

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2016**

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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 _____	10.285	100	10.285	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.285	100	10.285	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	980	-	-	-	-	-
TOTAL	11.265	-	-	-	-	-

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

Issue 2016	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.250	N/A	10.250
March/April _____	10.249	N/A	10.249
May/June _____	10.355	N/A	10.355

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

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	2,354	22,73	1,563	263	114	9	30	104	3	29	75	118	46
A2.HVAC/R Contractor System's Installation	3,518	33,97	2,269	296	240	33	8	124	3	27	317	140	61
A3.HVAC/R Mechanical Contractors	487	4,70	211	87	29	5	4	18	1	19	10	85	18
B1.HAVC/R Equipment Distributors of Wholesalers	1,452	14,02	1,008	33	51	26	19	216	4	11	16	35	33
E1.End User-Building Negotiations/ Real State	97	0,94	55	12	9	-	-	3	-	-	2	12	4
E2.End User-Distributor Trade/ Retail Trade	358	3,46	172	22	20	3	13	19	1	5	19	72	12
E3.End User-Finance Company (Banking)	114	1,10	2	-	-	-	-	-	107	1	-	2	2
E4.End User-Government (Admin)	19	0,18	2	4	3	-	-	-	-	1	3	4	2
E5.End User-Ind./Manufacturing	240	2,32	39	17	15	3	-	12	-	6	21	115	12
E6.End User-Public Service	36	0,35	6	1	4	2	-	-	-	1	8	10	4
E7.End User-Transport Company	19	0,18	5	1	2	-	-	1	-	-	4	6	-
M.HVAC/R Systems OEM Manuf.	760	7,34	353	41	33	10	12	206	5	25	18	21	36
N.R&D/Educational /Associations	157	1,52	35	11	15	-	-	7	-	57	7	8	17
O.Other	744	7,18	335	37	42	12	2	50	1	9	43	71	142
TOTAL QUALIFIED CIRCULATION	10,355		6,055	825	577	103	88	760	125	191	543	699	389
PERCENT	100	100	58,47	7,97	5,57	0,99	0,85	7,34	1,21	1,84	5,24	6,75	3,76

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

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:	3,217	2,752	3,068	9,037	-	9,037	87,27
a. Written	67	337	18	-	-	422	4,08
b. Telecommunication	719	585	931	-	-	2,235	21,58
c. Electronic	2,431	1,830	2,119	-	-	6,380	61,61
II. TOTAL - Request from recipient's company:	107	-	-	107	-	107	1,03
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	107	-	-	-	-	107	1,03
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 (listedy alphabetically)	1,073	135	3	1,211	-	1,211	11,69
Association rosters and directories	-	-	-	-	-	-	-
Business directories	11	10	-	-	-	21	0,20
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1,062	125	3	-	-	1,190	11,49
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,397	2,887	3,071	10,355	-	10,355	100
PERCENT	42,46	27,88	29,66	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2016

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.099	N/A	10.099	97,53
Individuals by name only	187	N/A	187	1,81
Titles or functions only	55	N/A	55	0,53
Companies' names only	14	N/A	14	0,14
Multiple-copy same addressee copies	-	N/A	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.355	-	10.355	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	651	-	651	6,29
Mexico	2.242	-	2.242	21,65
Subtotal	2.893		2.893	27,94
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	107	-	107	1,03
Puerto Rico	-	-	-	-
Dominican Republic	89	-	89	0,86
Subtotal	196	-	196	1,89
CENTRAL AMERICA				
Costa Rica	88	-	88	0,85
El Salvador	50	-	50	0,48
Guatemala	48	-	48	0,46
Honduras	37	-	37	0,36
Nicaragua	42	-	42	0,41
Panama	500	-	500	4,83
Subtotal	765	-	765	7,39
SOUTH AMERICA				
Argentina	322	-	322	3,11
Bolivia	17	-	17	0,16
Brasil	198	-	198	1,91
Chile	200	-	200	1,93
Colombia	4.492	-	4.492	43,38
Ecuador	197	-	197	1,90
Paraguay	17	-	17	0,16
Peru	656	-	656	6,34
Uruguay	31	-	31	0,30
Venezuela	371	-	371	3,58
Subtotal	6.501	-	6.501	62,78
TOTAL QUALIFIED CIRCULATION	10.355	-	10.355	100

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

	Audited Data				
	2012	2013	2014	2015	2016
Total audit average qualified	11.166	10.441	10.249	10.250	10.285
Qualified non-paid	11.166	10.441	10.249	10.250	10.285
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	-	750
All others	-	100
	TOTAL	980

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)