

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2005**

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IVC is a non-profit organization, established the 19th of December 1946 by Argentina's principal media firms, advertising agencies, and advertising clients to control, certify and promote the use of audited circulation data.

The use of audited circulation numbers permits advertisers and agencies to gain a clearer picture of the media's readers and their geographic distribution throughout Latin America and thereby determine if those subscribers constitute an effective target audience.



Latin Press Inc.  
2455 SW 27 th Ave. Suite 200  
Miami, FL 33145  
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[www.latinpressinc.com](http://www.latinpressinc.com)  
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**FIELD SERVED**

INPRA LATINA serves coating formulators and manufacturers, corrosion control specialists, surface protection and industrial coating contractors, paint finishing professionals as well as distributors and representatives.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, executives, management, chemicals engineers and staff personnel in paints, coatings and corrosion control specification, product management, engineering and technology, research and development, quality control and sales and marketing as well as other titled and non-titled personnel including company copies.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,337	100	8,337	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,337</b>	<b>100</b>	<b>8,337</b>	<b>100</b>	-	-

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

Issue 2005	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	8,694	N/A	8,694
September/October _____	8,165	N/A	8,165
November/December _____	8,151	N/A	8,151

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOV / DEC 2005**

The variation of this edition in relation to the average of the two informed editions in item 2 is 3.30%; 278 copies.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management	Production Management	Technical Management	Purchasing Management	Product Management	Sales & Marketing Mgement.	Research Development	Chemical	Maintenance	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)		
1. Coating Formulation /Manufacturing	5,483	67.27	3,797	243	301	80	48	222	371	97	34	290
2 Surface Protection / Corrosion Control	637	7.81	162	38	123	7	10	50	55	15	111	66
3. Paint & Powder Finishing	510	6.26	133	69	53	20	6	56	48	14	27	84
4. Industrial Supplier	1,312	16.10	494	28	125	29	14	336	65	28	34	159
5. R & D / Educational Association	209	2.56	22	1	14	1	2	15	84	13	10	47
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,151</b>	<b>100</b>	<b>4,608</b>	<b>379</b>	<b>616</b>	<b>137</b>	<b>80</b>	<b>679</b>	<b>623</b>	<b>167</b>	<b>216</b>	<b>646</b>
<b>PERCENT</b>	100	-	56.53	4.65	7.56	1.68	0.98	8.33	7.64	2.05	2.65	7.93

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOV/DEC 2005.**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
<b>I. TOTAL - Personal direct request from the recipient:</b>	<b>2,016</b>	<b>1,118</b>	<b>771</b>	<b>3,905</b>	-	<b>3,905</b>	<b>47.91</b>
a. Written	270	405	354	1,029	-	1,029	12.62
b. Telecommunication	10	12	10	32	-	32	0.39
c. Electronic	1,736	701	407	2,844	-	2,844	34.89
<b>II. TOTAL - Request from recipient's company:</b>	-	-	<b>1</b>	<b>1</b>	-	<b>1</b>	<b>0.01</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	1	-	-	-	-
<b>III. TOTAL - Membership benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	-	-	<b>3</b>	<b>3</b>	-	<b>3</b>	<b>0.04</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	3	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically)</b>	<b>1,412</b>	<b>1,370</b>	<b>1,460</b>	<b>4,242</b>	-	<b>4,242</b>	<b>52.04</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Independent field reports	44	246	112	-	-	402	4.93
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	1,368	1,124	1,348	-	-	3,840	47.11
<b>VI. TOTAL - Single Copy Sales</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,428</b>	<b>2,488</b>	<b>2,235</b>	<b>8,151</b>	-	<b>8,151</b>	<b>100</b>
<b>Percent</b>	<b>42.06</b>	<b>30.52</b>	<b>27.42</b>	<b>100</b>	-	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2005**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7,200	N/A	7,200	88.33
Individuals by name only	850	N/A	850	10.43
Titles or functions only	1	N/A	1	0.01
Companies' names only	100	-	100	1.23
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,151</b>	<b>-</b>	<b>8,151</b>	<b>100</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2005**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	1	-	1	0.01
Mexico	4,655	-	4,655	57.11
<b>Subtotal</b>	<b>4,656</b>	<b>-</b>	<b>4,656</b>	<b>47.12</b>
<b>CARIBBEAN</b>				
Smaller Antilles	2	-	2	0.02
Cuba	25	-	25	0.31
Puerto Rico	11	-	11	0.13
Dominican Republic	17	-	17	0.21
<b>Subtotal</b>	<b>55</b>	<b>-</b>	<b>55</b>	<b>0.67</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	32	-	32	0.39
El Salvador	-	-	-	-
Guatemala	29	-	29	0.36
Honduras	6	-	6	0.07
Nicaragua	9	-	9	0.11
Panama	16	-	16	0.20
<b>Subtotal</b>	<b>92</b>	<b>-</b>	<b>92</b>	<b>1.13</b>
<b>SOUTH AMERICA</b>				
Argentina	450	-	450	5.52
Bolivia	38	-	38	0.47
Brasil	683	-	683	8.38
Chile	162	-	162	1.99
Colombia	1,275	-	2	15.64
Equador	148	-	148	1.82
Paraguay	11	-	11	0.13
Peru	312	-	312	7.38
Uruguay	42	-	42	0.52
Venezuela	227	-	227	2.78
<b>Subtotal</b>	<b>3,348</b>	<b>-</b>	<b>3,348</b>	<b>41.07</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,151</b>	<b>-</b>	<b>8,151</b>	<b>100</b>

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

	Audited Data			
	2002	2003	2004	2005
Total Audit Average Qualified	-	-	-	8,337
Qualified Non-Paid	-	-	-	8,337
Qualified Paid	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

**11. ADDITIONAL DATA: AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not included Elsewhere	Copies
Other Paid Circulation	N/A
Advertisers and Agencies	768
Rotated or Occasional	200
Allocated for trade Shows and Conventions	150
All Others	-
<b>TOTAL</b>	<b>1,118</b>

**CERTIFICATE OF VERIFICATION**

**1. PROCEDURE**

According to the Instituto Verificador de Circulaciones Rules, we have examined through accepted accounting procedures the Publisher's circulation data corresponding to INPRA LATINA 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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