

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2015**

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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 _____	7.000	100	7.000	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7.000	100	7.000	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	1.303	-	-	-	-	-
TOTAL	8.303	-	-	-	-	-

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

Issue 2015	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	7.000	N/A	7.000
March/April _____	6.999	N/A	6.999
May/June _____	7.000	N/A	7.000

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015
 This edition has the same number of copies as the average of the other two issues stated 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	4,143	59,19	2,515	128	375	49	82	326	431	85	28	124
2.Industrial Coatings Contractor	408	5,83	116	46	77	9	15	37	19	8	42	39
3.Paint & Powder Finishing	681	9,73	253	55	111	15	34	52	41	23	25	69
4.Industrial Supplier	1,603	22,90	633	41	126	30	38	484	66	46	11	128
5.R & D/Educational Association	165	2,36	31	9	9	2	1	6	75	5	1	26
TOTAL QUALIFIED CIRCULATION	7,000	100	3,548	279	698	105	170	905	632	167	107	386
PERCENT	100		50,69	3,99	9,97	1,50	2,43	12,93	9,03	2,39	1,53	5,51

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015

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	3,580	1,051	1,063	5,694	-	5,694	81,34
a. Written	188	24	2	-	-	214	3,06
b. Telecommunication	515	191	27	-	-	733	10,47
c. Electronic	2,877	836	1,034	-	-	4,747	67,81
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
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)	1,248	52	6	1,306	-	1,306	18,66
Association rosters and directories	114	-	-	-	-	-	-
Business directories	52	41	3	-	-	96	1,37
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1,072	-	-	-	-	1,072	15,31
Other sources	10	11	3	-	-	24	0,34
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,828	1,103	1,069	7,000	-	7,000	100
PERCENT	68,97	15,76	15,27	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2015

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	6.892	N/A	6.892	98,97
Individuals by name only	12	N/A	12	0,17
Titles or functions only	60	N/A	60	0,86
Companies' names only	-	N/A	-	-
Multiple-copy same addressee copies	-	-	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7.000	-	7.000	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	272	-	272	3,89
Mexico	2.526	-	2.526	36,09
Subtotal	2.798	-	2.798	39,97
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	21	-	21	0,30
Subtotal	21	-	21	0,30
CENTRAL AMERICA				
Costa Rica	49	-	49	0,70
El Salvador	12	-	12	0,17
Guatemala	40	-	40	0,57
Honduras	5	-	5	0,07
Nicaragua	6	-	6	0,09
Panama	9	-	9	0,13
Subtotal	121	-	121	1,73
SOUTH AMERICA				
Argentina	393	-	393	5,61
Bolivia	19	-	19	0,27
Brasil	162	-	162	2,31
Chile	229	-	229	3,27
Colombia	2.313	-	2.313	33,04
Ecuador	142	-	142	2,03
Paraguay	9	-	9	0,13
Peru	535	-	535	7,64
Uruguay	32	-	32	0,46
Venezuela	226	-	226	3,23
Subtotal	4.060	-	4.060	58
TOTAL QUALIFIED CIRCULATION	7.000	-	7.000	100

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

	Audited Data				
	2011	2012	2013	2014	2015
Total audit average qualified	7.534	8.000	7.394	7.000	7.000
Qualified non-paid	7.534	8.000	7.394	7.000	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	-	800
Rotated or occasional	-	60
Allocated for trade shows and conventions	-	-
EXPO LACS MEXICO	-	300
All others	-	143
	TOTAL	1.303

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)