



**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2014**

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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.



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[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 _____	7.000	100	7.000	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.000</b>	<b>100</b>	<b>7.000</b>	<b>100</b>	-	-
<b>OTHER FORMS CIRCULATION</b>						
According to point 11 _____	1.000	-	1.000	-	-	-
<b>TOTAL</b>	<b>8.000</b>	-	<b>8.000</b>	-	-	-

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

Issue 2014	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	7.000	N/A	7.000
September/October _____	7.000	N/A	7.000
November/December _____	7.000	N/A	7.000

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is 4,75%; 333 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)	Others (J)
1.Coating Formulation /Manufacturing	4.138	59,11	2.516	129	372	52	82	326	426	82	31	122
2.Industrial Coatings Contractor	415	5,93	120	47	79	10	13	38	19	8	42	39
3.Paint & Powder Finishing	679	9,70	256	52	113	15	37	53	41	23	25	64
4.Industrial Supplier	1.601	22,87	639	41	128	29	39	477	67	47	11	123
5.R & D/Educational Association	167	2,39	33	9	9	2	1	6	76	5	2	24
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.000</b>	<b>100</b>	<b>3.564</b>	<b>278</b>	<b>701</b>	<b>108</b>	<b>172</b>	<b>900</b>	<b>629</b>	<b>165</b>	<b>111</b>	<b>372</b>
<b>PERCENT</b>	<b>100</b>		<b>50,91</b>	<b>3,97</b>	<b>10,01</b>	<b>1,54</b>	<b>2,46</b>	<b>12,86</b>	<b>8,99</b>	<b>2,36</b>	<b>1,59</b>	<b>5,31</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014**

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>2.639</b>	<b>1.030</b>	<b>2.040</b>	<b>5.709</b>	-	<b>5.709</b>	<b>81,56</b>
a. Written	43	149	26	-	-	218	3,11
b. Telecommunication	64	461	205	-	-	730	10,43
c. Electronic	2.532	420	1.809	-	-	4.761	68,01
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL - Membership benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically)</b>	<b>1.077</b>	<b>170</b>	<b>44</b>	<b>1.291</b>	-	<b>1.291</b>	<b>18,44</b>
Association rosters and directories	-	29	-	-	-	-	-
Business directories	2	58	44	-	-	104	1,49
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	21	-	-	-	-	21	0,30
Other sources	1.054	83	-	-	-	1.137	16,24
<b>VI. TOTAL - Single copy sales</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3.716</b>	<b>1.200</b>	<b>2.084</b>	<b>7.000</b>	-	<b>7.000</b>	<b>100</b>
<b>PERCENT</b>	<b>53,09</b>	<b>17,14</b>	<b>29,77</b>	<b>100</b>	-	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2014**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	6.892	N/A	6.892	98,46
Individuals by name only	26	N/A	26	0,37
Titles or functions only	82	N/A	82	1,17
Companies' names only	-	N/A	-	-
Multiple-copy same addressee copies	-	-	-	-
Single copy sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.000</b>	<b>-</b>	<b>7.000</b>	<b>100</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	269	-	269	3,84
Mexico	2.537	-	2.537	36,24
<b>Subtotal</b>	<b>2.806</b>	<b>-</b>	<b>2.806</b>	<b>40,09</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	21	-	21	0,30
<b>Subtotal</b>	<b>21</b>	<b>-</b>	<b>21</b>	<b>0,30</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	47	-	47	0,67
El Salvador	15	-	15	0,21
Guatemala	42	-	42	0,60
Honduras	5	-	5	0,07
Nicaragua	5	-	5	0,07
Panama	9	-	9	0,13
<b>Subtotal</b>	<b>123</b>	<b>-</b>	<b>123</b>	<b>1,76</b>
<b>SOUTH AMERICA</b>				
Argentina	397	-	397	5,67
Bolivia	20	-	20	0,29
Brasil	162	-	162	2,31
Chile	231	-	231	3,30
Colombia	2.297	-	2.297	32,81
Ecuador	142	-	142	2,03
Paraguay	9	-	9	0,13
Peru	532	-	532	7,60
Uruguay	34	-	34	0,49
Venezuela	226	-	226	3,23
<b>Subtotal</b>	<b>4.050</b>	<b>-</b>	<b>4.050</b>	<b>57,86</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.000</b>	<b>-</b>	<b>7.000</b>	<b>100</b>

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

	Audited Data				
	2010	2011	2012	2013	2014
Total audit average qualified	8.000	7.534	8.000	7.394	7.000
Qualified non-paid	8.000	7.534	8.000	7.394	7.000
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	Copies
Other paid circulation	-	N/A
Advertisers and agencies	-	930
Rotated or occasional	-	70
Allocated for trade shows and conventions	-	-
All others	-	-
<b>TOTAL</b>		<b>1.000</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.



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