

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2010**

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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
Fax. No.: 305 285-3134

Official publication of: None
Established: 1996
Issues per year: 6
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 _____	8.000	100	8.000	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8.000	100	8.000	100	-	-

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

Issue 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	8.000	N/A	8.000
September/October _____	8.000	N/A	8.000
November/December _____	8.000	N/A	8.000

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010
The variation of this edition in relation to the average of the two informed editions in item 2

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)	Others (J)
1.Coating Formulation /Manufacturing	4.342	54,28	2554	192	403	66	131	313	434	88	64	97
2.Surface Protection / Corrosion Control	1.426	17,83	650	534	74	8	11	32	19	12	54	32
3.Paint & Powder Finishing	759	9,49	367	48	100	18	42	51	31	12	25	65
4.Industrial Supplier	1.305	16,31	574	22	105	20	34	328	68	32	16	106
5.R & D/Educational Association	168	2,10	55	9	10	1	2	7	58	7	4	15
TOTAL QUALIFIED CIRCULATION	8.000	100	4.200	805	692	113	220	731	610	151	163	315
PERCENT	100		52,50	10,06	8,65	1,41	2,75	9,14	7,63	1,89	2,04	3,94

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010

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:	1.956	1.949	1.159	5.064		5.064	63,30
a. Written	70	174	584			828	10,35
b. Telecommunication	518	568	147			1233	15,41
c. Electronic	1.368	1.207	428			3.003	37,54
II. TOTAL - Request from recipient's company:	1.000	0	1	1.001		1.001	12,51
a. Written	309	-	-	-	-	309	3,86
b. Telecommunication	490	-	1	-	-	491	6,14
c. Electronic	201	-	-	-	-	201	2,51
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)	11	947	977	1.935		1.935	24,19
Association rosters and directories	9	77	3	-	-	89	1,11
Business directories	-	-	-	-	-	-	-
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	2	870	974	-	-	1.846	23,08
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2.967	2.896	2.137	8.000	-	8.000	100
PERCENT	37,09	36,20	26,71	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7.791	N/A	7.791	97,39
Individuals by name only	91	N/A	91	1,14
Titles or functions only	80	N/A	80	1,00
Companies' names only	38	N/A	38	0,48
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8.000	-	8.000	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	159	-	159	1,99
Mexico	3.165	-	3.165	39,56
Subtotal	3.324	-	3.324	41,55
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	2	-	2	0,03
Dominican Republic	17	-	17	0,21
Subtotal	19	-	19	0,24
CENTRAL AMERICA				
Costa Rica	34	-	34	0,43
El Salvador	7	-	7	0,09
Guatemala	29	-	29	0,36
Honduras	4	-	4	0,05
Nicaragua	4	-	4	0,05
Panama	9	-	9	0,11
Subtotal	87	-	87	1,09
SOUTH AMERICA				
Argentina	1.340	-	1.340	16,75
Bolivia	17	-	17	0,21
Brasil	149	-	149	1,86
Chile	192	-	192	2,40
Colombia	2.099	-	2.099	26,24
Ecuador	120	-	120	1,50
Paraguay	9	-	9	0,11
Peru	419	-	419	5,24
Uruguay	24	-	24	0,30
Venezuela	201	-	201	2,51
Subtotal	4.570	-	4.570	57,13
TOTAL QUALIFIED CIRCULATION	8.000	-	8.000	100

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	8.000
Qualified Non-Paid	8.110	7.797	7.684	7.623	8.000
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	266
Rotated or Occasional	200
Allocated for trade Shows and Conventions	100
All Others	100
TOTAL	666

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)