

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2017**

Av. de Mayo 1370 - 1° Piso - (1362)  
Buenos Aires - Argentina  
Teléfono:  
(54-11) 4383-6293 / 7305 / 4381-8448 /  
Fax: (54-11) 4383-6293  
[www.ivc.org.ar](http://www.ivc.org.ar)

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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 _____	10.247	100	10.247	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.247</b>	<b>100</b>	<b>10.247</b>	<b>100</b>	-	-
<b>OTHER FORMS CIRCULATION</b>						
According to point 11 _____	1.355	-	-	-	-	-
<b>TOTAL</b>	<b>11.602</b>	-	-	-	-	-

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

Issue 2017	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.250	N/A	10.250
March/April _____	10.247	N/A	10.247
May/June _____	10.245	N/A	10.245

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017**  
 This edition has 3 copies or 0,093% 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	1.975	19,28	1.189	267	121	10	31	105	3	32	77	94	46
A2.HVAC/R Contractor System's Installation	3.815	37,24	2.545	241	276	30	12	110	6	30	340	146	79
A3.HVAC/R Mechanical Contractors	798	7,79	564	90	31	3	6	16	-	15	12	43	18
B1.HAVC/R Equipment Distributors of Wholesalers	1.263	12,33	851	34	46	28	22	192	5	12	16	31	26
E1.End User-Building Negotiations/ Real State	94	0,92	49	13	6	-	-	1	1	-	3	14	7
E2.End User-Distributor Trade/ Retail Trade	315	3,07	147	22	23	7	11	17	1	4	17	55	11
E3.End User-Finance Company (Banking)	14	0,14	8	2	-	-	-	-	1	-	-	1	2
E4.End User-Government (Admin)	22	0,21	3	4	2	0	-	-	-	2	2	6	3
E5.End User-Ind./Manufacturing	225	2,20	34	19	16	4	-	15	1	7	22	96	11
E6.End User-Public Service	34	0,33	6	2	-	2	-	-	1	-	8	9	6
E7.End User-Transport Company	26	0,25	14	1	3	1	-	-	-	-	2	5	
M.HVAC/R Systems OEM Manuf.	717	7	305	45	33	14	17	210	2	23	18	16	34
N.R&D/Educational /Associations	183	1,79	38	13	18	-	-	8	-	63	9	9	25
O.Other	764	7,46	353	35	39	10	1	40	2	10	38	72	164
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.245</b>	<b>100</b>	<b>6.106</b>	<b>788</b>	<b>614</b>	<b>109</b>	<b>100</b>	<b>714</b>	<b>23</b>	<b>198</b>	<b>564</b>	<b>597</b>	<b>432</b>
<b>PERCENT</b>			<b>59,60</b>	<b>7,69</b>	<b>5,99</b>	<b>1,06</b>	<b>0,98</b>	<b>6,97</b>	<b>0,22</b>	<b>1,93</b>	<b>5,51</b>	<b>5,83</b>	<b>4,22</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017**

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
<b>I. TOTAL - Personal direct request from the recipient</b>	<b>6.069</b>	<b>3.651</b>	<b>9.720</b>	<b>-</b>	<b>9.720</b>	<b>94,88</b>
a. Written	225	122	-	-	347	3,39
b. Telecommunication	1.271	725	-	-	1.996	19,48
c. Electronic	4.573	2.804	-	-	7.377	72,01
<b>II. TOTAL - Request from recipient's company</b>	<b>10</b>	<b>7</b>	<b>17</b>	<b>-</b>	<b>17</b>	<b>0,17</b>
a. Written	10	7	-	-	17	0,17
b. Telecommunication	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-
<b>III. TOTAL - Membership benefit</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>
a. Written	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically)</b>	<b>315</b>	<b>193</b>	<b>508</b>	<b>-</b>	<b>508</b>	<b>4,96</b>
Association rosters and directories	-	-	-	-	-	-
Business directories	36	14	-	-	50	0,49
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	279	179	-	-	458	4,47
Other sources	-	-	-	-	-	-
<b>VI. TOTAL - Single copy sales</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6.394</b>	<b>3.851</b>	<b>10.245</b>	<b>-</b>	<b>10.245</b>	<b>100</b>
<b>PERCENT</b>	<b>62,41</b>	<b>37,59</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2017**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.001	N/A	10.001	97,62
Individuals by name only	154	N/A	154	1,50
Titles or functions only	74	N/A	74	0,72
Companies' names only	16	N/A	16	0,16
Multiple-copy same addressee copies	-	N/A	-	-
Single copy sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.245</b>	<b>-</b>	<b>10.245</b>	<b>100</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIE CIRCULATION FOR ISSUE OF MAY/JUNE 2017**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	723	-	723	7,06
Mexico	1.570	-	1.570	15,32
<b>Subtotal</b>	<b>2.293</b>		<b>2.293</b>	<b>22,38</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	92	-	92	0,90
<b>Subtotal</b>	<b>92</b>	<b>-</b>	<b>92</b>	<b>0,90</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	109	-	109	1,06
El Salvador	50	-	50	0,49
Guatemala	54	-	54	0,53
Honduras	39	-	39	0,38
Nicaragua	45	-	45	0,44
Panama	1.169	-	1.169	11,41
<b>Subtotal</b>	<b>1.466</b>	<b>-</b>	<b>1.466</b>	<b>14,31</b>
<b>SOUTH AMERICA</b>				
Argentina	329	-	329	3,21
Bolivia	17	-	17	0,17
Brasil	222	-	222	2,17
Chile	252	-	252	2,46
Colombia	4.196	-	4.196	40,96
Ecuador	218	-	218	2,13
Paraguay	15	-	15	0,15
Peru	726	-	726	7,09
Uruguay	29	-	29	0,28
Venezuela	390	-	390	3,81
<b>Subtotal</b>	<b>6.394</b>	<b>-</b>	<b>6.394</b>	<b>62,41</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.245</b>	<b>-</b>	<b>10.245</b>	<b>100</b>

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

	Audited Data				
	2013	2014	2015	2016	2017
Total audit average qualified	10.441	10.249	10.250	10.342	10.247
Qualified non-paid	10.441	10.249	10.250	10.342	10.247
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	-	1.166
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	-
All others	-	189
<b>TOTAL</b>		<b>1.355</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:



Instituto Verificador de Circulaciones  
IFABC Membership ( [www.ifabc.org](http://www.ifabc.org) )