

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED IN NOVIEMBRE/DICIEMBRE 2017**

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Our organization is a non-profit association, founded on December 19, 1946, by the editors of the leading print media in the country, advertising agencies and advertisers in order to control, certify and disseminate data on the average circulation and print run of print media.

The use of audited figures allows advertisers and agencies to know for certain the number of recipients there are for the copies as well as their geographical distribution in more than 1,800 locations all over the country. These recipients become the target of advertisers as they are potential customers.



Latin Press Inc.
2455 SW 27 th Ave. Suite 200
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www.latinpressinc.com
www.avilatinoamerica.com

FIELD SERVED

AVI LATINOAMÉRICA serves professionals working in the integration, installation and rent of audio, video and lighting systems in the residential, commercial and industrial fields.

DEFINITION OF RECIPIENTS

Recipients are contractors and professionals involved in the design, construction, installation, sale and maintenance of audio, video and lighting systems. Also, recipients include end users of these areas for residential, industrial and commercial applications. Finally, recipients include manufacturers, suppliers and retailers of audio, video and lighting solutions.

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 _____	1.950	-	-	-	-	-
TOTAL	12.200	-	-	-	-	-

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

Issue 2017	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.250	N/A	10.250
September/October _____	10.250	N/A	10.250
November/December _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVIEMBRE/DICIEMBRE 2017
 This edition has the same number of copies as the average of the other two issues stated in item 2

OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	Engineering Management (B)	Technical Management (C)	Purchasing Management (D)	Product Management (E)	Sales Management (F)	Financial Management (G)	Research And Development (H)	Technical Installation (J)	Other (O)
FITTER/SPECIFIER/SUPPLIER OF AVI PRODUCTS OR SYSTEMS												
A1. CONTRACTOR-AUDIO/VIDEO/LIGHTING SYSTEMS INSTALLATION	4.429	43,21	4.263	30	19	8	10	49	2	6	34	8
A2. CONTRACTOR-SYSTEMS INTEGRATION	1.309	12,77	1.233	22	15	2	1	22	1	3	6	4
A3. ENGINEERING COMPANY/CONSULTANT-DESIGN	1.978	19,30	1.659	107	64	15	2	64	2	21	27	17
A4. CONTRACTOR-ELECTRICIAN	157	1,53	85	41	8	-	3	7	-	1	12	-
B1. DISTRIBUTOR/AVI EQUIPMENT WHOLESALER	973	9,49	775	19	28	11	11	93	-	17	6	13
B2. RENT/AVI EQUIPMENT SERVICES	613	5,98	509	5	23	4	3	41	3	6	12	7
E1. END USER- Building Management/Properties	7	0,07	-	2	2	2	-	-	-	-	1	-
E2. END USER- Wholesale/Retail Commerce	15	0,15	6	1	3	1	-	2	-	2	-	-
E3. END USER- Financial Field	7	0,07	-	-	4	-	-	-	-	2	-	1
E4. END USER- Government Field	14	0,14	1	5	1	-	-	-	-	1	3	3
E5. END USER- Industrial/ Agroindustrial Field	4	0,04	-	2	-	-	-	-	-	1	-	1
E6. END USER- Utilities	11	0,11	4	1	1	-	1	-	-	2	-	2
E7. END USER- Transport Field	2	0,02	-	-	2	-	-	-	-	-	-	-
M. AVI PRODUCTS MANUFACTURER	539	5,26	323	34	32	8	9	91	-	16	17	9
N. INSTITUTE/RESEARCH/ASCN/GUILD	35	0,34	9	2	1	-	-	2	1	12	-	8
O. OTHER	157	1,53	47	10	14	1	4	11	-	9	5	56
TOTAL QUALIFIED CIRCULATION	10.250	100	8.914	281	217	52	44	382	9	99	123	129
PERCENT	100%		86,97	2,74	2,12	0,51	0,43	3,73	0,09	0,97	1,20	1,26

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVIEMBRE/DICIEMBRE 2017

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient	7.474	2.554	10.028	-	10.028	97,84
a. Written	1	-	-	-	1	0,01
b. Telecommunication	2.793	376	-	-	3.169	30,92
c. Electronic	4.680	2.178	-	-	6.858	66,91
II. TOTAL - Request from recipient's company	5	0	5	-	5	0,05
a. Written	4	-	-	-	4	0,04
b. Telecommunication	-	-	-	-	-	-
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)	202	14	216	-	216	2,11
Association rosters and directories	-	-	-	-	-	-
Business directories	201	14	-	-	215	2,10
Independent field reports	-	-	-	-	-	-
Licenseses - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1	-	-	-	1	0,01
Other sources	-	-	-	-	0	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7.681	2.568	10.249	-	10.249	100
PERCENT	74,94	25,06	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVIEMBRE/DICIEMBRE 2017

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.087	N/A	10.087	98,41
Individuals by name only	134	N/A	134	1,31
Titles or functions only	15	N/A	15	0,15
Companies' names only	14	N/A	14	0,14
Multiple-copy same addressee copies	-	-	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVIEMBRE/DICIEMBRE 2017

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	301	-	301	2,94
Mexico	3.477	-	3.477	33,92
Subtotal	3.778	-	3.778	36,86
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	8	-	8	0,08
Subtotal	8	-	8	0,08
CENTRAL AMERICA				
Costa Rica	27	-	27	0,26
El Salvador	12	-	12	0,12
Guatemala	43	-	43	0,42
Honduras	11	-	11	0,11
Nicaragua	6	-	6	0,06
Panama	45	-	45	0,44
Subtotal	144	-	144	1,40
SOUTH AMERICA				
Argentina	256	-	256	2,50
Bolivia	25	-	25	0,24
Brasil	2.604	-	2.604	25,40
Chile	201	-	201	1,96
Colombia	2.922	-	2.922	28,5
Ecuador	84	-	84	0,82
Paraguay	9	-	9	0,09
Peru	190	-	190	1,85
Uruguay	29	-	29	0,28
Venezuela	-	-	-	-
Subtotal	6.320	-	6.320	61,66
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Audited Data				
	2013	2014	2015	2016	2017
Total audit average qualified	10.255	10.255	10.250	10.250	10.250
Qualified non-paid	10.255	10.255	10.255	10.250	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	-	127
Rotated or occasional	-	-
Allocated for trade shows and conventions	-	1.720
All others	-	103
	TOTAL	1.950

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 AVI LATINOAMERICA 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**

**Instituto Verificador de Circulaciones
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