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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.

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2018**



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www.latinpressinc.com
www.acrlatinoamerica.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 RECIPIENT QUALIFICATION

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 _____	10.250	100	10.250	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	100	10.250	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	750	-	-	-	-	-
TOTAL	11.000	-	-	-	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD			
Issue 2018	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.250	N/A	10.250
March/April _____	10.250	N/A	10.250
May/June _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018
 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	Engineering	Technical	Purchasing	Producto	Sales	Financial	Research	Technical	Others
			Management (A)	Management (B)	Management (C)	Management (D)	Management (E)	Management (F)	Management (G)	And Development (H)	Installation (J)	(O)
FITTER/SPECIFIER/SUPPLIER OF AVI PRODUCTS OR SYSTEMS												
A1. CONTRACTOR-AUDIO/VIDEO/LIGHTING SYSTEMS INSTALLATION	4.398	42,91	4.218	31	18	4	12	60	2	7	39	7
A2. CONTRACTOR-SYSTEMS INTEGRATION	1.403	13,69	1.295	33	21	3	2	30	1	4	8	6
A3. ENGINEERING COMPANY/CONSULTANT-DESIGN	1.942	18,95	1.644	103	54	10	4	61	3	21	26	16
A4. CONTRACTOR-ELECTRICIAN	140	1,37	76	32	12	-	3	4	-	1	11	1
B1. DISTRIBUTOR/AVI EQUIPMENT WHOLESALE	985	9,61	804	17	24	8	12	88	-	16	4	12
B2. RENT/AVI EQUIPMENT SERVICES	626	6,11	527	6	24	4	3	37	3	2	13	7
E1. END USER- Building Management/Properties	8	0,08	1	2	2	2	-	-	-	-	1	
E2. END USER- Wholesale/Retail Commerce	15	0,15	7	1	2	1	-	1	-	2	1	
E3. END USER- Financial Field	6	0,06	-	-	3	-	-	-	-	2	-	
E4. END USER- Government Field	13	0,13	1	5	1	-	-	-	-	-	3	3
E5. END USER- Industrial/ Agroindustrial Field	4	0,04	-	2	1	-	-	-	-	-	-	1
E6. END USER- Utilities	11	0,11	4	1	1	-	1	-	-	2	-	2
E7. END USER- Transport Field	0	0,00	-	-	-	-	-	-	-	-	-	
M. AVI PRODUCTS MANUFACTURER	510	4,98	321	33	23	5	7	83		13	16	9
N. INSTITUTE/RESEARCH/ASCN/GUILD	35	0,34	8	2	3	-	-	2	1	11	-	8
O. OTHER	154	1,50	41	10	8	2	5	10	-	14	5	59
TOTAL QUALIFIED CIRCULATION	10.250	100	8.947	278	197	39	49	376	10	95	127	132
PERCENT	100%		87,29	2,71	1,92	0,38	0,48	3,67	0,10	0,93	1,24	1,29

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient	5.838	4.190	10.028	-	10.028	97,83
a. Written	-	-	-	-	-	-
b. Telecommunication	2.190	709	-	-	2.899	28,28
c. Electronic	3.648	3.481	-	-	7.129	69,55
II. TOTAL - Request from recipient's company	1	0	1	-	1	0,01
a. Written	-	-	-	-	-	-
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)	178	43	221	-	221	2,16
Association rosters and directories	1	1	-	-	2	0,02
Business directories	177	39	-	-	216	2,11
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	3	-	-	3	0,03
Other sources	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6.017	4.233	10.250	-	10.250	100
PERCENT	58,70	41,30	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2018

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.105	N/A	10.105	98,59
Individuals by name only	99	N/A	99	0,97
Titles or functions only	46	N/A	46	0,45
Companies names only		N/A	-	0,00
Multiple-copy same addresses copies	-	-	-	
Single copy sales				
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	259	-	259	2,53
Mexico	3.435	-	3.435	33,51
Subtotal	3.694	-	3.694	36,04
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	9	-	9	0,09
Subtotal	9	-	9	0,09
CENTRAL AMERICA				
Costa Rica	27	-	27	0,26
El Salvador	11	-	11	0,11
Guatemala	41	-	41	0,40
Honduras	11	-	11	0,11
Nicaragua	7	-	7	0,07
Panama	49	-	49	0,48
Subtotal	146	-	146	1,42
SOUTH AMERICA				
Argentina	238	-	238	2,32
Bolivia	23	-	23	0,22
Brasil	2.700	-	2.700	26,34
Chile	212	-	212	2,07
Colombia	2.899	-	2.899	28,28
Ecuador	87	-	87	0,85
Paraguay	9	-	9	0,09
Peru	160	-	160	1,56
Uruguay	27	-	27	0,26
Venezuela	46	-	46	0,45
Subtotal	6.401	-	6.401	62,45
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Audited Data				
	2014	2015	2016	2017	2018
Total audit average qualified	10.255	10.250	10.250	10.250	10.250
Qualified non-paid	10.255	10.250	10.250	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	-	597
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	153
All others	-	-
TOTAL		750

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 AC/R 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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