

Auditado por:



INSTITUTO VERIFICADOR  
DE CIRCULACIONES

## BUSINESS PUBLICATION CIRCULATION AUDIT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2006

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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.

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### FIELD SERVED

MARI Papel y Corrugado serves paper and tissue manufacturers, corrugated board manufacturers, folding carton converters, industrial consultants, distributors and representatives.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, executives, management, engineers and staff personnel in product and material 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 _____	4,138	100	4,138	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,138</b>	<b>100</b>	<b>4,138</b>	<b>100</b>	-	-

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

Issue 2006	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	4,172	N/A	4,172
September/October _____	3,959	N/A	3,959
November/December _____	4,282	N/A	4,282

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is 5.31%; 216 copies.

COMPANY /BUSINESS ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	Board of Director President (A)	Vice-President Director General Manager (B)	Manager Sub-Manager (C)	Superintendent, Assistant Superintendent (D)	Supervisor Assistant Supervisor (E)	Chief (F)	Chemist (G)	Engineer (H)	Technician (I)	Operator (J)	Others (K)
1. Paper, Board or Tissue Manufacturer	1,469	34.31	756	41	146	41	72	79	11	130	35	20	118
2. Paper, Board or Tissue Converter	489	11.42	113	251	43	5	6	12	1	22	9	4	23
3. Corrugated Board Manufacturer	1,313	30.66	569	12	316	27	39	70	4	50	19	6	201
4. Corrugated Sheet Plant	49	1.14	14	2	6	1	5	5	1	10	0	3	2
5. Folding Carton Plant (Folding Board)	51	1.19	10	4	15	1	2	1	0	7	4	0	7
6. Industry Supplier	646	15.09	192	51	146	10	26	22	40	108	38	13	0
7. Consultancy	153	3.57	42	11	21	1	8	5	2	32	6	1	24
8. R&D/Educational /Association	112	2.62	18	7	8	3	5	4	5	19	12	1	30
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,282</b>	<b>100</b>	<b>1,734</b>	<b>379</b>	<b>701</b>	<b>89</b>	<b>163</b>	<b>198</b>	<b>64</b>	<b>378</b>	<b>123</b>	<b>48</b>	<b>405</b>
<b>PERCENT</b>	<b>100</b>		<b>40.50</b>	<b>8.85</b>	<b>16.37</b>	<b>2.08</b>	<b>3.81</b>	<b>4.62</b>	<b>1.49</b>	<b>8.83</b>	<b>2.87</b>	<b>1.12</b>	<b>9.46</b>

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
<b>I. TOTAL - Personal direct request from the recipient:</b>	<b>1,137</b>	<b>594</b>	<b>445</b>	<b>2,176</b>	<b>-</b>	<b>2,176</b>	<b>50.82</b>
a. Written	178	99	126	-	-	403	9.41
b. Telecommunication	-	1	-	-	-	1	0.02
c. Electronic	959	494	319	-	-	1,772	41.38
<b>II. TOTAL - Request from recipient's company:</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>0.07</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	2	1	-	-	-	3	0.07
<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>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically)</b>	<b>1,114</b>	<b>574</b>	<b>415</b>	<b>2,103</b>	<b>-</b>	<b>2,103</b>	<b>49.11</b>
Association rosters and directories	1,008	4	-	-	-	1,012	23.63
Business directories	-	482	358	-	-	840	19.62
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	106	88	57	-	-	251	5.86
<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>2,253</b>	<b>1,169</b>	<b>860</b>	<b>4,282</b>	<b>-</b>	<b>4,282</b>	<b>100</b>
<b>Percent</b>	<b>52.62</b>	<b>27.30</b>	<b>20.08</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2006**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	4,275	N/A	4,275	99.84
Individuals by name only	5	N/A	5	0.12
Titles or functions only	2	-	2	0.05
Companies' names only	-	-	-	-
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,282</b>	<b>-</b>	<b>4,282</b>	<b>100</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	1	-	1	0.02
Mexico	635	-	635	14.83
<b>Subtotal</b>	<b>636</b>	<b>-</b>	<b>636</b>	<b>14.85</b>
<b>CARIBBEAN</b>				
Lesser Antilles	1	-	1	0.02
Cuba	27	-	27	0.63
Puerto Rico	20	-	20	0.47
Dominican Republic	25	-	25	0.58
<b>Subtotal</b>	<b>73</b>	<b>-</b>	<b>73</b>	<b>1.70</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	59	-	59	1.38
El Salvador	36	-	36	0.84
Guatemala	40	-	40	0.93
Honduras	28	-	28	0.65
Nicaragua	9	-	9	0.21
Panama	28	-	28	0.65
<b>Subtotal</b>	<b>200</b>	<b>-</b>	<b>200</b>	<b>4.67</b>
<b>SOUTH AMERICA</b>				
Argentina	473	-	473	11.05
Bolivia	38	-	38	0.89
Brasil	1,296	-	1,296	30.27
Chile	284	-	284	6.63
Colombia	666	-	666	15.55
Equador	146	-	146	3.41
Paraguay	29	-	29	0.68
Peru	281	-	281	6.56
Uruguay	48	-	48	1.12
Venezuela	112	-	112	2.62
<b>Subtotal</b>	<b>3,373</b>	<b>-</b>	<b>3,373</b>	<b>78.77</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,282</b>	<b>-</b>	<b>4,282</b>	<b>100</b>

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

	Audited Data				
	2002	2003	2004	2005	2006
Total Audit Average Qualified	3,648	3,642	3,600	3,722	4,138
Qualified Non-Paid	3,648	3,642	3,600	3,722	4,138
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	858
Rotated or Occasional	246
Allocated for trade Shows and Conventions	-
All Others	114
<b>TOTAL</b>	<b>1,218</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 MARI Papel y Corrugado Magazine.

**2. AUDIT REPORT**

As a result of the verification of the analysed concepts and period, we certify the previous circulation figures.

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