

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2005**

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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.



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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 _____	10,587	100	10,587	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,587	100	10,587	100	-	-

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

Issue 2005	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10,600	N/A	10,600
September/October _____	10,565	N/A	10,565
November/December _____	10,596	N/A	10,596

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOV / DEC 2005

The variation of this edition in relation to the average of the two informed editions in item 2 is 0.13%; 104 copies.

PROFESSIONAL ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	Security Management	General Management	Technical Service Management	Technical Service Management	Installing Technician	Financial Management	Administrative Management	Purchasing Management	Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:											
Security Systems Dealer	5,349	50.48	1,941	1,730	339	45	230	63	334	318	349
Security Systems Integrator	1,055	9.96	300	335	131	58	31	8	26	46	120
Security Systems Consultant	700	6.61	294	142	53	42	14	8	29	16	102
Central Station Service or Monitoring	317	2.99	87	61	78	13	7	2	16	5	48
Engineering/Contracting Firm	195	1.84	27	74	38	4	9	3	11	12	17
Security Product & Component	232	2.19	43	87	20	7	3	2	8	9	53
Information Technology Services	78	0.74	9	14	13	21	2	0	4	1	14
Other	647	6.11	146	124	59	29	17	3	24	16	229
END USER OF SECURITY PRODUCTS OR SYSTEMS:											
Wholesaler / Retail Commerce	1,414	13.34	1,079	123	46	16	14	14	43	39	40
Finance Company (Banking)	108	1.02	73	8	7	4	0	5	3	2	6
Government (Admin)	77	0.73	43	4	4	9	2	2	2	2	9
Institutional Company	56	0.53	28	8	5	2	0	0	8	3	2
Industrial / Manufacturing	126	1.19	55	19	12	5	3	0	12	3	17
Telecommunication / Public	64	0.6	26	4	12	5	0	0	3	3	11
Transport Company	178	1.68	107	35	5	2	6	1	8	8	6
TOTAL QUALIFIED CIRCULATION	10,596	100	4,258	2,768	822	262	338	111	531	483	1,023
PERCENT	100		40.18	26.12	7.76	2.47	3.19	1.05	5.01	4.56	9.65

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOV/DEC 2005.

QUALIFICATION SOURCE	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient:	1,924	1,839	762	4,525	-	4,525	42.70
a. Written	532	566	158	1,256	-	1,256	11.85
b. Telecommunication	8	7	7	22	-	22	0.21
c. Electronic	1,384	1,266	597	3,247	-	3,247	30.64
II. TOTAL - Request from recipient's company:	-	1	3	4	-	4	0.04
a. Written	-	1	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	3	3	-	3	0.03
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	4	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	4	4	-	4	0.04
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically)	291	2,412	3,360	6,063	-	6,063	57.22
Association rosters and directories	1	3	21	-	-	25	0.24
Business directories	242	98	-	-	-	340	3.21
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	48	2,311	3,339	-	-	5,698	53.78
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,215	4,252	4,129	10,596	-	10,596	100
Percent	20.80	40.13	38.97	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2005

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	8,918	N/A	8,918	86.41
Individuals by name only	1,190	N/A	1,190	9.64
Titles or functions only	85	N/A	85	0.69
Companies' names only	403	-	403	3.62
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,596	-	10,596	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2005

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	11	-	11	0.10
Mexico	3,602	-	3,602	33.99
Subtotal	3,613	-	3,613	34.10
CARIBBEAN				
Smaller Antilles	6	-	6	0.06
Cuba	41	-	41	0.39
Puerto Rico	32	-	32	0.30
Dominican Republic	78	-	78	0.74
Subtotal	157	-	57	1.48
CENTRAL AMERICA				
Costa Rica	97	-	97	0.92
El Salvador	41	-	41	0.39
Guatemala	39	-	39	0.37
Honduras	36	-	36	0.34
Nicaragua	35	-	35	0.33
Panama	62	-	62	0.59
Subtotal	310	-	310	2.93
SOUTH AMERICA				
Argentina	3,206	-	3,206	30.26
Bolivia	38	-	38	0.36
Brasil	353	-	353	3.33
Chile	234	-	234	2.21
Colombia	1,541	-	1,541	14.54
Equador	195	-	195	1.84
Paraguay	47	-	47	0.44
Peru	533	-	533	5.03
Uruguay	99	-	99	0.93
Venezuela	270	-	270	2.55
Subtotal	6,516	-	6,516	61.49
TOTAL QUALIFIED CIRCULATION	10,596	-	10,596	100

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

	Average data			
	2002	2003	2004	2005
Total Audit Average Qualified	-	-	-	10,587
Qualified Non-Paid	-	-	-	10,587
Qualified Paid	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
Other Paid Circulation	N/A
Advertisers and Agencies	891
Rotated or Occasional	213
Allocated for trade Shows and Conventions	-
All Others	-
TOTAL	1,104

CERTIFICATE OF VERIFICATION

1. PROCEDURE

According to the Instituto Verificador de Circulaciones Rules, 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.

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