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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.

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2018**

**Ventas de
SEGURIDAD**

Latin Press Inc.
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Miami, FL 33145
Tel. No. : 305 285-3133
Fax. No.: 305 285-3134

Official publication of: None
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www.latinpressinc.com
www.acrlatinoamerica.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 _____	950	-	-	-	-	-
TOTAL	11.199	-	-	-	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD			
Issue 2018	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.249	N/A	10.249
March/April _____	10.249	N/A	10.249
May/June _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

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	Purchasing	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)	
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:													
A1.Contractor-System Security Inst.	3.990	38,93	3014	139	200	39	13	135	131	5	50	216	48
A2.Contractor Systems Integrator	1.661	16,20	914	206	113	18	25	77	156	1	45	72	34
A3.Engineering Firm/Consultant /Design Syst.	689	6,72	326	131	59	8	7	41	37	-	38	12	30
B1.Distribuidor/Mayorista de Sist. de Seg.	1.207	11,78	697	54	51	23	40	39	188	4	37	20	54
B2.Central Station Service or Monit.	726	7,08	338	36	55	10	8	165	52	6	24	15	17
B3.Informatic Security	346	3,38	116	93	28	14	8	29	27	14	7	5	5
M.Manufacturer in Security Tools	538	5,25	293	10	8	1	7	17	170	3	6	-	23
N.Institution/Investigation/ ASCN Gremial	74	0,72	26	1	1	-	1	10	5	1	19	-	10
O.Other	422	4,12	162	12	12	9	2	51	28	1	9	16	120
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	135	1,32	73	7	9	1	-	30	3		5	1	6
E2.Distributor Trade / Retail Trade	98	0,96	37	6	10	7	-	19	6	1	3	4	5
E3.Finance Company (Banking)	104	1,01	23	5	11	-	1	49	-	2	5	3	5
E4.Government (Admin)	85	0,83	17	5	9	-	1	27	-	2	10	4	10
E5.Industrial / Manufacturing	100	0,98	12	8	6	2	1	54	2	-	4	4	7
E6.Telecommunication/Public Serv.	34	0,33	3	6	4	-	-	13	-	-	-	3	5
E7.Transport Company	41	0,40	10	1	4	-	-	17	-	1	4	-	4
TOTAL QUALIFIED CIRCULATION	10.250		6.061	720	580	132	114	773	805	41	266	375	383
PERCENT		100	59,13	7,02	5,66	1,29	1,11	7,54	7,85	0,40	2,60	3,66	3,74

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient	5.693	4.538	10.231	-	10.231	99,81
a. Written	-	5	-	-	5	0,05
b. Telecommunication	554	502	-	-	1.056	10,30
c. Electronic	5.139	4.031	-	-	9.170	89,46
II. TOTAL - Request from recipient's company	3	1	4	-	4	0,04
a. Written	2	-	-	-	2	-
b. Telecommunication	1	-	-	-	1	-
c. Electronic	-	1	-	-	1	0,01
III. TOTAL - Membership benefit	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-
b. Organizacional	-	-	-	-	-	-
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)	7	8	15	-	15	0,15
Association rosters and directories	-	2	-	-	2	0,02
Business directories	7	3	-	-	10	0,10
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	3	-	-	3	0,03
Other sources	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5.700	4.547	10.250	-	10.250	100
PERCENT	55,00	45,00	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2018

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.111	N/A	10.011	98,64
Individuals by name only	98	N/A	98	0,96
Titles or functions only	21	N/A	21	0,20
Companies' names only	20	N/A	20	0,20
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 MAY/JUNE 2018

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	475	-	475	4,63
Mexico	3.041	-	3.041	29,67
Subtotal	3.516	-	3.516	34,30
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	191	-	191	1,86
Subtotal	191	-	191	1,86
CENTRAL AMERICA				
Costa Rica	196	-	196	1,91
El Salvador	74	-	74	0,72
Guatemala	178	-	178	1,74
Honduras	52	-	52	0,51
Nicaragua	63	-	63	0,61
Panama	263	-	263	2,57
Subtotal	826	-	826	8,06
SOUTH AMERICA				
Argentina	679	-	679	6,62
Bolivia	49	-	49	0,48
Brasil	142	-	142	1,39
Chile	365	-	365	3,56
Colombia	2.965	-	2.965	28,93
Ecuador	354	-	354	3,45
Paraguay	51	-	51	0,50
Peru	780	-	780	7,61
Uruguay	91	-	91	0,89
Venezuela	241	-	241	2,35
Subtotal	5.717	-	5.717	55,78
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				
	2014	2015	2016	2017	2018
Total audit average qualified	10.250	10.429	10.249	10.248	10.250
Qualified non-paid	10.250	10.429	10.249	10.248	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	N/A

11. ADDITIONAL DATA: AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not included Elsewhere	Copies	Copies
Other paid circulation	-	N/A
Advertisers and agencies	-	60
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	780
All others	-	110
	TOTAL	950

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.



Instituto Verificador de Circulaciones
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