

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED IN MAY/JUNE 2016**

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Our organization is a non-profit association, founded on December 19, 1946, by the editors of the leading print media in the country, advertising agencies and advertisers in order to control, certify and disseminate data on the average circulation and print run of print media.

The use of audited figures allows advertisers and agencies to know for certain the number of recipients there are for the copies as well as their geographical distribution in more than 1,800 locations all over the country. These recipients become the target of advertisers as they are potential customers.



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**FIELD SERVED**

AVI LATINOAMÉRICA serves professionals working in the integration, installation and rent of audio, video and lighting systems in the residential, commercial and industrial fields.

**DEFINITION OF RECIPIENTS**

Recipients are contractors and professionals involved in the design, construction, installation, sale and maintenance of audio, video and lighting systems. Also, recipients include end users of these areas for residential, industrial and commercial applications. Finally, recipients include manufacturers, suppliers and retailers of audio, video and lighting solutions.

**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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.249</b>	<b>100</b>	<b>10.249</b>	<b>100</b>	-	-
<b>OTHER FORMS CIRCULATION</b>						
According to point 11 _____	750	-	-	-	-	-
<b>TOTAL</b>	<b>10.999</b>	-	-	-	-	-

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

Issue 2016	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.250	N/A	10.250
March/April _____	10.248	N/A	10.248
May/June _____	10.250	N/A	10.250

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016**  
 This edition has the same number of copies as the average of the other two issues stated in item 2

OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	Engineering Management (B)	Technical Management (C)	Purchasing Management (D)	Product Management (E)	Sales Management (F)	Financial Management (G)	Research And Development (H)	Technical Installation (J)	Other (O)
<b>FITTER/SPECIFIER/SUPPLIER OF AVI PRODUCTS OR SYSTEMS</b>												
A1. CONTRACTOR-AUDIO/VIDEO/LIGHTING SYSTEMS INSTALLATION	3.737	36,46	3.371	72	73	14	11	105	-	28	50	13
A2. CONTRACTOR-SYSTEMS INTEGRATION	717	7	476	129	24	7	9	43	2	7	18	2
A3. ENGINEERING COMPANY/CONSULTANT-DESIGN	2.998	29,25	2.854	44	41	7	3	20	1	14	7	7
A4. CONTRACTOR-ELECTRICIAN	201	1,96	102	57	20	11	3	2	-	6	-	-
B1. DISTRIBUTOR/AVI EQUIPMENT WHOLESALER	34	0,33	18	2	3	-	-	2	-	-	8	1
B2. RENT/AVI EQUIPMENT SERVICES	538	5,25	356	17	28	16	4	85	-	10	9	13
E1. END USER- Building Management/Properties	175	1,71	101	3	21	4	1	28	1	5	7	4
E2. END USER- Wholesale/Retail Commerce	302	2,95	296	2	2	1	-	1	-	-	-	-
E3. END USER- Financial Field	11	0,11	4	1	3	1	-	1	-	1	-	-
E4. END USER- Government Field	4	0,04	-	-	4	-	-	-	-	-	-	-
E5. END USER- Industrial/Agroindustrial Field	9	0,09	-	5	-	-	-	-	-	1	2	1
E6. END USER- Utilities	2	0,02	-	-	-	-	-	-	-	1	1	-
E7. END USER- Transport Field	5	0,05	3	-	1	-	-	-	-	-	-	1
M. AVI PRODUCTS MANUFACTURER	1.002	9,78	935	14	12	31	10	-	-	-	-	-
N. INSTITUTE/RESEARCH/ASCN/GUILD	379	3,70	259	8	4	2	4	95	-	2	1	4
O. OTHER	136	1,33	73	6	6		2	14	1	2	5	27
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.250</b>	<b>100</b>	<b>8.848</b>	<b>360</b>	<b>242</b>	<b>94</b>	<b>47</b>	<b>396</b>	<b>5</b>	<b>77</b>	<b>108</b>	<b>73</b>
<b>PERCENT</b>	<b>100</b>		<b>86,32</b>	<b>3,51</b>	<b>2,36</b>	<b>0,92</b>	<b>0,46</b>	<b>3,86</b>	<b>0,05</b>	<b>0,75</b>	<b>1,05</b>	<b>0,71</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
<b>I. TOTAL - Personal direct request from the recipient</b>	<b>4.562</b>	<b>3.230</b>	<b>1.835</b>	<b>9,627</b>	<b>-</b>	<b>9.627</b>	<b>93,92</b>
a. Written	59	-	-	-	-	59	0,58
b. Telecommunication	2.241	1.726	141	-	-	4.108	40,08
c. Electronic	2.262	1.504	1.694	-	-	5.460	53,27
<b>II. TOTAL - Request from recipient's company:</b>	<b>-</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>0,03</b>
a. Written	-	1	1	-	-	2	0,02
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	1	-	-	-	1	0,01
<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>343</b>	<b>221</b>	<b>56</b>	<b>620</b>	<b>-</b>	<b>620</b>	<b>6,05</b>
Association rosters and directories	-	1	-	-	-	1	0,01
Business directories	44	220	56	-	-	320	3,12
Independent field reports	-	-	-	-	-	-	-
Licenseses - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	299	-	-	-	-	299	2,92
Other sources	-	-	-	-	-	-	-
<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>4.905</b>	<b>3.453</b>	<b>1.892</b>	<b>10.250</b>	<b>-</b>	<b>10.250</b>	<b>100</b>
<b>PERCENT</b>	<b>47,85</b>	<b>33,69</b>	<b>18,46</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2016**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.122	N/A	10.122	98,75
Individuals by name only	65	N/A	65	0,63
Titles or functions only	18	N/A	18	0,18
Companies' names only	45	N/A	45	0,44
Multiple-copy same addressee copies	-	-	-	-
Single copy sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.250</b>	<b>-</b>	<b>10.250</b>	<b>100</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	393	-	393	3,83
Mexico	5.171	-	5.171	50,45
<b>Subtotal</b>	<b>5.564</b>	<b>-</b>	<b>5.564</b>	<b>54,28</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	12	-	12	0,12
<b>Subtotal</b>	<b>12</b>	<b>-</b>	<b>12</b>	<b>0,12</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	36	-	36	0,35
El Salvador	14	-	14	0,14
Guatemala	37	-	37	0,36
Honduras	11	-	11	0,11
Nicaragua	2	-	2	0,02
Panama	45	-	45	0,44
<b>Subtotal</b>	<b>145</b>	<b>-</b>	<b>145</b>	<b>1,41</b>
<b>SOUTH AMERICA</b>				
Argentina	288	-	288	2,81
Bolivia	17	-	17	0,17
Brasil	1.855	-	1.855	18,10
Chile	147	-	147	1,43
Colombia	1.826	-	1.826	17,81
Ecuador	108	-	108	1,05
Paraguay	15	-	15	0,15
Peru	193	-	193	1,88
Uruguay	37	-	37	0,36
Venezuela	43	-	43	0,42
<b>Subtotal</b>	<b>4.529</b>	<b>-</b>	<b>4.529</b>	<b>44,19</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.250</b>	<b>-</b>	<b>10.250</b>	<b>100</b>

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

	Audited Data				
	2012	2013	2014	2015	2016
Total audit average qualified	10.500	10.500	10.255	10.250	10.250
Qualified non-paid	10.500	10.500	10.255	10.250	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	-	-
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	615
All others	-	135
	<b>TOTAL</b>	<b>750</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 AVI 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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