

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2010**

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

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.
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
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 _____	10.130	100	10.130	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.130	100	10.130	100	-	-

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

Issue 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.181	N/A	10.181
March/April _____	10.086	N/A	10.086
May/June _____	10.124	N/A	10.124

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010
 The variation of this edition in relation to the average of the two informed editions in item 2 is 0,08%; 9 copies

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	General Engineering (B)	Technical Management (C)	Purchising Management (D)	Product Management (E)	Sales & Marketing (F)	Financial Management (G)	Research Development (H)	Technical Installation (J)	Maintenance Management (K)	Others (O)
A1.HVAC/R Firm of System Mechanical Engineers	4.443	43,89	2.814	500	379	22	179	148	3	17	183	109	89
A2.HVAC/R Contractor System's Installation	2.968	29,32	1.359	411	176	294	46	51	286	6	179	83	77
A3.HVAC/R Mechanical Contractors	519	5,13	190	110	35	1	26	28	1	5	6	67	50
B1.HAVC/R Equipment Distributors of Wholesalers	569	5,62	217	40	52	16	63	124	2	1	27	7	20
E1.End User-Building Negotiations/ Real State	52	0,51	16	7	5	2	-	3	-	1	6	12	-
E2.End User-Distributor Trade/ Retail Trade	307	3,03	116	38	30	11	25	16	1	2	12	34	22
E3.End User-Finance Company (Banking)	7	0,07	-	-	2	-	-	-	1	1	-	3	-
E4.End User-Government (Admin)	44	0,43	4	3	3	17	-	1	-	1	3	8	4
E5.End User-Ind./Manufacturing	225	2,22	37	31	34	7	1	9	-	2	16	69	19
E6.End User-Public Service	33	0,33	6	2	6	2	-	-	-	1	9	5	2
E7.End User-Transport Company	15	0,15	1	1	2	-	-	1	-	-	-	5	5
M.HVAC/R Systems OEM Manuf.	455	4,49	175	48	36	10	23	103	3	6	12	13	26
N.R&D/Educational /Associations	143	1,41	26	24	25	-	11	3	-	20	12	3	19
O.Other	344	3,40	84	25	33	5	3	46	2	7	39	40	60
TOTAL QUALIFIED CIRCULATION	10.124	100	5.045	1.240	818	387	377	533	299	70	504	458	393
PERCENT	100		49,83	12,25	8,08	3,82	3,72	5,26	2,95	0,69	4,98	4,52	3,88

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

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:	2.350	2.015	2.331	6.696	-	6.696	66,14
a. Written	73	127	429	-	-	629	6,21
b. Telecommunication	493	211	10	-	-	714	7,05
c. Electronic	1.784	1.677	1.892	-	-	5.353	52,87
II. TOTAL - Request from recipient's company:	0	0	1	1	-	1	0,01
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	1	-	-	1	0,01
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	0	0	3	0	-	3	0,03
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	1	-	-	1	0,01
c. Electronic	-	-	2	-	-	2	0,02
V. TOTAL - Sources other than above (listedy alphabetically)	2.224	504	699	3.427	-	3.427	33,85
Association rosters and directories	-	-	26	-	-	26	0,26
Business directories	-	40	-	-	-	40	0,40
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1.823	463	669	-	-	2,955	29,19
Other sources	401	1	4	-	-	406	4,01
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.574	2.519	3.031	10.124	-	10.124	100
PERCENT	45,18	24,88	29,94	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9.999	-	9.999	98,77
Individuals by name only	125	-	125	1,23
Titles or functions only	-	N/A	-	-
Companies' names only	-	N/A	-	-
Multiple-Copy Same Addressee copies	-	N/A	-	-
Single Copy Sales	-	N/A	-	-
TOTAL QUALIFIED CIRCULATION	10.124	-	10.124	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIE CIRCULATION FOR ISSUE OF MAY/JUNE 2010

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	129	-	129	1,27
Mexico	4.435	-	4.435	43,81
Subtotal	4.564	-	4.564	45,08
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	22	-	22	0,22
Dominican Republic	45	-	45	0,44
Subtotal	67	-	67	0,66
CENTRAL AMERICA				
Costa Rica	81	-	81	0,80
El Salvador	33	-	33	0,33
Guatemala	47	-	47	0,46
Honduras	18	-	18	0,18
Nicaragua	28	-	28	0,28
Panama	33	-	33	0,33
Subtotal	240	-	240	2,37
SOUTH AMERICA				
Argentina	362	-	362	3,58
Bolivia	20	-	20	0,20
Brasil	295	-	295	2,91
Chile	199	-	199	1,97
Colombia	3.196	-	3.196	31,57
Ecuador	161	-	161	1,59
Paraguay	25	-	25	0,25
Peru	621	-	621	6,13
Uruguay	38	-	38	0,38
Venezuela	336	-	336	3,32
Subtotal	5.253	-	5.253	51,89
TOTAL QUALIFIED CIRCULATION	10.124	-	10.124	100

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

	Audited Data				
	2006	2007	2008	2009	2010
Total Audit Average Qualified	10.665	10.156	10.472	10.396	10.130
Qualified Non-Paid	10.665	10.156	10.472	10.396	10.130
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	175
Rotated or Occasional	300
Allocated for trade Shows and Conventions	203
All Others	-
TOTAL	678

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
IFABC Membership (www.ifabc.org)