



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**

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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
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Official publication of: None
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www.latinpressinc.com
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 _____	7,718	100	7,718	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,718	100	7,718	100	-	-

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

Issue 2008	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	7,500	N/A	7,500
March/April _____	7,858	N/A	7,858
May/June _____	7,795	N/A	7,795

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008
 The variation of this edition in relation to the average of the two informed editions in item 2 is 1.51%; 116 copies.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	Production Management (B)	Technical Management (C)	Purchasing Management (D)	Product Management (E)	Sales & Marketing Mgement. (F)	Research Development (G)	Chemical (H)	Main-tenance (I)	Other (J)
1. Coating Formulation /Manufacturing	2,989	38.35	1,749	162	333	56	42	209	304	78	33	23
2 Surface Protection / Corrosion Control	1,102	14.14	576	63	146	20	9	60	55	20	127	26
3. Paint & Powder Finishing	1,901	24.39	1,156	223	95	82	50	138	72	17	46	22
4. Industrial Supplier	1,533	19.67	679	41	158	33	24	373	81	38	35	71
5. R & D / Educational Association	270	3.46	58	3	24	0	1	15	105	16	8	40
TOTAL QUALIFIED CIRCULATION	7,795	100	4,218	492	756	191	126	795	617	169	249	182
PERCENT	100	-	54.11	6.31	9.70	2.45	1.62	10.20	7.92	2.17	3.19	2.33

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008

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:	3,101	1,295	344	-	-	4,740	60.81
a. Written	178	514	33	-	-	725	9.30
b. Telecommunication	223	-	3	-	-	226	2.90
c. Electronic	2,700	781	308	-	-	3,785	48.61
II. TOTAL - Request from recipient's company:	1	-	-	1	-	1	0.01
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	1	-	-	-	-	1	0.01
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)	3,052	1	1	3,054	-	3,054	39.18
Association rosters and directories	-	-	-	-	-	-	-
Business directories	323	-	-	-	-	323	4.14
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	2,729	1	1	-	-	2,731	35.03
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,154	1,296	345	7,795	-	7,795	100
Percent	78.95	16.63	4.43	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7,130	N/A	7,130	91.47
Individuals by name only	637	N/A	637	8.17
Titles or functions only	-	N/A	-	-
Companies' names only	28	-	28	0.36
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,795	-	7,795	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	4	-	4	0.05
Mexico	3,355	-	3,355	43.04
Subtotal	3,359	-	3,359	43.09
CARIBBEAN				
Lesser Antilles	-	-	-	0.00
Cuba	32	-	32	0.41
Puerto Rico	5	-	5	0.06
Dominican Republic	18	-	18	0.23
Subtotal	55	-	55	0.71
CENTRAL AMERICA				
Costa Rica	21	-	21	0.27
El Salvador	6	-	6	0.08
Guatemala	39	-	39	0.50
Honduras	6	-	6	0.08
Nicaragua	12	-	12	0.15
Panama	19	-	19	0.24
Subtotal	103	-	103	1.32
SOUTH AMERICA				
Argentina	491	-	491	6.30
Bolivia	39	-	39	0.50
Brasil	556	-	556	7.13
Chile	161	-	161	2.07
Colombia	2,027	-	2,027	26.00
Equador	145	-	145	1.86
Paraguay	13	-	13	0.17
Peru	513	-	513	6.58
Uruguay	49	-	49	0.63
Venezuela	284	-	284	3.64
Subtotal	4,278	-	4,278	54.88
TOTAL QUALIFIED CIRCULATION	7,795	-	7,795	100

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

	Audited Data				
	2004	2005	2006	2007	2008
Total Audit Average Qualified	8,166	8,053	8,110	7,797	7,718
Qualified Non-Paid	8,166	8,053	8,110	7,797	7,718
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	175
Rotated or Occasional	-
Allocated for trade Shows and Conventions	334
All Others	196
TOTAL	705

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.

Instituto Verificador de Circulaciones
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