

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 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 _____	10.342	100	10.342	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.342	100	10.342	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	874	-	-	-	-	-
TOTAL	11.216	-	-	-	-	-

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

Issue 2016	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.250	N/A	10.250
September/October _____	10.249	N/A	10.249
November/December _____	10.526	N/A	10.526

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

This edition has 276 copies or 2.69% less than 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	2.107	20,02	1.370	85	25	4	4	13	-	16	13	38	20
A2.HVAC/R Contractor System's Installation	3.821	36,30	2.541	289	261	30	8	127	5	29	332	136	63
A3.HVAC/R Mechanical Contractors	823	7,82	605	246	114	9	30	93	2	32	72	97	42
B1.HAVC/R Equipment Distributors of Wholesalers	1.441	13,69	1.006	33	55	25	19	212	4	11	17	33	26
E1.End User-Building Negotiations/Real State	89	0,85	49	15	6	-	-	1	-	-	1	11	6
E2.End User-Distributor Trade/Retail Trade	322	3,06	151	23	21	6	11	17	1	6	16	59	11
E3.End User-Finance Company (Banking)	10	0,10	2	3								1	4
E4.End User-Government (Admin)	19	0,18	2	5	2	-	-	-	1	2	2	4	2
E5.End User-Ind./Manufacturing	212	2,01	33	17	15	4	-	12	1	7	20	93	10
E6.End User-Public Service	34	0,32	5	1	3	2	-	-	-	-	8	8	6
E7.End User-Transport Company	16	0,15	3	1	3	1	-	-	-	-	3	5	-
M.HVAC/R Systems OEM Manuf.	732	6,95	332	39	33	13	15	207	3	22	16	19	33
N.R&D/Educational /Associations	174	1,65	37	13	20	-	1	8	-	58	9	8	20
O.Other	726	6,90	324	36	40	9	1	38	1	10	40	69	158
TOTAL QUALIFIED CIRCULATION	10.526	100	6.460	806	598	103	89	728	18	193	549	581	401
PERCENT	100		61,37	7,66	5,68	0,98	0,85	6,92	0,17	1,83	5,22	5,52	3,81

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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:	5.264	2.330	1.967	9.561	-	9.561	90,83
a. Written	252	64	65	-	-	381	3,62
b. Telecommunication	1.085	358	643	-	-	2.086	19,82
c. Electronic	3.927	1.908	1.259	-	-	7.094	67,40
II. TOTAL - Request from recipient's company:	6	-	13	19	-	19	0,18
a. Written	6	-	13	-	-	19	0,18
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
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)	773	173	-	946	-	946	8,99
Association rosters and directories	-	-	-	-	-	-	-
Business directories	11	2	-	-	-	13	0,12
Independent field reports	231	6	-	-	-	237	2,25
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	529	165	-	-	-	694	6,59
Other sources	2	-	-	-	-	2	0,02
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6.043	2.503	1.980	10.526	-	10.526	100
PERCENT	57,41	23,78	18,81	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 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 NOVEMBER/DECEMBER 2016

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	714	-	714	6,78
Mexico	2.018	-	2.018	19,17
Subtotal	2.732	-	2.732	25,95
CARIBBEAN				
Lesser Antilles	-	-	0	0,00
Cuba	-	-	0	0,00
Puerto Rico	-	-	0	0,00
Dominican Republic	88	-	88	0,84
Subtotal	88	-	88	0,84
CENTRAL AMERICA				
Costa Rica	93	-	93	0,88
El Salvador	44	-	44	0,42
Guatemala	50	-	50	0,48
Honduras	40	-	40	0,38
Nicaragua	44	-	44	0,42
Panama	1.106	-	1.106	10,51
Subtotal	1.377	-	1.377	13,08
SOUTH AMERICA				
Argentina	312	-	312	2,96
Bolivia	19	-	19	0,18
Brasil	217	-	217	2,06
Chile	252	-	252	2,39
Colombia	4.213	-	4.213	40,02
Ecuador	208	-	208	1,98
Paraguay	13	-	13	0,12
Peru	704	-	704	6,69
Uruguay	26	-	26	0,25
Venezuela	365	-	365	3,47
Subtotal	6.329	-	6.329	60,13
TOTAL QUALIFIED CIRCULATION	10.526	-	10.526	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	10.342
Qualified non-paid	11.166	10.441	10.249	10.250	10.342
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	-	840
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	-
All others	-	34
	TOTAL	874

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)