



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2011**

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

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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
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Fax. No.: 305 285-3134

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 _____	7.667	100	7.667	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7.667	100	7.667	100	-	-

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

Issue 2011	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	7.300	N/A	7.300
March/April _____	7.600	N/A	7.600
May/June _____	8.100	N/A	8.100

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011
 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	4.444	54,86	2.560	767	310	38	74	85	407	69	29	105
2.Surface Protection / Corrosion Control	1.511	18,65	1.107	38	70	144	10	31	14	11	43	43
3.Paint & Powder Finishing	699	8,63	314	46	100	17	36	60	28	14	22	62
4.Industrial Supplier	1.314	16,22	529	30	106	22	34	365	67	32	15	114
5.R & D/Educational Association	132	1,63	25	8	9	1	1	2	60	6	4	16
TOTAL QUALIFIED CIRCULATION	8.100	100	4.535	889	595	222	155	543	576	132	113	340
PERCENT	100		55,99	10,98	7,35	2,74	1,91	6,70	7,11	1,63	1,40	4,20

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

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:	2.437	2.103	1.751	6.291	-	6.291	77,67
a. Written	36	71	227	-	-	334	4,12
b. Telecommunication	1.118	488	661	-	-	2.267	27,99
c. Electronic	1.283	1.544	863	-	-	3.690	45,56
II. TOTAL - Request from recipient's company:	-	-	1	1	-	1	0,01
a. Written	-	-	1	-	-	1	0,01
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
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)	1.051	472	285	1.808	-	1.808	22,32
Association rosters and directories	8	9	75	-	-	-	-
Business directories	638	41	1	-	-	680	8,40
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	403	422	206	-	-	1.031	12,73
Other sources	2	-	3	-	-	5	0,06
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3.488	2.575	2.037	8.100	-	8.100	100
PERCENT	43,06	31,79	25,15	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2011

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7.995	N/A	7.995	98,70
Individuals by name only	38	N/A	38	0,47
Titles or functions only	45	N/A	45	0,56
Companies' names only	22	N/A	22	0,27
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8.100	-	8.100	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	193	-	193	2,38
Mexico	3.669	-	3.669	45,30
Subtotal	3.862	-	3.862	47,68
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	3	-	3	0,04
Dominican Republic	14	-	14	0,17
Subtotal	17	-	17	0,21
CENTRAL AMERICA				
Costa Rica	34	-	34	0,42
El Salvador	7	-	7	0,09
Guatemala	27	-	27	0,33
Honduras	3	-	3	0,04
Nicaragua	3	-	3	0,04
Panama	9	-	9	0,11
Subtotal	83	-	83	1,02
SOUTH AMERICA				
Argentina	448	-	448	5,53
Bolivia	17	-	17	0,21
Brasil	206	-	206	2,54
Chile	177	-	177	2,19
Colombia	2.519	-	2.519	31,10
Ecuador	114	-	114	1,41
Paraguay	7	-	7	0,09
Peru	424	-	424	5,23
Uruguay	27	-	27	0,33
Venezuela	199	-	199	2,46
Subtotal	4.138	-	4.138	51,09
TOTAL QUALIFIED CIRCULATION	8.100	-	8.100	100

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

	Audited Data				
	2007	2008	2009	2010	2011
Total Audit Average Qualified	7.797	7.684	7.623	8.000	7.667
Qualified Non-Paid	7.797	7.684	7.623	8.000	7.667
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	100
Rotated or Occasional	17
Allocated for trade Shows and Conventions	-
All Others	-
TOTAL	117

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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