

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2017**

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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: 1997
Issues per year: 6
www.latinpressinc.com
www.acrlatinoamerica.com

FIELD SERVED

AC/R LATINOAMERICA serves mechanical /systems engineers, consulting/specifying engineers, contractors, and commercial/industrial end-users engaged in the design, new construction, installation, service and purchase of HVAC/R mechanical systems for residential, commercial and industrial buildings; as well as HVAC/R equipment and parts manufacturers, distributors and representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, executives, management, technical engineers and staff personnel in administration, production, engineering and technology, research and development, quality control and sales and marketing and 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 _____	10.249	100	10.249	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.249	100	10.2479	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	751	-	-	-	-	-
TOTAL	11.000	-	-	-	-	-

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

Issue 2017	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.249	N/A	10.249
September/October _____	10.249	N/A	10.249
November/December _____	10.249	N/A	10.249

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

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)	General Engineering (B)	Technical Management (C)	Purchasing Management (D)	Product Management (E)	Sales & Marketing (F)	Financial Management (G)	Research Development (H)	Technical Installation (J)	Maintenance Management (K)	Others (O)
A1.HVAC/R Firm of System Mechanical Engineers	1.698	16,57	925	260	121	6	37	105	4	29	75	90	46
A2.HVAC/R Contractor System's Installation	4.101	40,01	2.782	254	268	36	21	114	10	33	348	156	79
A3.HVAC/R Mechanical Contractors	750	7,32	520	88	31	4	7	14	-	13	12	41	20
B1.HAVC/R Equipment Distributors of Wholesalers	1.216	11,86	795	32	46	33	29	187	7	13	17	28	29
E1.End User-Building Negotiations/Real State	91	0,89	44	13	7	-	-	1	1	-	5	12	8
E2.End User-Distributor Trade/Retail Trade	306	2,99	130	23	25	9	10	18	2	4	16	57	12
E3.End User-Finance Company (Banking)	14	0,14	7	2	1	-	-	-	1	-	-	1	2
E4.End User-Government (Admin)	23	0,22	3	5	3	-	-	22	-	2	-	8	2
E5.End User-Ind./Manufacturing													
E6.End User-Public Service	226	2,21	34	15	15	3	-	-	1	6	24	94	12
E7.End User-Transport Company	39	0,38	3	3	3	4	-	-	1	-	8	11	6
M.HVAC/R Systems OEM Manuf.	27	0,26	16	-	3	1	-	-	-	-	1	5	1
N.R&D/Educational /Associations	706	6,89	300	46	33	13	17	206	3	25	17	14	32
O.Other	194	1,89	39	11	25	-	1	7	-	69	11	9	22
	858	8,37	415	29	45	14	1	39	2	13	43	67	190
TOTAL QUALIFIED CIRCULATION	10.249	100	5.088	521	505	117	123	713	32	207	577	593	461
PERCENT	100		56,57	7,62	6,11	1,20	1,20	6,96	0,31	2,02	5,63	5,79	4,50

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient	5.133	4.797	9.930	-	9.930	96,89
a. Written	335	2	-	-	337	3,29
b. Telecommunication	1827	319	-	-	2146	20,94
c. Electronic	2.971	4476	-	-	7.447	72,66
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)	285	34	319	-	319	3,11
Association rosters and directories	-	-	-	-	-	-
Business directories	10	34	-	-	44	0,43
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	259	-	-	-	259	2,53
Other sources	16	-	-	-	16	0,16
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5.418	4.831	10.249	-	10.249	100
PERCENT	52,86	47,14	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2017

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9.999	N/A	9.999	97,56
Individuals by name only	127	N/A	127	1,24
Titles or functions only	37	N/A	37	0,36
Companies' names only	86	N/A	86	0,84
Multiple-copy same addressee copies	-	N/A	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.249	-	10.249	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIE CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	706	-	706	6,89
Mexico	1.582	-	1.582	15,44
Subtotal	2.288	-	2.288	22,32
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	123	-	123	1,20
Subtotal	123	-	123	1,20
CENTRAL AMERICA				
Costa Rica	122	-	122	1,19
El Salvador	58	-	58	0,57
Guatemala	59	-	59	0,58
Honduras	41	-	41	0,40
Nicaragua	59	-	59	0,58
Panama	1.211	-	1.211	11,82
Subtotal	1.550	-	1.550	15,12
SOUTH AMERICA				
Argentina	321	-	321	3,13
Bolivia	13	-	13	0,13
Brasil	243	-	243	2,37
Chile	271	-	271	2,64
Colombia	4.004	-	4.004	39,07
Ecuador	260	-	260	2,54
Paraguay	19	-	19	0,19
Peru	750	-	750	7,32
Uruguay	29	-	29	0,28
Venezuela	378	-	378	3,69
Subtotal	6.288	-	6.288	61,35
TOTAL QUALIFIED CIRCULATION	10.249	-	10.249	100

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

	Audited Data				
	2013	2014	2015	2016	2017
Total audit average qualified	10.441	10.249	10.250	10.342	10.249
Qualified non-paid	10.441	10.249	10.250	10.342	10.249
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	-	751
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	-
All others	-	-
TOTAL		751

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 AC/R LATINOAMERICA 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
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