



Established 1990
Issues Per Year: 11
Issues This Report: 11

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PUBLICATION DESCRIPTION

INDUSTRIA ALIMENTICIA serves the food processors of the Latin Americas.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

INDUSTRIA ALIMENTICIA is published for Latin American food and beverage processors and manufacturers of meat, poultry, fish and seafood; dairy products; fruits, vegetables and prepared entrees; bakery and pastries including snacks and confection; beverages (carbonated and non-carbonated) including juice and soft drinks. Also served are distributors, agents and representatives, manufacturers of equipment and ingredients, and others allied to the field.

Qualified recipients include general management and administration, technical/engineering, production, sales and marketing, research and development, quality control, and other personnel allied to the field.

AVERAGE MONTHLY CIRCULATION: JULY 1, 2006 – JUNE 30, 2007

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	9,842	-	9,842
Association/Group/Directory Lists	8,160	-	8,160
Rotated	-	-	-
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	18,002	-	18,002

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency	-	-	-
Sales/File/Office/Return/Other	2,039	-	2,039
Trade Show/Convention/Special Event	189	-	189
TOTAL NON-QUALIFIED CIRCULATION	2,228	-	2,228

TOTAL PRINTED	20,230
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Please see the following pages for Recipient Classification, Subscription Source, Business/Industry and Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Subscription Rates, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	17,946	-	17,946	99.7%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	56	-	56	0.3%
Total Qualified Circulation	18,002	-	18,002	100.0%
Non-Qualified Circulation	2,197	-	2,197	
TOTAL PRINTED			20,199	

SUBSCRIPTION SOURCE*

RECIPIENT	Non-Paid	Paid	Total	Percent
Direct Request from the Recipient	5,884	-	5,884	32.7%
Request from Recipient's Company	2,987	-	2,987	16.6%
Association/Group/Directory Lists	9,131	-	9,131	50.7%
Total Qualified Circulation	18,002	-	18,002	100.0%
Non-Qualified Circulation	2,197	-	2,197	
TOTAL PRINTED			20,199	

* Recency of Renewal analysis omitted at publisher's request. Please see Explanation.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Non-Paid	Paid	Admin.	Plant Operations	Sales/Marketing	R&D/QC	All Other	Total	Percent
20	Manufacturing – Food & Kindred Products									
201, 209	Meat, Poultry, Fish & Prepared Entrees	5,847	-	4,482	703	222	389	51	5,847	32.5%
202	Dairy Processor	2,892	-	1,696	749	150	262	35	2,892	16.1%
208	Beverages (carbonated and non-carbonated)	2,941	-	2,300	338	111	169	23	2,941	16.3%
203	Fruits & Vegetables	1,933	-	1,060	489	97	264	23	1,933	10.7%
205, 206	Bakery, Pastry, Snacks & Confectionery	2,864	-	1,983	466	130	264	21	2,864	15.9%
35	Manufacturing – Industrial & Commercial Machinery									
355	Manufacturers & Suppliers of Equipment/Ingredients	710	-	239	174	182	104	11	710	3.9%
51	Wholesale Trade – Non-durable Goods									
514	Representatives, Distributors & Agents of Equipment & Ingredients	811	-	347	123	272	57	12	811	4.5%
	Other/Not Classified	4	-	1	1	-	-	2	4	-
Total Qualified Circulation		18,002	-	12,108	3,043	1,164	1,509	178	18,002	100.0%
Total Non-Qualified Circulation		2,197	-						2,197	
TOTAL PRINTED									20,199	

Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor
Description – *Industria Alimenticia*

Administration (*Admin.*) includes owners, general management, and administration. *R&D/QC* includes research and development and quality control personnel. *All Other* includes other titled and non-titled personnel.

REGIONAL/COUNTRY GEOGRAPHICAL DISTRIBUTION

REGION/COUNTRY	Non-Paid	Paid	Total	Percent
Argentina	2,189	-	2,189	12.2%
Bolivia	205	-	205	1.1%
Brazil	3,670	-	3,670	20.4%
Chile	801	-	801	4.4%
Colombia	1,596	-	1,596	8.9%
Ecuador	384	-	384	2.1%
Guyana	1	-	1	-
Paraguay	80	-	80	0.4%
Peru	2,661	-	2,661	14.8%
Uruguay	134	-	134	0.7%
Venezuela	130	-	130	0.7%
South America	11,851	-	11,851	65.8%
Belize	9	-	9	-
Costa Rica	217	-	217	1.2%
El Salvador	113	-	113	0.6%
Guatemala	176	-	176	1.0%
Honduras	142	-	142	0.8%
Mexico	5,089	-	5,089	28.3%
Nicaragua	75	-	75	0.4%
Panama	154	-	154	0.9%
Central America	5,975	-	5,975	33.2%
Antigua	2	-	2	-
Bahamas	1	-	1	-
Cuba	100	-	100	0.6%
Dominica	8	-	8	-
Dominican Republic	56	-	56	0.3%
Guadeloupe	2	-	2	-
St. Lucia	2	-	2	-
St. Vincent	5	-	5	-
Caribbean Islands	176	-	176	1.0%
Total Qualified Circulation	18,002	-	18,002	100.0%
Total Non-Qualified Circulation	2,197	-	2,197	
TOTAL PRINTED			20,199	

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid	Paid	Total
July 2006	18,002	-	18,002
August 2006	18,002	-	18,002
September 2006	18,002	-	18,002
October 2006	18,002	-	18,002
November 2006	18,002	-	18,002
December 2006	18,002	-	18,002
January 2007	18,002	-	18,002
February 2007	18,002	-	18,002
April 2007	18,002	-	18,002
May 2007	18,002	-	18,002
June 2007	18,002	-	18,002
6 Month Average	18,002	-	18,002
12 Month Average	18,002	-	18,002

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Non-Paid	Paid	Non-Paid	Paid			
July 2006	186	-	186	-	186	186	-
August 2006	611	-	611	-	611	611	-
September 2006	1,824	-	1,824	-	1,824	1,824	-
October 2006	384	-	384	-	384	384	-
November 2006	338	-	338	-	338	338	-
December 2006	216	-	216	-	216	216	-
January 2007	374	-	374	-	374	374	-
February 2007	537	-	537	-	537	537	-
April 2007	2,350	-	2,350	-	2,350	2,350	-
May 2007	2,064	-	2,064	-	2,064	2,064	-
June 2007	3	-	3	-	3	3	-
6 Month Total	3,559	-	3,559	-	3,559	3,559	-
6 Month Average	593	-	593	-	593	593	-
12 Month Total	8,887	-	8,887	-	8,887	8,887	-
12 Month Average	808	-	808	-	808	808	-

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. Recency of Renewal analysis omitted at publisher's request. All subscription requests were found to be current within three years or less.

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	Location	# of Copies
FISA (Food Ingredients South America)	09/12/06 – 09/14/06	Sao Paulo, Brazil	100
AMI (American Meat Institute)	10/04/06 – 10/06/06	Hollywood, FL	100
Pack Expo	10/15/06 – 10/17/06	Las Vegas, NV	100
FPME (Food Processing Machinery Expo)	10/29/06 – 11/02/06	Chicago, IL	100
Forum Emballage/IPA	11/20/06 – 11/23/06	Paris, France	50
International Poultry Expo	01/24/06 – 01/26/07	Atlanta, GA	200
Westpack	02/13/07 – 02/15/07	Anaheim, CA	50
AMI (American Meat Institute)	02/18/07 – 02/20/07	Orlando, FL	50
Expo Carnes	02/22/07 – 02/24/07	Monterrey, Mexico	100
IFFA/IFFA Delicatessen	05/05/07 – 05/10/07	Frankfurt, Germany	75
FMI (Food Marketing Institute)	05/07/07 – 05/09/07	Chicago, IL	75
Fispal Latino	05/31/07 – 06/02/07	Miami, FL	150
IDDBA (International Dairy, Deli, Bakery Association)	06/03/07 – 06/05/07	Anaheim, CA	75
Alimentaria Mexico	06/05/07 – 06/07/07	Mexico City, Mexico	100
Expo Pack Mexico	06/26/07 – 06/29/07	Mexico City, Mexico	100
IFT (Institute Food Technology)	07/28/07 – 08/01/07	Chicago, IL	100
American Association of Meat Processors	07/12/07 – 07/14/07	Milwaukee, WI	100
Salon del Empaque 2007	07/18/07 – 07/21/07	Caracus, Venezuela	100
Confitexpo	07/31/07 – 08/03/07	Guadalajara, Mexico	100
Food Ingredients South America	08/07/07 – 08/09/07	Sao Paulo, Brazil	150
Envase 2007	09/17/07 – 09/20/07	Buenos Aires, Argentina	100
TOTAL			2,075

Source for Association/Group/Directory Distribution Lists:

	Date(s) Added to File
Direct Response, Inc.	05/2006, 03/2007, 04/2007

Audit of Records & Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report to as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.