

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2010**

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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 _____	11.444	100	11.444	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11.444</b>	<b>100</b>	<b>11.444</b>	<b>100</b>	-	-

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

Issue 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.700	N/A	10.700
September/October _____	12.329	N/A	12.329
November/December _____	11.302	N/A	11.302

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010**

The variation of this edition in relation to the average of the two informed editions in item 2 is 1,84%; 212 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	3.762	33,29	2.486	374	263	17	123	125	4	18	162	126	64
A2.HVAC/R Contractor System's Installation	2.803	24,80	1.280	476	175	223	27	42	207	8	207	120	38
A3.HVAC/R Mechanical Contractors	490	4,34	201	87	30	2	12	20	1	7	8	104	18
B1.HAVC/R Equipment Distributors of Wholesalers	938	8,30	600	34	50	16	51	119	1	5	26	13	23
E1.End User-Building Negotiations/ Real State	159	1,41	102	15	9	2	-	3	-	2	7	17	2
E2.End User-Distributor Trade/ Retail Trade	427	3,78	217	20	24	9	21	19	1	2	12	85	17
E3.End User-Finance Company (Banking)	1.151	10,18	38	501	601	-	-	-	2	1	-	5	3
E4.End User-Government (Admin)	29	0,26	5	2	5	-	-	1	-	2	3	9	2
E5.End User-Ind./Manufacturing	278	2,46	45	26	21	8	3	10	-	3	13	125	24
E6.End User-Public Service	34	0,30	6	3	6	2	-	-	-	1	7	7	2
E7.End User-Transport Company	17	0,15	1	1	2	-	-	1	-	-	-	6	6
M.HVAC/R Systems OEM Manuf.	537	4,75	250	45	37	11	27	102	5	8	11	15	26
N.R&D/Educational /Associations	98	0,87	20	10	13	-	7	1	-	27	5	2	13
O.Other	579	5,12	202	31	47	8	7	47	2	8	51	51	125
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11.302</b>	<b>100</b>	<b>5.453</b>	<b>1.625</b>	<b>1.283</b>	<b>298</b>	<b>278</b>	<b>490</b>	<b>223</b>	<b>92</b>	<b>512</b>	<b>685</b>	<b>363</b>
<b>PERCENT</b>	<b>100</b>		<b>48,25</b>	<b>14,38</b>	<b>11,35</b>	<b>2,64</b>	<b>2,46</b>	<b>4,34</b>	<b>1,97</b>	<b>0,81</b>	<b>4,53</b>	<b>6,06</b>	<b>3,21</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
<b>I. TOTAL - Personal direct request from the recipient:</b>	<b>5.071</b>	<b>1.668</b>	<b>661</b>	<b>7.400</b>	<b>-</b>	<b>7.400</b>	<b>65,48</b>
a. Written	209	105	110	-	-	424	3,75
b. Telecommunication	1.733	437	5	-	-	2.175	19,24
c. Electronic	3.129	1.126	546	-	-	4.801	42,48
<b>II. TOTAL - Request from recipient's company:</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>0,03</b>
a. Written	-	1	-	-	-	1	0,01
b. Telecommunication	-	2	-	-	-	2	0,02
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL - Membership benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listedy alphabetically)</b>	<b>1.146</b>	<b>1.402</b>	<b>1.351</b>	<b>3.899</b>	<b>-</b>	<b>3.899</b>	<b>34,50</b>
Association rosters and directories	121	13	-	-	-	134	1,19
Business directories	-	-	-	-	-	-	-
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1.025	1.389	1.351	-	-	3.765	33,31
Other sources	-	-	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6.217</b>	<b>3.073</b>	<b>2.012</b>	<b>11.302</b>	<b>-</b>	<b>11.302</b>	<b>100</b>
<b>PERCENT</b>	<b>55,01</b>	<b>27,19</b>	<b>17,80</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2010**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.981	N/A	10.981	97,16
Individuals by name only	129	N/A	129	1,14
Titles or functions only	88	N/A	88	0,78
Companies' names only	104	N/A	104	0,92
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11.302</b>	<b>-</b>	<b>11.302</b>	<b>100</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIE CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	131	-	131	1,16
Mexico	4.192	-	4.192	37,09
<b>Subtotal</b>	<b>4.323</b>	<b>-</b>	<b>4.323</b>	<b>38,25</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	7	-	7	0,06
Dominican Republic	34	-	34	0,30
<b>Subtotal</b>	<b>41</b>	<b>-</b>	<b>41</b>	<b>0,36</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	73	-	73	0,65
El Salvador	25	-	25	0,22
Guatemala	49	-	49	0,43
Honduras	22	-	22	0,19
Nicaragua	25	-	25	0,22
Panama	37	-	37	0,33
<b>Subtotal</b>	<b>231</b>	<b>-</b>	<b>231</b>	<b>2,04</b>
<b>SOUTH AMERICA</b>				
Argentina	1.428	-	1.428	12,63
Bolivia	19	-	19	0,17
Brasil	215	-	215	1,90
Chile	182	-	182	1,61
Colombia	3.722	-	3.722	32,93
Ecuador	144	-	144	1,27
Paraguay	23	-	23	0,20
Peru	580	-	580	5,13
Uruguay	30	-	30	0,27
Venezuela	364	-	364	3,22
<b>Subtotal</b>	<b>6.707</b>	<b>-</b>	<b>6.707</b>	<b>59,34</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11.302</b>	<b>-</b>	<b>11.302</b>	<b>100</b>

**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	11.444
Qualified Non-Paid	10.665	10.156	10.472	10.396	11.444
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	80
Rotated or Occasional	23
Allocated for trade Shows and Conventions	-
All Others	-
<b>TOTAL</b>	<b>103</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.

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