

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2016**

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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	10.250	100	N/A	N/A
Sponsored individually addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
Multi-copies same addressee _____	-	-	-	-	-	-
Single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.249	100	10.250	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	751	-	-	-	-	-
TOTAL	11.000	-	-	-	-	-

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

Issue 2016	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.249	N/A	10.249
September/October _____	10.249	N/A	10.249
November/December _____	10.249	N/A	10.249

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

PROFESSIONAL ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	General Engineering (B)	Technical Management (C)	Purchising 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.	4.206	41,04	3.245	136	215	31	11	112	123	7	48	213	65
A2.Contractor Systems Integrator	1.733	16,91	1.031	195	105	20	14	63	145	1	37	60	62
A3.Engineering Firm/Consultant /Design System	587	5,73	249	108	65	10	5	41	34	-	35	13	27
B1.Distribuidor/Mayorista de Sist. de Seg.	1.152	11,24	691	44	36	20	36	38	189	2	31	22	43
B2.Central Station Service or Monit.	459	4,48	217	22	28	3	4	50	20	-	20	23	72
B3.Informatic Security	602	5,87	192	20	56	4	3	128	42	8	19	45	85
M.Manufacturer in Security Tools	155	1,51	99	9	2	2	-	28	3	-	3	4	5
N.Institution/Investigation/ ASCN Gremial	78	0,76	37	2	7	1	-	16	2	-	1	7	5
O.Other	66	0,64	16	1	8	2	1	29	-	1	3	1	4
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	65	0,63	10	2	7	-	3	21	-	1	7	-	14
E2.Distributor Trade / Retail Trade	100	0,98	10	8	7	-	2	50	2	-	6	5	10
E3.Finance Company (Banking)	25	0,24	4	3	4	-	-	9	-	-	-	3	2
E4.Government (Admin)	39	0,38	3	2	5	-	-	20	-	2	3	-	4
E5.Industrial / Manufacturing	663	6,47	378	10	7	1	5	13	225	2	7	3	12
E6.Telecommunication/Public Serv.	72	0,70	32	1	1	1	-	8	4	1	15	-	9
E7.Transport Company	247	2,41	64	4	4	7	1	26	11	1	7	12	110
TOTAL QUALIFIED CIRCULATION	10.249	100	6.278	567	557	102	85	652	800	26	242	411	529
PERCENT		100	61,25	5,53	5,43	1,00	0,83	6,36	7,81	0,25	2,36	4,01	5,16

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	
I. TOTAL - Personal direct request from the recipient	4.561	2.757	2.599	9.917	-	9.917	96,76
a. Written	29	-	-	-	-	29	0,28
b. Telecommunication	211	344	449	-	-	1.004	9,80
c. Electronic	4.321	2.413	2.150	-	-	8.884	86,68
II. TOTAL - Request from recipient's company:	6	1	8	15	-	15	0,15
a. Written	3	-	-	-	-	3	-
b. Telecommunication	1	-	-	-	-	1	-
c. Electronic	2	1	8	-	-	11	0,11
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)	290	26	1	317	-	317	3,09
Association rosters and directories	-	-	-	-	-	-	-
Business directories	243	26	1	-	-	270	2,63
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	19	-	-	-	-	19	0,19
Other sources	28	-	-	-	-	28	0,27
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.857	2.784	2.608	10.249	-	10.249	100
PERCENT	47,39	27,16	25,45	100	-	100	100

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	10.027	N/A	10.027	97,83
Individuals by name only	132	N/A	132	1,29
Titles or functions only	77	N/A	77	0,75
Companies' names only	12	N/A	12	0,12
Multiple-copy same addressee copies	1	N/A	1	0,01
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.249	-	10.249	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	475	-	475	4,63
Mexico	3.114	-	3.114	30,38
Subtotal	3.589	-	3.589	35,02
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	-	-	-	-
Subtotal	-	-	-	-
CENTRAL AMERICA				
Costa Rica	118	-	118	1,15
El Salvador	59	-	59	0,58
Guatemala	131	-	131	1,28
Honduras	57	-	57	0,56
Nicaragua	46	-	46	0,45
Panama	118	-	118	1,15
Subtotal	529	-	529	5,16
SOUTH AMERICA				
Argentina	736	-	736	7,18
Bolivia	45	-	45	0,44
Brasil	143	-	143	1,40
Chile	302	-	302	2,95
Colombia	3.384	-	3.384	33,02
Ecuador	351	-	351	3,42
Paraguay	72	-	72	0,70
Peru	738	-	738	7,20
Uruguay	89	-	89	0,87
Venezuela	271	-	271	2,64
Subtotal	6.131	-	6.131	59,82
TOTAL QUALIFIED CIRCULATION	10.249	-	10.249	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	10.249
Qualified non-paid	11.306	10.926	10.250	10.249	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	-	106
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	630
All others	-	15
	TOTAL	751

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
IFABC Membership (www.ifabc.org)