

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2010**

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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.



Latin Press Inc.
2455 SW 27 th Ave. Suite 200
Miami, FL 33145
Tel. No. : 305 285-3133
Fax. No.: 305 285-3134

Official publication of: IHRA
Established: 2005
Issues per year: 6
www.latinpressinc.com
www.gerenciadehoteles.com

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 _____	9.094	100	9.094	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9.094	100	9.094	100	-	-

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

Ediciones 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	9.175	N/A	9.175
March/April _____	9.102	N/A	9.102
May/June _____	9.004	N/A	9.004

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

The variation of this edition in relation to the average of the two informed editions in item 2 is 1,46%; 134 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	1.040	11,55	522	407	23	6	42	9	4	4	23
B.Hotel Chains Corporate Offices	166	1,84	54	42	12	4	29	5	3	1	16
C.Hotel Management Company	145	1,61	47	55	8	4	12	1	2	2	14
D.Hotel with over 150 rooms	688	7,64	65	348	52	19	82	17	7	24	74
E.Hotel with 50-150 rooms	2.404	26,70	207	1.699	69	25	202	22	11	15	154
F.Hotel with less than 50 rooms	1.913	21,25	142	1.502	18	9	105	6	1	10	120
G.Entrepreneur / Owner of multiple restaurants	1.209	13,43	37	41	8	1.114	4	-	-	-	5
H.Restaurant Chains Corporate Offices	41	0,46	16	17	4	1	3	-	-	-	-
I.Particular High Kitchen Restaurant	82	0,91	13	35	21	2	4	-	1	-	6
J.Particular Casual Kitchen Restaurant	156	1,73	10	116	16	2	3	1	-	-	8
K.ndependent Fast Food Restaurant	21	0,23	4	9	2	-	2	-	-	-	4
L.Architect/Interior Designer / Contractor	107	1,19	22	38	1	2	11	2	-	9	22
M.Hotel Supply Distributors / Food Services	375	4,16	62	153	12	4	89	15	8	12	20
N.Associations / Research Institutes	151	1,68	32	38	6	3	17	8	3	1	43
O.Others	506	5,62	75	137	34	4	71	21	7	9	148
TOTAL QUALIFIED CIRCULATION	9.004	100	1.308	4.637	286	1.199	676	107	47	87	657
PERCENT	100		14,53	51,50	3,18	13,32	7,51	1,19	0,52	0,97	7,30

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

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	4.446	2.995	1.349	8.790	-	8.790	97,62
a. Written	751	151	116	-	-	1.018	11,31
b. Telecommunication	1.192	1.162	496	-	-	2.850	31,65
c. Electronic	2.503	1.682	737	-	-	4.922	54,66
II. TOTAL - Request from recipient's company:	0	0	0	0	-	0	0,00
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	0	0	0	0	-	0	0,00
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listedy alphabetically)	14	35	165	214	-	214	2,38
Association rosters and directories	1	-	3	-	-	4	0,04
Business directories	4	25	35	-	-	64	0,71
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	10	57	-	-	67	0,74
Other sources	9	-	70	-	-	79	0,88
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.460	3.030	1.514	9.004	-	9.004	100
Percent	49,53	33,65	16,81	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	8.865	N/A	8.865	98,46
Individuals by name only	120	N/A	120	1,33
Titles or functions only	15	N/A	15	0,17
Companies' names only	4	N/A	4	0,04
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9.004	100	9.004	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent Total
NORTH AMERICA				
United States of America	44	-	44	0,49
Mexico	3.003	-	3003	33,35
Subtotal	3.047	-	3.047	33,84
CARIBBEAN				
Lesser Antilles	4	-	4	0,04
Cuba	-	-	-	-
Puerto Rico	38	-	38	0,42
Dominican Republic	124	-	124	1,38
Subtotal	166	-	166	1,84
CENTRAL AMERICA				
Costa Rica	137	-	137	1,52
El Salvador	67	-	67	0,74
Guatemala	72	-	72	0,80
Honduras	133	-	133	1,48
Nicaragua	52	-	52	0,58
Panama	101	-	101	1,12
Subtotal	562	-	562	6,24
SOUTH AMERICA				
Argentina	1.072	-	1.072	11,91
Bolivia	74	-	74	0,82
Brasil	106	-	106	1,18
Chile	249	-	249	2,77
Colombia	2.409	-	2409	26,75
Ecuador	212	-	212	2,35
Paraguay	76	-	76	0,84
Peru	653	-	653	7,25
Uruguay	119	-	119	1,32
Venezuela	259	-	259	2,88
Subtotal	5.229	-	5.229	58,07
TOTAL CIRCULACION CALIFICADA	9.004	-	9.004	100

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

	Not Audited Data	Audited Data			
	2006	2007	2008	2009	2010
Total Audit Average Qualified	10.382	11.139	10.455	9.178	9.094
Qualified Non-Paid	10.382	11.139	10.455	9.178	9.094
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	153
Rotated or Occasional	125
Allocated for trade Shows and Conventions	147
All Others	-
TOTAL	425

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.

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