

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2015**

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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.



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FIELD SERVED

VENTAS DE SEGURIDAD serves electronic engineers, systems engineers, electronic security consulting engineers and security end-users involved in the design, implementation and installation, technical service and purchase of electronic security solutions for industrial, commercial and residential facilities, as well as electronic security equipment and parts manufacturers, distributors and representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are managers and technical personnel in end-users security department, as well as technical service personnel in security technology providers, technology integrators and installers, distributors and representatives for those electronic security equipment manufacturers doing business in Latin America.

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 _____	655	-	-	-	-	-
TOTAL	10.904	-	-	-	-	-

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

Issue 2015	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.250	N/A	10.250
September/October _____	10.250	N/A	10.250
November/December _____	10.248	N/A	10.248

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015
 This edition has 2 copies or 0,02% less than the average of the other two issues stated in item 2

PROFESSIONAL ACTIVITY	TOTAL	PERCENT	General	General	Technical	Purchising	Product	Security	Sales	Financial	Research	Technical	Others
	QUALIFIED	OF TOTAL	Management (A)	Engineering (B)	Management (C)	Management (D)	Management (E)	Management (F)	Management (G)	Management (H)	Development (I)	Installation (J)	(O)
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:													
A1.Contractor-System Security Inst.	2.817	27,49	1.638	180	232	44	10	146	144	7	60	286	70
A2.Contractor Systems Integrator	1.640	16	901	188	99	31	12	58	165	3	46	76	61
A3.Engineering Firm/Consultant /Design System	784	7,65	368	132	63	11	8	43	56	2	54	17	30
B1.Distribuidor/Mayorista de Sist. de Seg.	1.457	14,22	968	51	47	27	24	55	198	1	21	28	37
B2.Central Station Service or Monit.	701	6,84	344	14	44	6	4	117	36	5	32	30	69
B3.Informatic Security	671	6,55	290	28	45	5	5	92	44	3	23	36	100
M.Manufacturer in Security Tools	179	1,75	108	13	11	3	-	26	4	-	4	7	3
N.Institution/Investigation/ ASCN Gremial	111	1,08	57	2	5	4	3	20	4	1	3	4	8
O.Other	94	0,92	12	3	7	1	1	51	-	3	7	4	5
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	77	0,75	8	10	3	-	1	27	-	-	11	1	16
E2.Distributor Trade / Retail Trade	89	0,87	10	9	5	3	1	41	1	-	5	2	12
E3.Finance Company (Banking)	35	0,34	5	4	6	-	-	11	-	-	1	4	4
E4.Government (Admin)	43	0,42	6	4	3	1	-	19	2	-	5	-	3
E5.Industrial / Manufacturing	1.350	13,17	998	16	21	7	8	13	255	1	6	4	21
E6.Telecommunication/Public Serv.	64	0,62	27	2	2	1	-	7	6	1	13	1	4
E7.Transport Company	136	1,33	30	1	8	2	1	35	13	-	3	4	39
TOTAL QUALIFIED CIRCULATION	10.248	100	5.770	657	601	146	78	761	928	27	294	504	482
PERCENT		100	56,30	6,41	5,86	1,42	0,76	7,43	9,06	0,26	2,87	4,92	4,70

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
I. TOTAL - Personal direct request from the recipient	3.537	2.591	2.143	8.271	-	8.271	80,71
a. Written	117	32	26	-	-	175	1,71
b. Telecommunication	12	250	95	-	-	357	3,48
c. Electronic	3.408	2.309	2.022	-	-	7.739	75,52
II. TOTAL - Request from recipient's company:	401	16	9	426	-	426	4,16
a. Written	5	16	8	-	-	29	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	396	-	1	-	-	397	3,87
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically)	1.087	194	270	1.551	-	1.551	15,13
Association rosters and directories	-	-	3	-	-	3	0,03
Business directories	112	68	264	-	-	444	4,33
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	975	94	2	-	-	1.071	10,45
Other sources	-	32	1	-	-	33	0,32
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5.025	2.801	2.422	10.248	-	10.248	100
PERCENT	49,03	27,33	23,63	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2015

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.067	N/A	10.067	98,21
Individuals by name only	54	N/A	54	0,53
Titles or functions only	98	N/A	98	0,96
Companies' names only	31	N/A	31	0,30
Multiple-copy same addressee copies	-	N/A	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	474	-	474	4,63
Mexico	3.720	-	3.720	36,30
Subtotal	4.194	-	4.194	40,93
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	169	-	169	1,65
Subtotal	169	-	169	1,65
CENTRAL AMERICA				
Costa Rica	87	-	87	0,85
El Salvador	55	-	55	0,54
Guatemala	100	-	100	0,98
Honduras	42	-	42	0,41
Nicaragua	43	-	43	0,42
Panama	107	-	107	1,04
Subtotal	434	-	434	4,23
SOUTH AMERICA				
Argentina	693	-	693	6,76
Bolivia	39	-	39	0,38
Brasil	325	-	325	3,17
Chile	253	-	253	2,47
Colombia	2.886	-	2.886	28,16
Ecuador	335	-	335	3,27
Paraguay	56	-	56	0,55
Peru	450	-	450	4,39
Uruguay	74	-	74	0,72
Venezuela	340	-	340	3,32
Subtotal	5.451	-	5.451	53,19
TOTAL QUALIFIED CIRCULATION	10.248	-	10.248	100

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

	Average data				
	2011	2012	2013	2014	2015
Total audit average qualified	10.912	11.306	10.926	10.250	10.249
Qualified non-paid	10.912	11.306	10.926	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	-

11. ADDITIONAL DATA: AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not included Elsewhere	Copies	Copies
Other paid circulation	-	N/A
Advertisers and agencies	-	505
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	150
All others	-	-
	TOTAL	655

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 VENTAS DE SEGURIDAD 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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