



Profile (base: 2015 - average)

### READERSHIP

|  |               |
|--|---------------|
| President, owner and director                      | 4,342         |
| Manager and administrator                          | 3,821         |
| Engineer and technician                            | 868           |
| Supervisor, team leader, coordinator and in charge | 1,995         |
| Consultant, advisor and designer                   | 590           |
| Professor, researcher and others                   | 276           |
| <b>TOTAL</b>                                       | <b>11,892</b> |

### COMPANIES PROFILE

|   |               |
|---|---------------|
| End users (*)   | 4,098         |
| Building companies, architecture firms                        | 232           |
| Service providers (designers, installers, system integrators) | 2,924         |
| Suppliers of products, systems and solutions for telecom      | 1,335         |
| Service providers   | 2,214         |
| <b>TOTAL</b>  | <b>10,803</b> |

### (\*) END USERS

|  |              |
|--|--------------|
| Industries   | 1,074        |
| Banks  | 160          |
| Insurance companies                                  | 103          |
| Power generation, transmission and distribution      | 108          |
| Water and wastewater companies                       | 44           |
| Transport (naval, air, railway and road)             | 327          |
| Hotels   | 29           |
| Hospitals and healthcare                             | 178          |
| Radio and TV broadcast companies                     | 77           |
| Publisher of newspapers and magazines                | 16           |
| Distribution of fuels, including gas                 | 23           |
| Wholesalers, distributors                            | 73           |
| Retail   | 144          |
| Government   | 724          |
| Schools and universities                             | 750          |
| Research and certification institutes                | 67           |
| Diplomatic representation of international organisms | 5            |
| Other  | 196          |
| <b>TOTAL</b>   | <b>4,098</b> |

### GEOGRAPHICAL BREAKDOWN – BRAZIL

| NORTH - 357   | NORTHEAST - 1,106      | MIDDLE WEST - 639      | SOUTHEAST - 6,635  | SOUTH - 2,066         |
|---|------------------------|------------------------|--------------------|-----------------------|
| Acre 8  | Alagoas 57             | Distrito Federal 230   | Espírito Santo 197 | Paraná 729            |
| Amapá 34  | Bahia 264              | Goiás 199              | Minas Gerais 914   | Rio Grande do Sul 764 |
| Amazonas 106  | Ceará 199              | Mato Grosso do Sul 111 | Rio de Janeiro 908 | Santa Catarina 573    |
| Pará 132  | Maranhão 48            | Mato Grosso 99         | São Paulo 4,616    |                       |
| Rondônia 41   | Paraíba 71             |                        |                    |                       |
| Roraima 9   | Pernambuco 291         |                        |                    |                       |
| Tocantins 27  | Piauí 56               |                        |                    |                       |
|   | Rio Grande do Norte 79 |                        |                    |                       |
|   | Sergipe 41             |                        |                    |                       |
| Number of companies that receive the magazine: 10,803 |                        |                        |                    |                       |