

Auditado por:



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

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.



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
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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.248	100	10.248	100	-	-
OTHER FORMS CIRCULATION						
According to point 11 _____	651	-	-	-	-	-
TOTAL	10.899	-	-	-	-	-

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

Issue 2017	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.247	N/A	10.247
September/October _____	10.248	N/A	10.248
November/December _____	10.249	N/A	10.249

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

This edition has 2 copies or 1,342% 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.	4.138	40,37	3.101	166	209	39	12	139	138	8	47	229	50
A2.Contractor Systems Integrator	1.607	15,68	857	208	113	16	22	79	147	1	50	81	33
A3.Engineering Firm/Consultant /Design System	675	6,59	318	122	59	11	5	43	37	-	40	14	26
B1.Distribuidor/Mayorista de Sist. de Seg.	1.203	11,74	688	54	49	22	46	40	191	4	34	21	54
B2.Central Station Service or Monit.	728	7,10	256	27	66	10	11	144	46	7	25	44	92
B3.Informatic Security	326	3,18	134	32	23	3	4	50	15	2	16	21	26
M.Manufacturer in Security Tools	120	1,17	69	4	10	1	-	24	2	-	3	1	6
N.Institution/Investigation/ ASCN Gremial	93	0,91	34	6	7	6	-	22	7	2	1	4	4
O.Other	99	0,97	18	2	13	-	1	52	-	-	3	6	4
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	87	0,85	19	3	9	-	1	25	-	1	13	6	10
E2.Distributor Trade / Retail Trade	103	1,00	11	7	10	4	1	53	3	-	4	4	6
E3.Finance Company (Banking)	34	0,33	4	5	4	-	-	12	-	-	-	4	5
E4.Government (Admin)	40	0,39	6	1	3	-	-	18	-	1	7	-	4
E5.Industrial / Manufacturing	553	5,40	304	12	10	1	7	17	171	1	7	-	23
E6.Telecommunication/Public Serv.	68	0,66	21	1	1	-	1	10	5	1	20	-	8
E7.Transport Company	376	3,67	110	9	14	9	2	55	23	1	10	19	124
TOTAL QUALIFIED CIRCULATION	10.250	100	5.950	659	600	122	113	783	785	29	280	454	475
PERCENT		100	58,05	6,43	5,85	1,19	1,10	7,64	7,66	0,28	2,73	4,43	4,63

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient	7.016	3.205	10.221	-	10.221	99,73
a. Written	-	-	-	-	-	-
b. Telecommunication	597	425	-	-	1.022	9,97
c. Electronic	6.419	2.780	-	-	9.199	89,76
II. TOTAL - Request from recipient's company	5	1	6	-	6	0,06
a. Written	3	-	-	-	3	-
b. Telecommunication	1	-	-	-	1	-
c. Electronic	1	1	-	-	2	0,02
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 (listedy alphabetically)	8	14	22	-	22	0,21
Association rosters and directories	-	-	-	-	-	-
Business directories	8	6	-	-	14	0,14
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	3	-	-	3	0,03
Other sources	-	5	-	-	5	0,05
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7.029	3.220	10.249	-	10.249	100
PERCENT	68,58	31,42	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2017				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.011	N/A	10.011	97,68
Individuals by name only	10.011	N/A	10.011	97,68
Titles or functions only	84	N/A	84	0,82
Companies' names only	9	N/A	9	0,09
Multiple-copy same addressee copies	-	N/A	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.249	-	10.249	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017				
COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	474	-	474	4,62
Mexico	3.165	-	3.165	30,88
Subtotal	3.639	-	3.639	35,51
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	170	-	170	1,66
Subtotal	170	-	170	1,66
CENTRAL AMERICA				
Costa Rica	129	-	129	1,26
El Salvador	69	-	69	0,67
Guatemala	171	-	171	1,67
Honduras	62	-	62	0,60
Nicaragua	63	-	63	0,61
Panama	166	-	166	1,62
Subtotal	660	-	660	6,44
SOUTH AMERICA				
Argentina	676	-	676	6,60
Bolivia	48	-	48	0,47
Brasil	147	-	147	1,43
Chile	372	-	372	3,63
Colombia	3.051	-	3.051	29,77
Ecuador	340	-	340	3,32
Paraguay	52	-	52	0,51
Peru	788	-	788	7,69
Uruguay	83	-	83	0,81
Venezuela	223	-	223	2,18
Subtotal	5.780	-	5.780	56,40
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				
	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 Not included Elsewhere	Copies	Copies
Other paid circulation	-	N/A
Advertisers and agencies	-	70
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	510
All others	-	71
	TOTAL	651

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)