

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2011**

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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 _____	9.869	100	9.869	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9.869</b>	<b>100</b>	<b>9.869</b>	<b>100</b>	-	-

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

Issue 2011	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	9.802	N/A	9.802
March/April _____	9.802	N/A	9.802
May/June _____	10.002	N/A	10.002

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is 2,04%; 200 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	3,924	39,23	2.630	358	256	16	123	140	3	19	164	135	80
A2.HVAC/R Contractor System's Installation	2,199	21,99	1.226	287	174	23	27	49	3	8	241	118	43
A3.HVAC/R Mechanical Contractors	531	5,31	237	94	27	3	13	23	1	6	10	100	17
B1.HAVC/R Equipment Distributors of Wholesalers	992	9,92	637	32	50	20	53	132	1	7	24	14	22
E1.End User-Building Negotiations/ Real State	121	1,21	58	20	10	2	-	2	-	2	9	16	2
E2.End User-Distributor Trade/ Retail Trade	411	4,11	204	19	23	9	25	19	1	2	14	81	14
E3.End User-Finance Company (Banking)	114	1,14	2	102	-	-	-	-	2	1	-	5	2
E4.End User-Government (Admin)	28	0,28	5	3	5	-	-	1	-	2	2	8	2
E5.End User-Ind./Manufacturing	285	2,85	44	25	19	7	2	13	-	5	20	129	21
E6.End User-Public Service	44	0,44	9	3	8	1	-	-	-	1	10	10	2
E7.End User-Transport Company	14	0,14	1	-	2	-	-	1	-	-	-	5	5
M.HVAC/R Systems OEM Manuf.	570	5,70	259	47	38	11	26	116	5	12	11	15	30
N.R&D/Educational /Associations	117	1,17	29	8	10	1	7	1	-	36	5	6	14
O.Other	652	6,52	247	34	50	8	8	51	2	10	48	58	136
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.002</b>	<b>100</b>	<b>5.588</b>	<b>1.032</b>	<b>672</b>	<b>101</b>	<b>284</b>	<b>548</b>	<b>18</b>	<b>111</b>	<b>558</b>	<b>700</b>	<b>390</b>
<b>PERCENT</b>	<b>100</b>		<b>55,87</b>	<b>10,32</b>	<b>6,72</b>	<b>1,01</b>	<b>2,84</b>	<b>5,48</b>	<b>0,18</b>	<b>1,11</b>	<b>5,58</b>	<b>7,00</b>	<b>3,90</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

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>2.682</b>	<b>2.186</b>	<b>1.907</b>	<b>6.775</b>	<b>-</b>	<b>6.775</b>	<b>67,74</b>
a. Written	104	188	165	-	-	457	4,57
b. Telecommunication	845	138	389	-	-	1.372	13,72
c. Electronic	1.733	1.860	1.353	-	-	4.946	49,45
<b>II. TOTAL - Request from recipient's company:</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>0,01</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	1	-	-	-	-	1	0,01
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>1.105</b>	<b>1.457</b>	<b>664</b>	<b>3.226</b>	<b>-</b>	<b>3.226</b>	<b>32,25</b>
Association rosters and directories	3	108	11	-	-	122	1,22
Business directories	-	313	402	-	-	715	7,15
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1.102	1.036	251	-	-	2.389	23,89
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>3.788</b>	<b>3.643</b>	<b>2.571</b>	<b>10.002</b>	<b>-</b>	<b>10.002</b>	<b>100</b>
<b>PERCENT</b>	<b>37,87</b>	<b>36,42</b>	<b>25,70</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2011**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9.879	N/A	9.879	98,79
Individuals by name only	112	N/A	112	1,12
Titles or functions only	9	N/A	9	0,09
Companies' names only	2	N/A	2	0,02
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.002</b>	<b>-</b>	<b>10.002</b>	<b>100</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIE CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	204	-	204	2,04
Mexico	2.976	-	2.976	29,75
<b>Subtotal</b>	<b>3.180</b>	<b>-</b>	<b>3.180</b>	<b>31,79</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	23	-	23	0,23
Dominican Republic	42	-	42	0,42
<b>Subtotal</b>	<b>65</b>	<b>-</b>	<b>65</b>	<b>0,65</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	64	-	64	0,64
El Salvador	29	-	29	0,29
Guatemala	44	-	44	0,44
Honduras	22	-	22	0,22
Nicaragua	29	-	29	0,29
Panama	40	-	40	0,40
<b>Subtotal</b>	<b>228</b>	<b>-</b>	<b>228</b>	<b>2,28</b>
<b>SOUTH AMERICA</b>				
Argentina	1.111	-	1.111	11,11
Bolivia	18	-	18	0,18
Brasil	216	-	216	2,16
Chile	193	-	193	1,93
Colombia	3.781	-	3.781	37,80
Ecuador	154	-	154	1,54
Paraguay	24	-	24	0,24
Peru	609	-	609	6,09
Uruguay	33	-	33	0,33
Venezuela	390	-	390	3,90
<b>Subtotal</b>	<b>6.529</b>	<b>-</b>	<b>6.529</b>	<b>65,28</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.002</b>	<b>-</b>	<b>10.002</b>	<b>100</b>

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

	Audited Data				
	2007	2008	2009	2010	2011
Total Audit Average Qualified	10.156	10.472	10.396	11.444	9.869
Qualified Non-Paid	10.156	10.472	10.396	11.444	9.869
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	200
Rotated or Occasional	100
Allocated for trade Shows and Conventions	-
All Others	33
<b>TOTAL</b>	<b>333</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.

Auditado por:



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