



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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El uso de cifras auditadas permite a anunciantes y agencias conocer con certeza la existencia de compradores para los ejemplares y su distribución geográfica en más de 1.800 localidades de todo el país, son estos compradores el objetivo de los anunciantes, dado que constituyen los clientes potenciales.



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FIELD SERVED

GERENCIA DE HOTELES serves professionals in the hospitality management, technology and design business - including hotels, resorts, motels, food service operations, interior architects, property management companies and suppliers and others allied to the field in the Spanish speaking countries of Mexico, Caribbean, Central America and South America, plus Brazil and Hispanics in USA.

DEFINITION OF RECIPIENT QUALIFICATION*

Qualified recipients are those in general management, business development, purchase management, financial management, sales management, plus owners, maintenance, operations and sales & marketing management personnel.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9.178	100	9.178	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9.178	100	9.178	100	-	-

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

Issue 2009	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	9.183	N/A	9.183
September/October _____	9.144	N/A	9.144
November/December _____	9.206	N/A	9.206

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009
 The variation of this edition in relation to the average of the two informed editions in item 2 is same copies.

BUSINESS / INDUSTRY	TOTAL QUALIFIED	PERCENT- OF TOTAL	Corporate Management (A)	General Management (B)	Food and Beverage Manager (C)	Purchase Management (D)	Sales and Marketing Technician (E)	Management Communications (F)	Security Management (G)	Maintenance Management (H)	Others (I)
A. Entrepreneur / Owner of multiple hotels	1,649	17,91	916	580	33	5	54	14	3	7	37
B. Hotel Chains Corporate Offices	191	2,07	70	45	17	5	29	5	4	1	15
C. Hotel Management Company	165	1,79	39	70	12	4	18	3	2	2	15
D. Hotel with over 150 rooms	725	7,88	67	336	63	18	92	21	8	26	94
E. Hotel with 50-150 rooms	2,350	25,53	345	1,383	99	20	259	26	12	17	189
F. Hotel with less than 50 rooms	1,988	21,59	157	1,505	32	7	127	8	1	11	140
G. Entrepreneur / Owner of multiple restaurants	142	1,54	56	60	12		7				7
H. Restaurant Chains Corporate Offices	36	0,39	14	13	4	1	4				
I. Particular High Kitchen Restaurant	127	1,38	17	53	33	2	9		2	2	9
J. Particular Casual Kitchen Restaurant	270	2,93	21	200	23	3	8				15
K. Independent Fast Food Restaurant	28	0,30	5	10	3		3		2		5
L. Architect/Interior Designer / Contractor	144	1,56	34	45	2	1	14	4	2	9	33
M. Hotel Supply Distributors / Food Services	461	5,01	72	186	29	8	99	21	11	12	23
N. Associations / Research Institutes	235	2,55	29	95	8	-	27	13	7	1	51
O. Others	695	7,55	99	183	45	4	97	38	9	15	205
TOTAL QUALIFIED CIRCULATION	9,206	100,00	1,941	4,764	415	82	847	153	63	103	838
PERCENT	100		21,08	51,75	4,51	0,89	9,20	1,66	0,68	1,12	9,10

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

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	4.258	3.100	1.402	8.760	-	8.760	95,16
a. Written	626	313	99	-	-	1.038	11,28
b. Telecommunication	1.204	1.150	501	-	-	2.855	31,01
c. Electronic	2.428	1.637	802	-	-	4.867	52,87
II. TOTAL - Request from recipient's company:	2	-	-	2	-	2	0,02
a. Written	-	-	-	-	-	-	-
Telecommunication	2	-	-	-	-	2	0,02
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 (listed alphabetically)	444	-	-	444	-	444	4,82
Association rosters and directories	100	-	-	-	-	100	1,09
Business directories	85	-	-	-	-	85	0,92
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	101	-	-	-	-	101	1,10
Other sources	158	-	-	-	-	158	1,72
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.704	3.100	1.402	9.206	-	9.206	100
Percent	51,10	33,67	15,22	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9.012	N/A	9.012	97,89
Individuals by name only	129	N/A	129	1,40
Titles or functions only	42	N/A	42	0,46
Companies' names only	23	N/A	23	0,25
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9.206	100	9.206	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent Total
NORTH AMERICA				
United States of America	28	-	28	0,30
Mexico	3.099	-	3.099	33,66
Subtotal	3.127	-	3.127	33,97
CARIBBEAN				
Lesser Antilles	4	-	4	0,04
Cuba	-	-	-	-
Puerto Rico	53	-	53	0,58
Dominican Republic	132	-	132	1,43
Subtotal	189	-	189	2,05
CENTRAL AMERICA				
Costa Rica	143	-	143	1,55
El Salvador	78	-	78	0,85
Guatemala	86	-	86	0,93
Honduras	149	-	149	1,62
Nicaragua	69	-	69	0,75
Panama	136	-	136	1,48
Subtotal	661	-	661	7,18
SOUTH AMERICA				
Argentina	1.346	-	1.346	14,62
Bolivia	96	-	96	1,04
Brasil	141	-	141	1,53
Chile	430	-	430	4,67
Colombia	1.666	-	1.666	18,10
Ecuador	229	-	229	2,49
Paraguay	93	-	93	1,01
Peru	760	-	760	8,26
Uruguay	162	-	162	1,76
Venezuela	306	-	306	3,32
Subtotal	5.229	-	5.229	56,80
TOTAL CIRCULACION CALIFICADA	9.206	-	9.206	100

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

	Not Audited	Audited Data			
	Data	2006	2007	2008	2009
	2005				
Total Audit Average Qualified	10.651	10.382	11.139	10.455	9.178
Qualified Non-Paid	10.651	10.382	11.139	10.455	9.178
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	-
Allocated for trade Shows and Conventions	96
All Others	-
TOTAL	296

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 GERENCIA DE HOTELES Magazine.

2. AUDIT REPORT

As a result of the verification of the analysed concepts and period, we certify the previous circulation figures.

Audited por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**Instituto Verificador de Circulaciones
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