

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2010**

Av. de Mayo 1370 - 1° Piso - (1362)  
Buenos Aires - Argentina  
Teléfono:  
(54-11) 4383-6293 / 7305 / 4381-8448 /  
Fax: (54-11) 4383-6293  
[www.ivc.org.ar](http://www.ivc.org.ar)

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  
Fax. No.: 305 285-3134

Official publication of: None  
Established: 1996  
Issues per year: 6  
[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 _____	7.573	100	7.573	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.573</b>	<b>100</b>	<b>7.573</b>	<b>100</b>	-	-

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

Issue 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	7.671	N/A	7.671
March/April _____	7.684	N/A	7.684
May/June _____	7.364	N/A	7.364

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is 4,083%; 314 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)	Others (J)
1.Coating Formulation /Manufacturing	4.539	61,64	2.614	220	563	77	126	310	400	77	62	90
2.Surface Protection / Corrosion Control	512	6,95	167	60	108	11	13	34	24	8	56	31
3.Paint & Powder Finishing	915	12,43	376	186	113	18	41	48	33	14	23	63
4.Industrial Supplier	1.186	16,11	372	80	126	20	42	328	65	29	18	106
5.R & D/Educational Association	212	2,88	61	40	17	2	2	9	56	7	4	14
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.364</b>	<b>100</b>	<b>3.590</b>	<b>586</b>	<b>927</b>	<b>128</b>	<b>224</b>	<b>729</b>	<b>578</b>	<b>135</b>	<b>163</b>	<b>304</b>
<b>PERCENT</b>	<b>100</b>		<b>48,75</b>	<b>7,96</b>	<b>12,59</b>	<b>1,74</b>	<b>3,04</b>	<b>9,90</b>	<b>7,85</b>	<b>1,83</b>	<b>2,21</b>	<b>4,13</b>

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
<b>I. TOTAL - Personal direct request from the recipient:</b>	<b>2.709</b>	<b>1.384</b>	<b>1.118</b>	<b>5.211</b>	-	<b>5.211</b>	<b>70,76</b>
a. Written	219	232	267	-	-	718	9,75
b. Telecommunication	1007	122	176	-	-	1.305	17,72
c. Electronic	1.483	1.030	675	-	-	3.188	43,29
<b>II. TOTAL - Request from recipient's company:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	-	<b>0</b>	<b>0,00</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL - Membership benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	-	<b>0</b>	<b>0,00</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically)</b>	<b>891</b>	<b>892</b>	<b>370</b>	<b>2.153</b>	-	<b>2.153</b>	<b>29,24</b>
Association rosters and directories	186	-	-	-	-	-	-
Business directories	616	-	61	-	-	677	9,19
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	884	309	-	-	1.193	16,20
Other sources	89	8	-	-	-	97	1,32
<b>VI. TOTAL - Single Copy Sales</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3.600</b>	<b>2.276</b>	<b>1.488</b>	<b>7.364</b>	-	<b>7.364</b>	<b>100</b>
<b>Percent</b>	<b>48,89</b>	<b>30,91</b>	<b>20,21</b>	<b>100</b>	-	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2010**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7.152	N/A	7.152	97,12
Individuals by name only	132	N/A	132	1,79
Titles or functions only	80	N/A	80	1,09
Companies' names only	-	N/A	-	-
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.364</b>	<b>-</b>	<b>7.364</b>	<b>100</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	144	-	144	1,96
Mexico	3.489	-	3.489	47,38
<b>Subtotal</b>	<b>3.633</b>	<b>-</b>	<b>3.633</b>	<b>49,33</b>
<b>CARIBBEAN</b>				
Lesser Antilles	1	-	1	0,01
Cuba	-	-	-	-
Puerto Rico	4	-	4	0,05
Dominican Republic	14	-	14	0,19
<b>Subtotal</b>	<b>19</b>	<b>-</b>	<b>19</b>	<b>0,26</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	31	-	31	0,42
El Salvador	8	-	8	0,11
Guatemala	30	-	30	0,41
Honduras	5	-	5	0,07
Nicaragua	5	-	5	0,07
Panama	11	-	11	0,15
<b>Subtotal</b>	<b>90</b>	<b>-</b>	<b>90</b>	<b>1,22</b>
<b>SOUTH AMERICA</b>				
Argentina	331	-	331	4,49
Bolivia	17	-	17	0,23
Brasil	197	-	197	2,68
Chile	187	-	187	2,54
Colombia	2.058	-	2.058	27,95
Ecuador	111	-	111	1,51
Paraguay	11	-	11	0,15
Peru	484	-	484	6,57
Uruguay	27	-	27	0,37
Venezuela	199	-	199	2,70
<b>Subtotal</b>	<b>3.622</b>	<b>-</b>	<b>3.622</b>	<b>49,19</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.364</b>	<b>-</b>	<b>7.364</b>	<b>100</b>

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

	Audited Data				
	2006	2007	2008	2009	2010
Total Audit Average Qualified	8.110	7.797	7.684	7.623	7.573
Qualified Non-Paid	8.110	7.797	7.684	7.623	7.573
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	200
Rotated or Occasional	136
Allocated for trade Shows and Conventions	200
All Others	100
<b>TOTAL</b>	<b>636</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.

Auditado por:



Instituto Verificador de Circulaciones  
IFABC Membership ( [www.ifabc.org](http://www.ifabc.org) )