

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 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.



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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 _____	9.503	100	9.503	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9.503	100	9.503	100	-	-

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

Ediciones 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	9.603	N/A	9.603
September/October _____	9.601	N/A	9.601
November/December _____	9.306	N/A	9.306

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010

The variation of this edition in relation to the average of the two informed editions in item 2 is 3,08%; 296 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	849	9,12	416	317	20	7	50	5	3	10	21
B.Hotel Chains Corporate Offices	151	1,62	40	41	8	5	28	5	2	7	15
C.Hotel Management Company	118	1,27	39	42	6	2	10	1	2	4	12
D.Hotel with over 150 rooms	705	7,58	59	366	35	23	90	14	7	33	78
E.Hotel with 50-150 rooms	2.767	29,73	162	2.084	53	26	234	19	8	28	153
F.Hotel with less than 50 rooms	2.126	22,85	139	1.716	11	12	113	5	3	17	110
G.Entrepreneur / Owner of multiple restaurants	576	6,19	28	38	5	-	1	501	-	-	3
H.Restaurant Chains Corporate Offices	607	6,52	16	14	5	2	1	569	-	-	-
I.Particular High Kitchen Restaurant	67	0,72	12	30	14	2	5	-	-	-	4
J.Particular Casual Kitchen Restaurant	191	2,05	8	161	9	2	3	-	-	-	8
K.ndependent Fast Food Restaurant	17	0,18	4	8	1	-	1	-	-	-	3
L.Architect/Interior Designer / Contractor	91	0,98	15	36	-	2	12	2	-	10	14
M.Hotel Supply Distributors / Food Services	410	4,41	56	200	10	6	89	17	8	11	13
N.Associations / Research Institutes	135	1,45	19	43	4	2	11	8	2	6	40
O.Others	496	5,33	62	160	26	7	84	15	6	9	127
TOTAL QUALIFIED CIRCULATION	9.306	100	1.075	5.256	207	98	732	1.161	41	135	601
PERCENT	100		11,55	56,48	2,22	1,05	7,87	12,48	0,44	1,45	6,46

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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	3.571	1.825	2.735	8.131	-	8.131	87,37
a. Written	140	120	441	-	-	701	7,53
b. Telecommunication	2.012	736	1.198	-	-	3.946	42,40
c. Electronic	1.419	969	1.096	-	-	3.484	37,44
II. TOTAL - Request from recipient's company:	1.070	-	2	1.072	-	1.072	11,52
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	2	-	-	2	0,02
c. Electronic	1.070	-	-	-	-	1.070	11,50
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)	22	26	55	103	-	103	1,11
Association rosters and directories	10	26	29	-	-	65	0,70
Business directories	-	-	-	-	-	-	-
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	9	-	1	-	-	10	0,11
Other sources	3	-	25	-	-	28	0,30
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.663	1.851	2.792	9.306	-	9.306	100
PERCENT	50,11	19,89	30,00	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9.120	N/A	9.120	98,00
Individuals by name only	98	N/A	98	1,05
Titles or functions only	50	N/A	50	0,54
Companies' names only	38	N/A	38	0,41
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9.306	-	9.306	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent Total
NORTH AMERICA				
United States of America	125	-	125	1,34
Mexico	3.089	-	3.089	33,19
Subtotal	3.214	-	3.214	34,54
CARIBBEAN				
Lesser Antilles	5	-	5	0,05
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	111	-	111	1,19
Subtotal	116	-	116	1,25
CENTRAL AMERICA				
Costa Rica	158	-	158	1,70
El Salvador	61	-	61	0,66
Guatemala	60	-	60	0,64
Honduras	126	-	126	1,35
Nicaragua	38	-	38	0,41
Panama	86	-	86	0,92
Subtotal	529	-	529	5,68
SOUTH AMERICA				
Argentina	2.140	-	2.140	23,00
Bolivia	80	-	80	0,86
Brasil	105	-	105	1,13
Chile	370	-	370	3,98
Colombia	1.427	-	1.427	15,33
Ecuador	213	-	213	2,29
Paraguay	74	-	74	0,80
Peru	677	-	677	7,27
Uruguay	117	-	117	1,26
Venezuela	244	-	244	2,62
Subtotal	5.447	-	5.447	58,53
TOTAL CIRCULACION CALIFICADA	9.306	-	9.306	100

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

	Audited Data				
	2006	2007	2008	2009	2010
Total Audit Average Qualified	10.382	11.139	10.455	9.178	9.503
Qualified Non-Paid	10.382	11.139	10.455	9.178	9.503
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	126
Rotated or Occasional	99
Allocated for trade Shows and Conventions	216
All Others	-
TOTAL	441

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.



Instituto Verificador de Circulaciones
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