



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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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 _____	7.623	100	7.623	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7.623	100	7.623	100	-	-

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

Issue 2009	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	7.500	N/A	7.500
September/October _____	7.684	N/A	7.684
November/December _____	7.684	N/A	7.684

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009
 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)	Maintenance (I)	Other (J)
1. Coating Formulation /Manufacturing	4.628	60,23	2.617	300	581	74	129	307	375	78	65	102
2 Surface Protection / Corrosion Control	528	6,87	112	75	125	12	17	39	31	10	66	41
3. Paint & Powder Finishing	1.021	13,29	448	184	113	17	36	68	38	14	29	74
4. Industrial Supplier	1.339	17,43	514	60	112	24	42	349	78	27	18	115
5. R & D / Educational Association	168	2,19	47	8	16	1	2	8	57	7	4	18
TOTAL QUALIFIED CIRCULATION	7.684	100	3.738	627	947	128	226	771	579	136	182	350
PERCENT	100	-	48,65	8,16	12,32	1,67	2,94	10,03	7,54	1,77	2,37	4,55

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

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:	2.795	1.694	1.060	5.549	-	5.549	72,21
a. Written	614	500	90	-	-	1.204	15,67
b. Telecommunication	1.023	184	-	-	-	1.207	15,71
c. Electronic	1.158	1.010	970	-	-	3.138	40,84
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)	764	1.050	320	2.134	-	2.134	27,77
Association rosters and directories	30	-	-	-	-	-	-
Business directories	711	1.050	320	-	-	2.081	27,08
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	23	-	-	-	-	23	0,30
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3.560	2.744	1.380	7.684	-	7.684	100
Percent	46,33	35,71	17,96	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7.324	N/A	7.324	95,31
Individuals by name only	109	N/A	109	1,42
Titles or functions only	123	N/A	123	1,60
Companies' names only	128	N/A	128	1,67
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7.684	-	7.684	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	165	-	165	2,15
Mexico	3.640	-	3.640	7,37
Subtotal	3.805	-	3.805	49,52
CARIBBEAN				
Lesser Antilles	185	-	185	2,41
Cuba	0	-	0	0,00
Puerto Rico	3	-	3	0,04
Dominican Republic	14	-	14	0,18
Subtotal	202	-	202	2,63
CENTRAL AMERICA				
Costa Rica	27	-	27	0,35
El Salvador	5	-	5	0,07
Guatemala	32	-	32	0,42
Honduras	4	-	4	0,05
Nicaragua	4	-	4	0,05
Panama	9	-	9	0,12
Subtotal	81	-	81	1,05
SOUTH AMERICA				
Argentina	321	-	321	4,18
Bolivia	20	-	20	0,26
Brasil	202	-	202	2,63
Chile	176	-	176	2,29
Colombia	2.062	-	2.062	26,83
Equador	111	-	111	1,44
Paraguay	12	-	12	0,16
Peru	466	-	466	6,06
Uruguay	28	-	28	0,36
Venezuela	198	-	198	2,58
Subtotal	3.596	-	3.596	46,80
TOTAL QUALIFIED CIRCULATION	7.684	-	7.684	100,00

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

	Audited Data				
	2005	2006	2007	2008	2009
Total Audit Average Qualified	8,053	8,110	7,797	7,684	7.623
Qualified Non-Paid	8,053	8,110	7,797	7,684	7.623
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	300
Rotated or Occasional	-
Allocated for trade Shows and Conventions	800
All Others	-
TOTAL	1.100

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
IFABC Membership (www.ifabc.org)