

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**

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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  
Tel. No. : 305 285-3133  
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[www.latinpressinc.com](http://www.latinpressinc.com)  
[www.inpralatina.com](http://www.inpralatina.com)

**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 _____	8,109	100	8,109	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,109</b>	<b>100</b>	<b>8,109</b>	<b>100</b>	-	-

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

Issue 2007	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	8,245	N/A	8,245
MArch/April _____	8,053	N/A	8,053
May/June _____	8,030	N/A	8,030

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2007**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is 1.46%; 119 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)	(K)	(L)
1. Coating Formulation /Manufacturing	2,531	31.52	1,076	167	324	45	20	182	360	99	26	232
2 Surface Protection / Corrosion Control	1,995	24.84	571	57	133	20	11	57	55	865	116	110
3. Paint & Powder Finishing	1,953	24.32	873	83	57	20	11	60	51	682	26	90
4. Industrial Supplier	1,320	16.44	434	32	156	29	20	348	71	42	37	151
5. R & D / Educational Association	231	2.88	26	1	20	1	4	17	98	18	5	41
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,030</b>	<b>100</b>	<b>2,980</b>	<b>340</b>	<b>690</b>	<b>115</b>	<b>66</b>	<b>664</b>	<b>635</b>	<b>1,706</b>	<b>210</b>	<b>624</b>
<b>PERCENT</b>	100	-	37.11	4.23	8.59	1.43	0.82	8.27	7.91	21.25	2.62	7.77

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2007**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
<b>I. TOTAL</b> - Personal direct request from the recipient:	<b>2,236</b>	<b>1,225</b>	<b>1,117</b>	-	-	<b>4,578</b>	<b>57.01</b>
a. Written	325	164	388	-	-	877	10.92
b. Telecommunication	234	4	5	-	-	243	3.03
c. Electronic	1,667	1,057	724	-	-	3,458	43.06
<b>II. TOTAL</b> - Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL</b> - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL</b> - Sources other than above (listed alphabetically)	<b>723</b>	<b>201</b>	<b>2,528</b>	<b>3,452</b>	-	<b>3,452</b>	<b>42.99</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	74	28	242	-	-	344	4.28
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	649	173	2,286	-	-	3,108	38.70
<b>VI. TOTAL</b> - Single Copy Sales	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,959</b>	<b>1,426</b>	<b>3,645</b>	<b>8,030</b>	-	<b>8,030</b>	<b>100</b>
<b>Percent</b>	<b>36.85</b>	<b>17.76</b>	<b>45.39</b>	-	-	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: JUNE 2007**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7,132	N/A	7,132	88.82
Individuals by name only	798	N/A	798	9.94
Titles or functions only	-	N/A	-	-
Companies' names only	100	-	100	1.25
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,030</b>	<b>-</b>	<b>8,030</b>	<b>100</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2007**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	-	-	-	0.00
Mexico	4,000	-	4,000	49.81
<b>Subtotal</b>	<b>4,000</b>	<b>-</b>	<b>4,000</b>	<b>49.81</b>
<b>CARIBBEAN</b>				
Lesser Antilles	1	-	1	0.01
Cuba	26	-	26	0.32
Puerto Rico	5	-	5	0.06
Dominican Republic	14	-	14	0.17
<b>Subtotal</b>	<b>46</b>	<b>-</b>	<b>46</b>	<b>0.57</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	44	-	44	0.55
El Salvador	8	-	8	0.10
Guatemala	38	-	38	0.47
Honduras	5	-	5	0.06
Nicaragua	10	-	10	0.12
Panama	17	-	17	0.21
<b>Subtotal</b>	<b>122</b>	<b>-</b>	<b>122</b>	<b>1.52</b>
<b>SOUTH AMERICA</b>				
Argentina	467	-	467	5.82
Bolivia	33	-	33	0.41
Brasil	584	-	584	7.27
Chile	175	-	175	2.18
Colombia	1,686	-	1,686	21.00
Equador	145	-	145	1.81
Paraguay	15	-	15	0.19
Peru	459	-	459	5.72
Uruguay	46	-	46	0.57
Venezuela	252	-	252	3.14
<b>Subtotal</b>	<b>3,862</b>	<b>-</b>	<b>3,862</b>	<b>48.09</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,030</b>	<b>-</b>	<b>8,030</b>	<b>100</b>

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

	Audited Data				
	2003	2004	2005	2006	2007
Total Audit Average Qualified	8,164	8,166	8,053	8,110	8,109
Qualified Non-Paid	8,164	8,166	8,053	8,110	8,109
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	220
Rotated or Occasional	-
Allocated for trade Shows and Conventions	150
All Others	400
<b>TOTAL</b>	<b>770</b>

**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 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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