

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2010**

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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

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www.latinpressinc.com



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 _____	4.285	100	4.285	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.285	100	4.285	100	-	-

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

Issue 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	4.540	N/A	4.540
March/April _____	4.180	N/A	4.180
May/June _____	4.134	N/A	4.134

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010
 The variation of this edition in relation to the average of the two informed editions in item 2 is 5,183%; 226 copies

COMPANY/ BUSINESS ACTIVITY	TOTAL QUALI- FIED	PERCENT OF TOTAL	Corporate Manage- ment (A)	General Manage- ment (B)	Engineering Manage- ment (C)	Technical Manage- ment (D)	Purchasing Manage- ment (E)	Product Manage- ment (F)	Sales Manage- ment (G)	Research and Deve- lopment (H)	Chemist (I)	Operator (J)	Others (K)
1.Paper, Board or Tissue Manufacturer	1.460	35,32	279	488	66	110	20	230	54	38	20	55	100
2.Paper, Board or Tissue Converter	158	3,82	19	63	10	15	3	18	10	8	1	4	7
3.Corrugated Board Manufacturer	1.359	32,87	137	511	42	112	24	266	81	22	6	53	105
4.Corrugated Sheet Plant	194	4,69	136	29	5	5	1	6	6	3	1	-	2
5.Folding Carton Plant (Folding Board)	38	0,92	2	9	1	1	3	7	5	6	-	-	4
6.Industry Supplier	728	17,61	70	274	46	51	10	25	157	34	13	12	36
7.Consultancy	134	3,24	15	26	19	9	8	6	9	23	5	2	12
8.R & D/Educational /Association	63	1,52	5	9	3	4	-	1	3	20	1	-	17
TOTAL QUALIFIED CIRCULATION	4.134	100	663	1.409	192	307	69	559	325	154	47	126	283
PERCENT	100		16,04	34,08	4,64	7,43	1,67	13,52	7,86	3,73	1,14	3,05	6,85

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

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:	1.315	502	474	2.291	-	2.291	55,42
a. Written	5	109	253	-	-	367	8,88
b. Telecommunication	1	5	10	-	-	16	0,39
c. Electronic	1.309	388	211	-	-	1.908	46,15
II. TOTAL - Request from recipient's company:	129	0	0	129	-	129	3,12
a. Written	-	-	-	-	-	-	-
b. Telecommunication	129	-	-	-	-	129	3,12
c. Electronic	-	-	-	-	-	-	-
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	0	0	0	0	-	0	0,00
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically)	688	821	205	1.714	-	1.714	41,46
Association rosters and directories	382	375	20	-	-	777	18,80
Business directories	294	246	151	-	-	691	16,72
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	9	163	32	-	-	204	4,93
Other sources	3	37	2	-	-	42	1,02
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2.132	1.323	679	4.134	-	4.134	100
Percent	51,57	32,00	16,2	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2010				
MAILING ADDRESS	Non-Paid	Paid	Qualified	Percent
Individuals by name and title and/or function	3.985	N/A	3.985	96,40
Individuals by name only	101	N/A	10	2,44
Titles or functions only	44	N/A	44	1,06
Companies' names only	4	N/A	4	0,10
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.134	-	4.134	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010				
COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	111	-	111	2,69
Mexico	646	-	646	15,63
Subtotal	757	-	757	18,31
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	18	-	18	0,44
Dominic Republic	24	-	24	0,58
Subtotal	42	-	42	1,02
CENTRAL AMERICA				
Costa Rica	74	-	74	1,79
El Salvador	44	-	44	1,06
Guatemala	45	-	45	1,09
Honduras	25	-	25	0,60
Nicaragua	11	-	11	0,27
Panama	27	-	27	0,65
Subtotal	226	-	226	5,47
SOUTH AMERICA				
Argentina	493	-	493	11,93
Bolivia	45	-	45	1,09
Brasil	825	-	825	19,96
Chile	291	-	291	7,04
Colombia	775	-	775	18,75
Ecuador	166	-	166	4,02
Paraguay	25	-	25	0,60
Peru	313	-	313	7,57
Uruguay	61	-	61	1,48
Venezuela	115	-	115	2,78
Subtotal	3.109	-	3.109	75,21
TOTAL QUALIFIED CIRCULATION	4.134	-	4.134	100

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

	Audited Data				
	2006	2007	2008	2009	2010
Total Audit Average Qualified	4.138	4.100	4.179	4.254	4.285
Qualified Non-Paid	4.138	4.100	4.179	4.254	4.285
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	300
Rotated or Occasional	255
Allocated for trade Shows and Conventions	85
All Others	26
TOTAL	666

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.

Auditado por:



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