

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

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

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IVC is a non-profit organization, established the 19th of December 1946 by Argentina's principal media firms, advertising agencies, and advertising clients to control, certify and promote the use of audited circulation data.

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.

**Ventas de
SEGURIDAD**

Latin Press Inc.
2455 SW 27 th Ave. Suite 200
Miami, FL 33145
Tel. No. : 305 285-3133
Fax. No.: 305 285-3134

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www.latinpressinc.com
www.ventasdeseguridad.com

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 _____	10.250	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 _____	1.150	-	-	-	-	-
TOTAL	11.400	-	-	-	-	-

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 _____	10.250	N/A	10.250
May/June _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

This edition has 2 copies or 0,02% less than the average of the other two issues stated in item 2

PROFESSIONAL ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	General Engineering (B)	Technical Management (C)	Purchasing Management (D)	Product Management (E)	Security Management (F)	Sales Management (G)	Financial Management (H)	Research Development (I)	Technical Installation (J)	Others (O)
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:													
A1.Contractor-System Security Inst.	3.520	34,34	2.450	143	229	41	11	127	134	4	56	248	77
A2.Contractor Systems Integrator	1.592	15,53	865	187	106	25	13	55	171	2	44	63	61
A3.Engineering Firm/Consultant /Design System	649	6,33	269	117	62	5	11	36	54	1	48	15	31
B1.Distribuidor/Mayorista de Sist. de Seg.	1.268	12,37	811	41	35	29	29	31	200	2	25	26	39
B2.Central Station Service or Monit.	718	7	323	18	57	7	3	120	36	6	26	36	86
B3.Informatic Security	603	5,88	268	22	32	3	6	79	40	3	18	32	100
M.Manufacturer in Security Tools	160	1,56	94	12	9	4	-	24	5	-	3	6	3
N.Institution/Investigation/ ASCN Gremial	101	0,99	50	3	3	6	1	23	3	-	2	6	4
O.Other	75	0,73	7	1	9	1	1	46	-	1	3	3	3
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	59	0,58	6	5	5	-	2	18	-	1	9	1	12
E2.Distributor Trade / Retail Trade	72	0,70	6	8	6	1	1	35	-	-	4	2	9
E3.Finance Company (Banking)	27	0,26	5	2	2	1	-	11	-	-	-	3	3
E4.Government (Admin)	37	0,36	5	3	2	1	-	16	-	-	6	1	3
E5.Industrial / Manufacturing	1.204	11,75	877	18	12	6	6	13	250	1	5	2	14
E6.Telecommunication/Public Serv.	70	0,68	30	3	2	1	-	7	5	2	14	-	6
E7.Transport Company	95	0,93	23	2	-	1	1	13	7	-	3	7	38
TOTAL QUALIFIED CIRCULATION	10.250	100	6.089	585	571	132	85	654	905	23	266	451	489
PERCENT		100	59,40	5,71	5,57	1,29	0,83	6,38	8,83	0,22	2,60	4,40	4,77

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	
I. TOTAL - Personal direct request from the recipient	5.688	2.017	1.454	9.159	-	9.159	89,36
a. Written	100	-	-	-	-	100	0,98
b. Telecommunication	346	353	116	-	-	815	7,95
c. Electronic	5.242	1.664	1.338	-	-	8.244	80,43
II. TOTAL - Request from recipient's company:	12	1	5	18	-	18	0,18
a. Written	11	1	1	-	-	13	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	1	-	4	-	-	5	0,05
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)	1.052	21	-	1.073	-	1.073	10,47
Association rosters and directories	38	-	-	-	-	38	0,37
Business directories	407	21	-	-	-	428	4,18
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	607	-	-	-	-	607	5,92
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6.752	2.039	1.459	10.250	-	10.250	100
PERCENT	65,87	19,89	14,23	100	-	100	100

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	10.099	N/A	10.099	98,53
Individuals by name only	67	N/A	67	0,65
Titles or functions only	60	N/A	60	0,59
Companies' names only	23	N/A	23	0,22
Multiple-copy same addressee copies	1	N/A	1	0,01
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	484	-	484	4,72
Mexico	3.328	-	3.328	32,47
Subtotal	3.812	-	3.812	37,19
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	100	-	100	0,98
Subtotal	100	-	100	0,98
CENTRAL AMERICA				
Costa Rica	80	-	80	0,78
El Salvador	54	-	54	0,53
Guatemala	106	-	106	1,03
Honduras	33	-	33	0,32
Nicaragua	29	-	29	0,28
Panama	105	-	105	1,02
Subtotal	407	-	407	3,97
SOUTH AMERICA				
Argentina	718	-	718	7
Bolivia	37	-	37	0,36
Brasil	346	-	346	3,38
Chile	264	-	264	2,58
Colombia	3.236	-	3.236	31,57
Ecuador	295	-	295	2,88
Paraguay	58	-	58	0,57
Peru	628	-	628	6,13
Uruguay	73	-	73	0,71
Venezuela	276	-	276	2,69
Subtotal	5.931	-	5.931	57,86
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Average data				
	2012	2013	2014	2015	2016
Total audit average qualified	11.306	10.926	10.250	10.249	10.250
Qualified non-paid	11.306	10.926	10.250	10.249	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	-

11. ADDITIONAL DATA: AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not included Elsewhere	Copies	Copies
Other paid circulation	-	N/A
Advertisers and agencies	-	150
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	925
All others	-	75
TOTAL		1.150

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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