
Other sources	281	283	70	-	-	634	6,20%
<b>VI. TOTAL</b> - Single Copy Sales	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,168</b>	<b>4,166</b>	<b>2,889</b>	<b>10,223</b>	<b>-</b>	<b>10,223</b>	<b>100%</b>
<b>Percent</b>	<b>30,99%</b>	<b>40,75%</b>	<b>28,26%</b>	<b>100%</b>	<b>-</b>	<b>100%</b>	<b>100%</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY / JUNE 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.134	-	10.134	99,13%
Individuals by name only	89	-	89	0,87%
Titles or functions only	-	N/A	0	0,00%
Companies' names only	-	N/A	0	0,00%
Multiple-Copy Same Addressee copies	-	N/A	0	0,00%
Single Copy Sales	-	N/A	0	0,00%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.223</b>	<b>-</b>	<b>10.223</b>	<b>100%</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIE CIRCULATION FOR ISSUE OF MAY / JUNE 2009**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	83	-	83	0,81%
Mexico	4.158	-	4.158	40,67%
<b>Subtotal</b>	<b>4.241</b>	<b>-</b>	<b>4.241</b>	<b>41,48%</b>
<b>CARIBBEAN</b>				
Lesser Antilles	10	-	10	0,10%
Cuba	213	-	213	2,08%
Puerto Rico	35	-	35	0,34%
Dominican Republic	52	-	52	0,51%
<b>Subtotal</b>	<b>310</b>	<b>-</b>	<b>310</b>	<b>3,03%</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	120	-	120	1,17%
El Salvador	42	-	42	0,41%
Guatemala	49	-	49	0,48%
Honduras	22	-	22	0,22%
Nicaragua	33	-	33	0,32%
Panama	35	-	35	0,34%
<b>Subtotal</b>	<b>301</b>	<b>-</b>	<b>301</b>	<b>2,94%</b>
<b>SOUTH AMERICA</b>				
Argentina	520	-	520	5,09%
Bolivia	22	-	22	0,22%
Brazil	399	-	399	3,90%
Chile	305	-	305	2,98%
Colombia	2.508	-	2508	24,53%
Equador	235	-	235	2,30%
Paraguay	32	-	32	0,31%
Peru	879	-	879	8,60%
Uruguay	57	-	57	0,56%
Venezuela	414	-	414	4,05%
<b>Subtotal</b>	<b>5.371</b>	<b>-</b>	<b>5.371</b>	<b>52,54%</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.223</b>	<b>-</b>	<b>10.223</b>	<b>100,00%</b>

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

	Audited Data				
	2005	2006	2007	2008	2009
Total Audit Average Qualified	10.670	10.665	10.156	10.472	10.296
Qualified Non-Paid	10.670	10.665	10.156	10.472	10.296
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	178
Rotated or Occasional	300
Allocated for trade Shows and Conventions	200
All Others	-
<b>TOTAL</b>	<b>678</b>

**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.

Instituto Verificador de Circulaciones  
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