



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

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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 _____	10.396	100	10.396	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.396	100	10.396	100	-	-

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

Issue 2009	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.222	N/A	10.222
September/October _____	10.473	N/A	10.473
November/December _____	10.492	N/A	10.492

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009
 The variation of this edition in relation to the average of the two informed editions in item 2 is 1.40%; 145 copies.

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)
A1.HVAC/R Firm of System Mechanical Engineers	4,399	41,93	2,334	522	390	22	655	150	3	11	173	72	67
A2.HVAC/R Contractor System's Installation	2,896	27,60	1,372	413	153	290	114	40	285	5	148	47	29
A3.HVAC/R Mechanical Contractors	462	4,40	179	103	38	1	82	26	-	4	7	10	12
B1.HAVC/R Equipment Distributors of Wholesalers	703	6,70	292	42	92	12	109	107	2	1	27	5	14
E1.End User - Building Negotiations/ Real State	45	0,43	14	7	5	3	1	2	-	-	3	10	-
E2.End User - Distributor Trade/ Retail Trade	511	4,87	216	50	41	9	133	22	1	2	18	11	8
E3.End User - Finance Company (Banking)	230	2,19	-	-	1	226	-	-	1	-	-	2	-
E4.End User - Government (Admin)	25	0,24	5	3	4	-	-	-	-	2	1	7	3
E5.End User - Ind./Manufacturing	168	1,60	29	25	32	7	1	10	-	1	14	36	13
E6.End User - Public Service	27	0,26	2	3	4	2	-	-	-	-	10	4	2
E7.End User - Transport Company	9	0,09	1	1	1	-	-	1	-	-	-	2	3
M.HVAC/R Systems OEM Manuf.	504	4,80	198	42	54	8	64	88	2	6	10	10	22
N.R&D/Educational /Associations	268	2,55	68	34	30	-	73	13	-	16	12	4	18
O.Other	245	2,34	51	18	22	5	2	32	2	1	28	30	54
TOTAL QUALIFIED CIRCULATION	10,492	100	4,761	1,263	867	585	1,234	491	296	49	451	250	245
PERCENT	100	-	45,38	12,04	8,26	5,58	11,76	4,68	2,82	0,47	4,30	2,38	2,34

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

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:	2,951	2,488	1,842	7,281	-	7,281	69,40
a. Written	749	305	465	-	-	1,519	14,48
b. Telecommunication	388	228	27	-	-	643	6,13
c. Electronic	1,814	1,955	1,350	-	-	5,119	48,79
II. TOTAL - Request from recipient's company:	2	-	-	2	-	2	0,02
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	2	-	-	-	-	2	0,02
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	3	-	-	-	-	3	0,03
a. Written	-	-	-	-	-	-	-
b. Telecommunication	1	-	-	-	-	1	0,01
c. Electronic	2	-	-	-	-	2	0,02
V. TOTAL - Sources other than above (listed alphabetically)	2,375	536	298	3,209	-	3,209	30,59
Association rosters and directories	136	-	-	-	-	136	1,30
Business directories	222	96	-	-	-	318	3,03
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1,793	340	298	-	-	2,431	23,17
Other sources	224	100	-	-	-	324	3,09
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,328	3,024	2,140	10,492	-	10,492	100
PERCENT	50,78	28,82	20,40	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.299	N/A	10.299	98,16
Individuals by name only	193	N/A	193	1,84
Titles or functions only	0	N/A	0	0,00
Companies' names only	-	N/A	-	-
Multiple-Copy Same Addressee copies	-	N/A	-	-
Single Copy Sales	-	N/A	-	-
TOTAL QUALIFIED CIRCULATION	10,492	-	10,492	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIE CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	104	-	104	0,99
Mexico	4.321	-	4.321	41,18
Subtotal	4.425	-	4.425	42,17
CARIBBEAN				
Lesser Antilles	90	-	90	0,86
Cuba	0	-	0	0,00
Puerto Rico	130	-	130	1,24
Dominican Republic	81	-	81	0,77
Subtotal	301	-	301	2,87
CENTRAL AMERICA				
Costa Rica	110	-	110	1,05
El Salvador	38	-	38	0,36
Guatemala	49	-	49	0,47
Honduras	22	-	22	0,21
Nicaragua	31	-	31	0,30
Panama	35	-	35	0,33
Subtotal	285	-	285	2,72
SOUTH AMERICA				
Argentina	488	-	488	4,65
Bolivia	20	-	20	0,19
Brazil	371	-	371	3,54
Chile	285	-	285	2,72
Colombia	2.784	-	2.784	26,53
Equador	218	-	218	2,08
Paraguay	31	-	31	0,30
Peru	845	-	845	8,05
Uruguay	46	-	46	0,44
Venezuela	393	-	393	3,75
Subtotal	5.481	-	5.481	52,24
TOTAL QUALIFIED CIRCULATION	10.492	-	10.492	100,00

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	10,396
Qualified Non-Paid	10,670	10,665	10,156	10,472	10,396
-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	128
Rotated or Occasional	400
Allocated for trade Shows and Conventions	400
All Others	-
TOTAL	928

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.

Audited por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**Instituto Verificador de Circulaciones
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