

Auditado por:



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

Av. de Mayo 1370 - 1° Piso - (1362)  
Buenos Aires - Argentina  
Teléfono:  
(54-11) 4383-6293 / 7305 / 4381-8448 /  
Fax: (54-11) 4383-6293  
[www.ivc.org.ar](http://www.ivc.org.ar)

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

Official publication of: ALAS  
Established: 1997  
Issues per year: 6  
[www.latinpressinc.com](http://www.latinpressinc.com)  
[www.ventasdeseguridad.com](http://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 _____                       | 10.248          | 100        | 10.248             | 100        | N/A       | N/A     |
| Sponsored individually addressed _____ | -               | -          | -                  | -          | -         | -       |
| Membership benefit _____               | -               | -          | -                  | -          | -         | -       |
| Multi-copies same addressee _____      | -               | -          | -                  | -          | -         | -       |
| Single copy sales _____                | -               | -          | -                  | -          | -         | -       |
| <b>TOTAL QUALIFIED CIRCULATION</b>     | <b>10.248</b>   | <b>100</b> | <b>10.248</b>      | <b>100</b> | -         | -       |
| <b>OTHER FORMS CIRCULATION</b>         |                 |            |                    |            |           |         |
| According to point 11 _____            | 1.053           | -          | -                  | -          | -         | -       |
| <b>TOTAL</b>                           | <b>11.301</b>   | -          | -                  | -          | -         | -       |

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

| Issue 2017             | Qualified Non-Paid | Qualified Paid | Total Qualified |
|------------------------|--------------------|----------------|-----------------|
| January/February _____ | 10.249             | N/A            | 10.249          |
| March/April _____      | 10.248             | N/A            | 10.248          |
| May/June _____         | 10.247             | N/A            | 10.247          |

**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

| 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)         |
| <b>INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:</b> |               |            |                |                 |                |                |                |                |                |                |                 |                  |             |
| A1.Contractor-System Security Inst.                         | 3.840         | 37,47      | 2.791          | 161             | 216            | 46             | 12             | 140            | 118            | 8              | 48              | 244              | 56          |
| A2.Contractor Systems Integrator                            | 1.580         | 15,42      | 786            | 217             | 108            | 19             | 26             | 77             | 154            | 3              | 46              | 78               | 66          |
| A3.Engineering Firm/Consultant /Design System               | 705           | 6,88       | 327            | 126             | 63             | 11             | 6              | 54             | 34             | -              | 39              | 15               | 30          |
| B1.Distribuidor/Mayorista de Sist. de Seg.                  | 1.246         | 12,16      | 816            | 50              | 41             | 28             | 27             | 36             | 25             | -              | 180             | 2                | 22          |
| B2.Central Station Service or Monit.                        | 697           | 6,80       | 390            | 38              | 23             | 18             | 32             | 29             | 89             | 19             | 15              | 12               | 47          |
| B3.Informatic Security                                      | 608           | 5,93       | 223            | 32              | 77             | 4              | 7              | 106            | 33             | 4              | 31              | 37               | 52          |
| M.Manufacturer in Security Tools                            | 115           | 1,12       | 63             | 5               | 6              | 1              | -              | 26             | 2              | 6              | 3               | 3                | 6           |
| N.Institution/Investigation/ ASCN Gremial                   | 82            | 0,80       | 36             | 4               | 4              | 4              | -              | 22             | 3              | -              | 1               | 5                | 3           |
| O.Other   | 93            | 0,91       | 15             | 2               | 15             | 1              | 1              | 46             | -              | 1              | 4               | 6                | 2           |
| <b>7.END USER OF SECURITY PRODUCTS OR SYSTEMS:</b>          |               |            |                |                 |                |                |                |                |                |                |                 |                  |             |
| E1.Building Negotiations /Real State                        | 83            | 0,81       | 15             | 4               | 8              | -              | 2              | 26             | -              | 1              | 13              | 3                | 11          |
| E2.Distributor Trade / Retail Trade                         | 109           | 1,06       | 11             | 9               | 8              | 4              | 1              | 54             | 3              | -              | 6               | 4                | 9           |
| E3.Finance Company (Banking)                                | 35            | 0,34       | 6              | 6               | 4              | -              | -              | 12             | -              | -              | -               | 4                | 3           |
| E4.Government (Admin)                                       | 44            | 0,43       | 4              | 2               | 3              | -              | -              | 22             | -              | 1              | 8               | -                | 4           |
| E5.Industrial / Manufacturing                               | 615           | 6          | 338            | 11              | 11             | 1              | 7              | 15             | 200            | 1              | 7               | 1                | 23          |
| E6.Telecommunication/Public Serv.                           | 75            | 0,73       | 31             | 1               | 1              | 1              | 1              | 9              | 3              | 1              | 20              | -                | 7           |
| E7.Transport Company  | 320           | 3,12       | 88             | 6               | 10             | 4              | 2              | 51             | 17             | 1              | 7               | 16               | 118         |
| <b>TOTAL QUALIFIED CIRCULATION</b>                          | <b>10.247</b> | <b>100</b> | <b>5.940</b>   | <b>674</b>      | <b>598</b>     | <b>142</b>     | <b>124</b>     | <b>725</b>     | <b>681</b>     | <b>46</b>      | <b>428</b>      | <b>430</b>       | <b>459</b>  |
| <b>PERCENT</b>  |               | <b>100</b> | <b>57,97</b>   | <b>6,58</b>     | <b>5,84</b>    | <b>1,39</b>    | <b>1,21</b>    | <b>7,08</b>    | <b>6,65</b>    | <b>0,45</b>    | <b>4,18</b>     | <b>4,20</b>      | <b>4,48</b> |

**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     |               |              |
| <b>I. TOTAL - Personal direct request from the recipient</b>                                | <b>6.650</b>         | <b>3.476</b> | <b>10.126</b> | <b>-</b> | <b>10.126</b> | <b>98,82</b> |
| a. Written  | -                    | -            | -             | -        | -             | -            |
| b. Telecommunication  | 576                  | 286          | -             | -        | 862           | 8,41         |
| c. Electronic   | 6.074                | 3.190        | -             | -        | 9.264         | 90,41        |
| <b>II. TOTAL - Request from recipient's company</b>   | <b>4</b>             | <b>5</b>     | <b>9</b>      | <b>-</b> | <b>9</b>      | <b>0,09</b>  |
| a. Written  | -                    | -            | -             | -        | -             | -            |
| b. Telecommunication  | 2                    | 3            | -             | -        | 5             | -            |
| c. Electronic   | 2                    | 2            | -             | -        | 4             | 0,04         |
| <b>III. TOTAL - Membership benefit</b>  | <b>-</b>             | <b>-</b>     | <b>-</b>      | <b>-</b> | <b>-</b>      | <b>-</b>     |
| a. Individual   | -                    | -            | -             | -        | -             | -            |
| b. Organizational   | -                    | -            | -             | -        | -             | -            |
| <b>IV. TOTAL - Communication from recipient or recipient's company (other than request)</b> | <b>-</b>             | <b>-</b>     | <b>-</b>      | <b>-</b> | <b>-</b>      | <b>-</b>     |
| a. Written  | -                    | -            | -             | -        | -             | -            |
| b. Telecommunication  | -                    | -            | -             | -        | -             | -            |
| c. Electronic   | -                    | -            | -             | -        | -             | -            |
| <b>V. TOTAL - Sources other than above (listedy alphabetically)</b>                         | <b>76</b>            | <b>36</b>    | <b>112</b>    | <b>-</b> | <b>112</b>    | <b>1,09</b>  |
| Association rosters and directories   | -                    | -            | -             | -        | -             | -            |
| Business directories  | 76                   | 36           | -             | -        | 112           | 1,09         |
| Independent field reports   | -                    | -            | -             | -        | -             | -            |
| Licensees - National, State or Local Government   | -                    | -            | -             | -        | -             | -            |
| Manufacturer's, distributor's and wholesaler's lists  | -                    | -            | -             | -        | -             | -            |
| Other sources   | -                    | -            | -             | -        | -             | -            |
| <b>VI. TOTAL - Single copy sales</b>  | <b>-</b>             | <b>-</b>     | <b>-</b>      | <b>-</b> | <b>-</b>      | <b>-</b>     |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>6.730</b>         | <b>3.517</b> | <b>10.247</b> | <b>-</b> | <b>10.247</b> | <b>100</b>   |
| <b>PERCENT</b>  | <b>65,68</b>         | <b>34,32</b> | <b>100</b>    | <b>-</b> | <b>100</b>    | <b>100</b>   |

**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 | 10.027             | N/A            | 10.027          | 97,85      |
| Individuals by name only                      | 132                | N/A            | 132             | 1,29       |
| Titles or functions only                      | 77                 | N/A            | 77              | 0,75       |
| Companies' names only                         | 11                 | N/A            | 11              | 0,11       |
| Multiple-copy same addressee copies           | -                  | N/A            | -               | -          |
| Single copy sales                             | -                  | -              | -               | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>            | <b>10.247</b>      | <b>-</b>       | <b>10.247</b>   | <b>100</b> |

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

| COUNTRY                            | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|------------------------------------|--------------------|----------------|-----------------|--------------|
| <b>NORTH AMERICA</b>               |                    |                |                 |              |
| United States of America           | 466                | -              | 466             | 4,55         |
| Mexico                             | 2.952              | -              | 2.952           | 28,81        |
| <b>Subtotal</b>                    | <b>3.418</b>       | <b>-</b>       | <b>3.418</b>    | <b>33,36</b> |
| <b>CARIBBEAN</b>                   |                    |                |                 |              |
| Lesser Antilles                    | -                  | -              | -               | -            |
| Cuba                               | -                  | -              | -               | -            |
| Puerto Rico                        | -                  | -              | -               | -            |
| Dominican Republic                 | 164                | -              | 164             | 1,60         |
| <b>Subtotal</b>                    | <b>164</b>         | <b>-</b>       | <b>164</b>      | <b>1,60</b>  |
| <b>CENTRAL AMERICA</b>             |                    |                |                 |              |
| Costa Rica                         | 128                | -              | 128             | 1,25         |
| El Salvador                        | 61                 | -              | 61              | 0,60         |
| Guatemala                          | 105                | -              | 105             | 1,02         |
| Honduras                           | 56                 | -              | 56              | 0,55         |
| Nicaragua                          | 50                 | -              | 50              | 0,49         |
| Panama                             | 197                | -              | 197             | 1,92         |
| <b>Subtotal</b>                    | <b>597</b>         | <b>-</b>       | <b>597</b>      | <b>5,83</b>  |
| <b>SOUTH AMERICA</b>               |                    |                |                 |              |
| Argentina                          | 751                | -              | 751             | 7,33         |
| Bolivia                            | 48                 | -              | 48              | 0,47         |
| Brasil                             | 176                | -              | 176             | 1,72         |
| Chile                              | 327                | -              | 327             | 3,19         |
| Colombia                           | 3.097              | -              | 3.097           | 30,22        |
| Ecuador                            | 356                | -              | 356             | 3,47         |
| Paraguay                           | 58                 | -              | 58              | 0,57         |
| Peru                               | 802                | -              | 802             | 7,83         |
| Uruguay                            | 98                 | -              | 98              | 0,96         |
| Venezuela                          | 355                | -              | 355             | 3,46         |
| <b>Subtotal</b>                    | <b>6.068</b>       | <b>-</b>       | <b>6.068</b>    | <b>59,22</b> |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>10.247</b>      | <b>-</b>       | <b>10.247</b>   | <b>100</b>   |

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

|   | Average data |        |        |        |        |
|---|--------------|--------|--------|--------|--------|
|   | 2013         | 2014   | 2015   | 2016   | 2017   |
| Total audit average qualified                   | 10.926       | 10.250 | 10.429 | 10.249 | 10.248 |
| Qualified non-paid                              | 10.926       | 10.250 | 10.429 | 10.249 | 10.248 |
| 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<br>Not included Elsewhere   | Copies       | Copies       |
|---|--------------|--------------|
| Other paid circulation                    | -            | N/A          |
| Advertisers and agencies                  | -            | 110          |
| Rotated or occasional                     | -            | -            |
| Allocated for trade shows and conventions | -            | 928          |
| All others                                | -            | 15           |
|   | <b>TOTAL</b> | <b>1.053</b> |

**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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