

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2011**

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

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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
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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 _____	10.269	100	10.269	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.269	100	10.269	100	-	-

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

Issue 2011	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	9.602	N/A	9.602
March/April _____	10.203	N/A	10.203
May/June _____	11.003	N/A	11.003

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

The variation of this edition in relation to the average of the two informed editions in item 2 is 11,10%; 1.100 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	1.208	10,98	645	462	10	7	51	6	2	9	16
B.Hotel Chains Corporate Offices	639	5,81	541	40	4	6	24	6	1	6	11
C.Hotel Management Company	513	4,66	436	44	3	1	15	1	2	2	9
D.Hotel with over 150 rooms	597	5,43	53	307	27	21	72	12	6	29	70
E.Hotel with 50-150 rooms	3.661	33,27	151	3.005	41	23	253	14	7	23	144
F.Hotel with less than 50 rooms	2.136	19,41	127	1.756	9	10	98	6	3	18	109
G.Entrepreneur / Owner of multiple restaurants	811	7,37	419	219	40	53	3	22	35	17	3
H.Restaurant Chains Corporate Offices	24	0,22	10	8	4	2	-	-	-	-	-
I.Particular High Kitchen Restaurant	53	0,48	9	19	16	1	5	-	-	-	3
J.Particular Casual Kitchen Restaurant	107	0,97	6	85	8	2	3	-	-	-	3
K.ndependent Fast Food Restaurant	11	0,10	-	8	1	-	1	-	-	-	1
L.Architect/Interior Designer / Contractor	81	0,74	15	26	1	4	8	2	-	8	17
M.Hotel Supply Distributors / Food Services	539	4,90	51	288	11	11	123	19	9	12	15
N.Associations / Research Institutes	128	1,16	18	43	3	1	8	8	2	5	40
O.Others	495	4,50	55	176	22	6	89	12	4	13	118
TOTAL QUALIFIED CIRCULATION	11.003	100	2.536	6.486	200	148	753	108	71	142	559
PERCENT	100		23,05	58,95	1,82	1,35	6,84	0,98	0,65	1,29	5,08

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

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	4.129	2.890	2.446	9.465	-	9.465	86,02
a. Written	569	127	183	-	-	879	7,99
b. Telecommunication	1.239	1.339	1.123	-	-	3.701	33,64
c. Electronic	2.321	1.424	1.140	-	-	4.885	44,40
II. TOTAL - Request from recipient's company:	753	0	0	753	-	753	6,84
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	753	-	-	-	-	753	6,84
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)	32	715	38	785	-	785	7,13
Association rosters and directories	9	27	16	-	-	52	0,47
Business directories	1	51	-	-	-	52	0,47
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	22	635	22	-	-	679	6,17
Other sources	-	2	-	-	-	2	0,02
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.914	3.605	2.484	11.003	-	11.003	100
PERCENT	44,66	32,76	22,58	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2011

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.641	N/A	10.641	96,71
Individuals by name only	123	N/A	123	1,12
Titles or functions only	145	N/A	145	1,32
Companies' names only	94	N/A	94	0,85
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11.003	-	11.003	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	155	-	155	1,40
Mexico	3.582	-	3582	32,47
Subtotal	3.737	-	3.737	33,87
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	36	-	36	0,33
Dominican Republic	94	-	94	0,85
Subtotal	130	-	130	1,18
CENTRAL AMERICA				
Costa Rica	125	-	125	1,13
El Salvador	59	-	59	0,53
Guatemala	64	-	64	0,58
Honduras	108	-	108	0,98
Nicaragua	26	-	26	0,24
Panama	127	-	127	1,15
Subtotal	509	-	509	4,61
SOUTH AMERICA				
Argentina	1.209	-	1.209	10,96
Bolivia	78	-	78	0,71
Brasil	59	-	59	0,53
Chile	325	-	325	2,95
Colombia	3.736	-	3736	33,86
Ecuador	195	-	195	1,77
Paraguay	76	-	76	0,69
Peru	647	-	647	5,86
Uruguay	102	-	102	0,92
Venezuela	230	-	230	2,08
Subtotal	6.657	-	6.657	60,34
TOTAL QUALIFIED CIRCULATION	11.033	-	11.033	100

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

	Audited Data				
	2007	2008	2009	2010	2011
Total Audit Average Qualified	11.139	10.455	9.178	9.503	10.269
Qualified Non-Paid	11.139	10.455	9.178	9.503	10.269
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	80
Rotated or Occasional	39
Allocated for trade Shows and Conventions	102
All Others	-
TOTAL	221

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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