

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2012**

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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 _____	10.458	100	10.458	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.458	100	10.458	100	-	-

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

Issue 2012	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.459	N/A	10.459
March/April _____	10.457	N/A	10.457
May/June _____	10.458	N/A	10.458

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012
 The variation of this edition in relation to the average of the two informed editions in item 2 is 11,10%; 1.100 copies

INSTALLER / SPECIFIER / PRODUCTS OR SUPPLIER OF SECURITY SYSTEMS	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management (A)	General Management (B)	Food and Beverage Manager (C)	Purchase Management (D)	Sales and Marketing Management (E)	Communications Management (F)	Security Management (G)	Maintenance Management (H)	Others (I)
A. Entrepreneur / Owner of multiple hotels	660	6,31	293	267	8	7	43	4	1	11	26
B. Hotel Chains Corporate Offices	148	1,42	37	46	4	6	26	7	2	7	13
C. Hotel Management Company	118	1,13	33	48	3	2	18	2	1	3	8
D. Hotel with over 150 rooms	653	6,24	45	349	29	21	76	18	9	39	67
E. Hotel with 50-150 rooms	5.003	47,84	160	4.312	48	22	265	13	9	34	140
F. Hotel with less than 50 rooms	1.958	18,72	119	1.601	10	11	96	5	3	21	92
G. Entrepreneur / Owner of multiple restaurants	44	0,42	12	20	5	1	3	-	-	-	3
H. Restaurant Chains Corporate Offices	25	0,24	9	8	4	1	1	-	-	1	1
I. Particular High Kitchen Restaurant	255	2,44	7	19	220	1	5	-	-	-	3
J. Particular Casual Kitchen Restaurant	92	0,88	3	76	6	1	3	-	-	-	3
K. Independent Fast Food Restaurant	12	0,11	-	9	1	1	-	-	-	-	1
L. Architect/Interior Designer / Contractor	95	0,91	15	32	2	5	11	2	-	13	15
M. Hotel Supply Distributors / Food Services	751	7,18	53	426	12	14	191	21	10	12	12
N. Associations / Research Institutes	132	1,26	15	38	5	1	9	6	2	4	52
O. Others	512	4,90	48	183	22	10	88	15	5	17	124
TOTAL QUALIFIED CIRCULATION	10.458	100	849	7.434	379	104	835	93	42	162	560
PERCENT	100		8,12	71,08	3,62	0,99	7,98	0,89	0,40	1,55	5,35

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012

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	3.717	5.209	910	9.836	-	9.836	94,05
a. Written	278	122	179	-	-	579	5,54
b. Telecommunication	1.532	2.027	355	-	-	3.914	37,43
c. Electronic	1.907	3.060	376	-	-	5.343	51,09
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-	-
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):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically)	318	32	272	622	-	622	5,95
Association rosters and directories	-	8	35	-	-	43	0,41
Business directories	-	2	51	-	-	53	0,51
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	318	22	186	-	-	526	5,03
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.035	5.241	1.182	10.458	-	10.458	100
PERCENT	38,58	50,11	11,30	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2012

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9.989	N/A	9.989	95,52
Individuals by name only	221	N/A	221	2,11
Titles or functions only	229	N/A	229	2,19
Companies' names only	19	N/A	19	0,18
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.458	-	10.458	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	270	-	270	2,63
Mexico	3.211	-	3.211	31,33
Subtotal	3.481	-	3.481	33,96
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	31	-	31	0,30
Dominican Republic	71	-	71	0,69
Subtotal	102	-	102	1,00
CENTRAL AMERICA				
Costa Rica	138	-	138	1,35
El Salvador	55	-	55	0,54
Guatemala	48	-	48	0,47
Honduras	86	-	86	0,84
Nicaragua	27	-	27	0,26
Panama	137	-	137	1,34
Subtotal	491	-	491	4,79
SOUTH AMERICA				
Argentina	962	-	962	9,39
Bolivia	93	-	93	0,91
Brasil	46	-	46	0,45
Chile	288	-	288	2,81
Colombia	3.479	-	3.479	33,94
Ecuador	238	-	238	2,32
Paraguay	80	-	80	0,78
Peru	656	-	656	6,40
Uruguay	114	-	114	1,11
Venezuela	220	-	220	2,15
Subtotal	6.176	-	6.176	60,25
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Audited Data				
	2008	2009	2010	2011	2012
Total Audit Average Qualified	10.455	9.178	9.503	10.612	10.458
Qualified Non-Paid	10.455	9.178	9.503	10.612	10.458
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	185
Rotated or Occasional	121
Allocated for trade Shows and Conventions	50
All Others	-
TOTAL	356

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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