

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED IN MAY/JUNE 2017**

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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.



Latin Press Inc.
2455 SW 27 th Ave. Suite 200
Miami, FL 33145
Tel. No. : 305 285-3133
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www.latinpressinc.com
www.avilatinoamerica.com

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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.249	100	10.249	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	522	-	-	-	-	-
TOTAL	10.771	-	-	-	-	-

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

Issue 2017	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.250	N/A	10.250
March/April _____	10.249	N/A	10.249
May/June _____	10.249	N/A	10.249

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

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)
FITTER/SPECIFIER/SUPPLIER OF AVI PRODUCTS OR SYSTEMS												
A1. CONTRACTOR-AUDIO/VIDEO/LIGHTING SYSTEMS INSTALLATION	4.146	40,45	4.000	30	16	6	10	39	2	6	29	8
A2. CONTRACTOR-SYSTEMS INTEGRATION	1.334	13,02	1.277	19	9	1	1	17		3	3	4
A3. ENGINEERING COMPANY/CONSULTANT-DESIGN	2.150	20,98	1.820	113	69	16	3	64	3	22	24	16
A4. CONTRACTOR-ELECTRICIAN	183	1,79	95	57	8	-	3	7	-	2	10	1
B1. DISTRIBUTOR/AVI EQUIPMENT WHOLESALER	1.000	9,76	811	19	29	14	7	87	-	15	6	12
B2. RENT/AVI EQUIPMENT SERVICES	606	5,91	509	4	23	4	3	39	2	4	12	6
E1. END USER- Building Management/Properties	8	0,08	1	2	2	2	-	-	-	-	1	-
E2. END USER- Wholesale/Retail Commerce	15	0,15	6	1	3	1	-	1	-	2	1	-
E3. END USER- Financial Field	6	0,06	-	-	4	-	-	-	-	1	-	1
E4. END USER- Government Field	15	0,15	1	6	1	-	-	-	-	1	3	3
E5. END USER- Industrial/ Agroindustrial Field	5	0,05	-	2	1	-	-	-	-	1	-	1
E6. END USER- Utilities	8	0,08	3	1	1	-	1	-	-	-	-	2
E7. END USER- Transport Field	2	0,02	-	-	2	-	-	-	-	-	-	-
M. AVI PRODUCTS MANUFACTURER	555	5,42	337	38	37	7	8	85	-	16	18	9
N. INSTITUTE/RESEARCH/ASCN/GUILD	41	0,40	10	5	2	-	-	2	1	13	-	8
O. OTHER	175	1,71	74	10	13	-	3	10	-	14	5	46
TOTAL QUALIFIED CIRCULATION	10.249	100	8.944	307	220	51	39	351	8	100	112	117
PERCENT	100		87,27	3	2,15	0,50	0,38	3,42	0,08	0,98	1,09	1,14

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient	8.269	1.759	10.028	-	10.028	97,84
a. Written	1	-	-	-	1	0,01
b. Telecommunication	2.719	588	-	-	3.307	32,27
c. Electronic	5.549	1.171	-	-	6.720	65,57
II. TOTAL - Request from recipient's company	2	-	2	-	2	0,02
a. Written	1	-	-	-	1	0,01
b. Telecommunication	-	-	-	-	-	-
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)	180	39	219	-	219	2,14
Association rosters and directories	2	-	-	-	2	0,02
Business directories	178	39	-	-	217	2,12
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-
Other sources	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8.451	1.798	10.249	-	10.249	100
PERCENT	82,46	17,54	100	-	100%	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2017

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.023	N/A	10.023	97,79
Individuals by name only	114	N/A	114	1,11
Titles or functions only	112	N/A	112	1,09
Companies' names only	-	N/A	-	-
Multiple-copy same addressee copies	-	-	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.249		10.249	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	358	-	358	3,49
Mexico	3.350	-	3.350	32,69
Subtotal	3.708	-	3.708	36,18
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	11	-	11	0,11
Subtotal	11	-	11	0,11
CENTRAL AMERICA				
Costa Rica	27	-	27	0,26
El Salvador	11	-	11	0,11
Guatemala	43	-	43	0,42
Honduras	11	-	11	0,11
Nicaragua	5	-	5	0,05
Panama	42	-	42	0,41
Subtotal	139	-	139	1,36
SOUTH AMERICA				
Argentina	284	-	284	2,77
Bolivia	16	-	16	0,16
Brasil	2.688	-	2.688	26,23
Chile	220	-	220	2,15
Colombia	2.776	-	2.776	27,09
Ecuador	91	-	91	0,89
Paraguay	11	-	11	0,11
Peru	197	-	197	1,92
Uruguay	38	-	38	0,37
Venezuela	70	-	70	0,68
Subtotal	6.391	-	6.391	62,36
TOTAL QUALIFIED CIRCULATION	10.249	-	10.249	100

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

	Audited Data				
	2013	2014	2015	2016	2017
Total audit average qualified	10.255	10.255	10.250	10.250	10.249
Qualified non-paid	10.255	10.255	10.250	10.250	10.249
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	-	65
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	457
All others	-	-
	TOTAL	522

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
IFABC Membership (www.ifabc.org)