

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.

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2018**



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 _____	10.250	100	10.250	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	100	10.250	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	850	-	-	-	-	-
TOTAL	11.100	-	-	-	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD			
Issue 2018	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.250	N/A	10.250
March/April _____	10.250	N/A	10.250
May/June _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018
 This edition has the same number of copies as the average of the other two issues stated in item 2

BUSINESS/INDUSTRY	TOTAL	PERCENT	General	General	Technical	Purchasing	Product	Sales &	Financial	Research	Technical	Maintenance	Others
	QUALIFIED	OF TOTAL	Management (A)	Engineering (B)	Management (C)	Management (D)	Management (E)	Marketing (F)	Management (G)	Development (H)	Installation (J)	Management (K)	(O)
A1.HVAC/R Firm of System Mechanical Engineers	1.700	16,59	915	265	123	6	40	106	5	27	76	93	44
A2.HVAC/R Contractor System's Installation	4.128	40,27	2.802	253	281	36	19	112	10	33	350	152	80
A3.HVAC/R Mechanical Contractors	750	7,32	521	89	29	3	8	14	-	13	11	42	20
B1.HAVC/R Equipment Distributors of Wholesalers	1.224	11,94	801	33	46	33	28	184	7	13	16	32	31
E1.End User-Building Negotiations/ Real State	93	0,91	45	13	7	-	-	1	1	-	5	13	8
E2.End User-Distributor Trade/ Retail Trade	308	3,00	132	22	25	9	10	18	2	4	17	57	12
E3.End User-Finance Company (Banking)	15	0,15	7	2	1	-	-	-	1	-	-	2	2
E4.End User-Government (Admin)	23	0,22	3	5	3	-	-	22	-	2	-	8	2
E5.End User-Ind./Manufacturing	223	2,18	33	14	13	3	-	-	1	6	25	94	12
E6.End User-Public Service	37	0,36	3	3	3	4	-	-	1	-	8	9	6
E7.End User-Transport Company	27	0,26	16	-	3	1	-	-	-	-	1	5	1
M.HVAC/R Systems OEM Manuf.	715	6,98	311	47	31	13	17	204	3	25	17	15	32
N.R&D/Educational /Associations	193	1,88	38	13	24	-	2	7	-	69	9	9	22
O.Other	814	7,94	372	31	42	13	1	41	2	13	44	65	190
TOTAL QUALIFIED CIRCULATION	10.250	100	5.999	790	631	121	125	709	33	205	579	596	462
PERCENT	100		56,53	7,71	6,16	1,18	1,22	6,92	0,32	2,00	5,65	5,81	4,51

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient	4.748	5.183	9.931	-	9.931	96,89
a. Written	321	3	-	-	324	3,16
b. Telecommunication	1650	390	-	-	2040	19,90
c. Electronic	2.777	4790	-	-	7.567	73,82
II. TOTAL - Request from recipient's company	7	5	12	-	12	0,12
a. Written	7	4	-	-	11	0,11
b. Telecommunication	-	-	-	-	0	0,00
c. Electronic	-	1	-	-	1	0,01
III. TOTAL - Membership benefit	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-
b. Organizacional	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request)	-	-	-	-	-	-
a. Written	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-
V. TOTAL - Sources other than above (listedy alphabetically)	271	36	307	-	307	3,00
Association rosters and directories	261	2	-	-	263	2,57
Business directories	10	34	-	-	44	0,43
Independent field reports	-	-	-	-	-	-
Licenseses - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-
Other sources	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5.026	5.224	10.250	-	10.250	100
PERCENT	49,03	50,97	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2018

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9,999	N/A	9,999	97,55
Individuals by name only	112	N/A	112	1,09
Titles or functions only	114	N/A	114	1,11
Companies names only	25	N/A	25	0,24
Single copy sales	-	-	-	
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	709	-	709	6,92
Mexico	1.636	-	1.636	15,96
Subtotal	2.345	-	2.345	22,88
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	115	-	115	1,12
Subtotal	115	-	115	1,12
CENTRAL AMERICA				
Costa Rica	130	-	130	1,27
El Salvador	61	-	61	0,60
Guatemala	60	-	60	0,59
Honduras	46	-	46	0,45
Nicaragua	63	-	63	0,61
Panama	1.230	-	1.230	12,00
Subtotal	1.590	-	1.590	15,51
SOUTH AMERICA				
Argentina	317	-	317	3,09
Bolivia	13	-	13	0,13
Brasil	209	-	209	2,04
Chile	268	-	268	2,61
Colombia	3.906	-	3.906	38,11
Ecuador	279	-	279	2,72
Paraguay	21	-	21	0,20
Peru	779	-	779	7,60
Uruguay	31	-	31	0,30
Venezuela	377	-	377	3,68
Subtotal	6.200	-	6.200	60,49
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Audited Data				
	2014	2015	2016	2017	2018
Total audit average qualified	10.249	10.250	10.342	10.249	10.250
Qualified non-paid	10.249	10.250	10.342	10.249	10.250
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	-	850
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	-
All others	-	-
TOTAL		850

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.



Instituto Verificador de Circulaciones
IFABC Membership (www.ifabc.org)