

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2015**

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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.
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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 _____	10.250	100	10.250	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	100	10.250	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	870	-	-	-	-	-
TOTAL	11.120	-	-	-	-	-

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

Issue 2015	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.250	N/A	10.250
September/October _____	10.250	N/A	10.250
November/December _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015

This edition has the same number of copies as the average of the other two issues stated in item 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)	Technical Installation (J)	Maintenance Management (K)	Others (O)
A1.HVAC/R Firm of System Mechanical Engineers	2.450	23,90	1.669	249	116	8	33	109	3	23	84	116	40
A2.HVAC/R Contractor System's Installation	3.386	33,03	2.195	276	219	29	8	111	7	23	319	139	60
A3.HVAC/R Mechanical Contractors	501	4,89	223	87	27	5	4	20	1	22	12	84	16
B1.HAVC/R Equipment Distributors of Wholesalers	1.409	13,75	957	32	49	28	38	210	4	10	20	36	25
E1.End User-Building Negotiations/Real State	105	1,02	63	14	7	-	-	3	-	-	2	12	4
E2.End User-Distributor Trade/Retail Trade	367	3,58	169	22	23	5	12	20	1	6	20	76	13
E3.End User-Finance Company (Banking)	7	0,07	2	-	-	-	-	-	-	1	-	2	2
E4.End User-Government (Admin)	20	0,20	3	4	3	-	-	-	-	1	3	4	2
E5.End User-Ind./Manufacturing	256	2,50	41	18	16	4	-	25	-	8	21	110	13
E6.End User-Public Service	41	0,40	8	1	5	1	-	-	-	1	12	10	3
E7.End User-Transport Company	19	0,19	6	1	1	-	-	1	-	-	4	5	1
M.HVAC/R Systems OEM Manuf.	779	7,60	378	43	30	12	11	198	5	27	22	20	33
N.R&D/Educational /Associations	152	1,48	37	9	14	1	-	8	-	58	7	6	12
O.Other	758	7,40	341	37	41	14	3	52	1	8	49	71	141
TOTAL QUALIFIED CIRCULATION	10.250	100	6.092	793	551	107	109	757	22	188	575	691	365
PERCENT	100		59,43	7,74	5,38	1,04	1,06	7,39	0,21	1,83	5,61	6,74	3,56

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015

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:	3.893	2.832	2.110	8.835	-	8.835	86,20
a. Written	76	334	5	-	-	415	4,05
b. Telecommunication	754	608	1.075	-	-	2.437	23,78
c. Electronic	3.063	1.890	1.030	-	-	5.983	58,37
II. TOTAL - Request from recipient's company:	-	11	18	29	-	29	0,28
a. Written	-	11	17	-	-	28	0,27
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):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically)	1.341	26	19	1.386	-	1.386	13,52
Association rosters and directories	-	-	-	-	-	-	-
Business directories	60	11	10	1	-	81	0,79
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1.281	15	9	-	-	1.305	12,73
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5.234	2.869	2.147	10.250	-	10.250	100
PERCENT	51,06	27,99	20,95	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2015

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.110	N/A	10.110	98,63
Individuals by name only	87	N/A	87	0,85
Titles or functions only	34	N/A	34	0,33
Companies' names only	19	N/A	19	0,19
Multiple-copy same addressee copies	-	N/A	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	626	-	626	6,11
Mexico	2.177	-	2.177	21,24
Subtotal	2.803		2.803	27,35
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	82	-	82	0,80
Subtotal	82	-	82	0,80
CENTRAL AMERICA				
Costa Rica	80	-	80	0,78
El Salvador	39	-	39	0,38
Guatemala	48	-	48	0,47
Honduras	34	-	34	0,33
Nicaragua	35	-	35	0,34
Panama	565	-	565	5,51
Subtotal	801	-	801	7,81
SOUTH AMERICA				
Argentina	298	-	298	2,91
Bolivia	16	-	16	0,16
Brasil	200	-	200	1,95
Chile	193	-	193	1,88
Colombia	4.644	-	4.644	45,31
Ecuador	185	-	185	1,80
Paraguay	15	-	15	0,15
Peru	640	-	640	6,24
Uruguay	28	-	28	0,27
Venezuela	345	-	345	3,37
Subtotal	6.564	-	6.564	64,04
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Audited Data				
	2011	2012	2013	2014	2015
Total audit average qualified	10.732	11.166	10.441	10.249	10.250
Qualified non-paid	10.732	11.166	10.441	10.249	10.250
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	Copies
Other paid circulation	-	N/A
Advertisers and agencies	-	130
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	740
All others	-	-
TOTAL		870

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:



Instituto Verificador de Circulaciones
IFABC Membership (www.ifabc.org)