

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED IN NOVEMBER/DECEMBER 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 _____	10.252	100	10.252	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.252</b>	<b>100</b>	<b>10.252</b>	<b>100</b>	-	-
<b>OTHER FORMS CIRCULATION</b>						
According to point 11 _____	550	-	-	-	-	-
<b>TOTAL</b>	<b>10.802</b>	-	-	-	-	-

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

Issue 2016	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.255	N/A	10.255
September/October _____	10.250	N/A	10.250
November/December _____	10.250	N/A	10.250

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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	3.945	38,49	3.636	58	59	9	9	98	-	19	44	13
A2. CONTRACTOR-SYSTEMS INTEGRATION	1.217	11,87	1.008	111	21	8	3	39	2	9	12	4
A3. ENGINEERING COMPANY/CONSULTANT-DESIGN	2.966	28,94	2.835	40	34	8	2	21	1	12	4	9
A4. CONTRACTOR-ELECTRICIAN	20	0,20	9	-	2	-	1	1	-	-	6	1
B1. DISTRIBUTOR/AVI EQUIPMENT WHOLESALER	495	4,83	322	19	24	14	4	76	-	14	8	14
B2. RENT/AVI EQUIPMENT SERVICES	170	1,66	97	3	20	2	2	25	2	6	8	5
E1. END USER- Building Management/Properties	4	0,04	-	2	1	1	-	-	-	-	-	-
E2. END USER- Wholesale/Retail Commerce	15	0,15	7	1	3	1	-	1	-	2	-	-
E3. END USER- Financial Field	5	0,05	-	-	4	-	-	-	-	1	-	-
E4. END USER- Government Field	12	0,12	1	6	-	-	-	-	-	1	2	2
E5. END USER- Industrial/ Agroindustrial Field	2	0,02	-	1	-	-	-	-	-	1	-	-
E6. END USER- Utilities	5	0,05	2	1	1	-	-	-	-	-	-	1
E7. END USER- Transport Field	3	0,03	1	-	2	-	-	-	-	-	-	-
M. AVI PRODUCTS MANUFACTURER	1.239	12,09	1.156	6	5	4	3	58	-	3	-	4
N. INSTITUTE/RESEARCH/ASCN/GUILD	22	0,21	8	1	-	-	-	1	1	7	-	4
O. OTHER	130	1,27	40	9	8	-	3	6	1	11	4	48
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.250</b>	<b>100</b>	<b>9.122</b>	<b>258</b>	<b>184</b>	<b>47</b>	<b>27</b>	<b>326</b>	<b>7</b>	<b>86</b>	<b>88</b>	<b>105</b>
<b>PERCENT</b>	<b>100</b>		<b>89</b>	<b>2,52</b>	<b>1,80</b>	<b>0,46</b>	<b>0,26</b>	<b>3,18</b>	<b>0,07</b>	<b>0,84</b>	<b>0,86</b>	<b>1,02</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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>	4.095	3.349	2.561	10.005	-	10.005	97,61
a. Written	-	1	1	-	-	2	0,02
b. Telecommunication	863	1.775	1.962	-	-	4.600	44,88
c. Electronic	3.232	1.573	598	-	-	5.403	52,71
<b>II. TOTAL - Request from recipient's company:</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>-</b>	<b>7</b>	<b>0,07</b>
a. Written	-	-	-	-	-	0	-
b. Telecommunication	2	2	2	-	-	6	0,06
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>30</b>	<b>109</b>	<b>99</b>	<b>238</b>	<b>-</b>	<b>238</b>	<b>2,32</b>
Association rosters and directories	-	-	1	-	-	1	0,01
Business directories	30	109	97	-	-	236	2,30
Independent field reports	-	-	-	-	-	-	-
Licenseses - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	1	-	-	1	0,01
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>4.128</b>	<b>3.460</b>	<b>2.662</b>	<b>10.250</b>	<b>-</b>	<b>10.250</b>	<b>100</b>
<b>PERCENT</b>	<b>40,27</b>	<b>33,76</b>	<b>25,97</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2016**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.093	N/A	10.093	98,47
Individuals by name only	122	N/A	122	1,19
Titles or functions only	18	N/A	18	0,18
Companies' names only	35	N/A	35	0,34
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 NOVEMBER/DECEMBER 2016**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	294	-	294	2,87
Mexico	4.302	-	4.302	41,97
<b>Subtotal</b>	<b>4.596</b>	<b>-</b>	<b>4.596</b>	<b>44,84</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	7	-	7	0,07
<b>Subtotal</b>	<b>7</b>	<b>-</b>	<b>7</b>	<b>0,07</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	30	-	30	0,29
El Salvador	10	-	10	0,10
Guatemala	38	-	38	0,37
Honduras	8	-	8	0,08
Nicaragua	4	-	4	0,04
Panama	31	-	31	0,30
<b>Subtotal</b>	<b>121</b>	<b>-</b>	<b>121</b>	<b>1,18</b>
<b>SOUTH AMERICA</b>				
Argentina	234	-	234	2,28
Bolivia	13	-	13	0,13
Brasil	1.879	-	1.879	18,33
Chile	184	-	184	1,80
Colombia	2.899	-	2.899	28,28
Ecuador	70	-	70	0,68
Paraguay	8	-	8	0,08
Peru	160	-	160	1,56
Uruguay	29	-	29	0,28
Venezuela	50	-	50	0,49
<b>Subtotal</b>	<b>5.526</b>	<b>-</b>	<b>5.526</b>	<b>53,91</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	10.255	10.255	10.250	10.250
Qualified non-paid	10.500	10.255	10.255	10.255	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	-	100
Rotated or occasional	-	85
Allocated for trade shows and conventions	-	365
All others	-	-
	<b>TOTAL</b>	<b>550</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.



**Instituto Verificador de Circulaciones**  
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