

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2006**

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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 _____	10,382	100	10,382	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,382	100	10,382	100	-	-

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

Issue 2006	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10,000	N/A	10,000
September/October _____	10,295	N/A	10,295
November/December _____	10,850	N/A	10,850

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006
 The variation of this edition in relation to the average of the two informed editions in item 2 is 6.92%; 702 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	4,383	40.40	2,264	1,018	380	61	149	36	95	120	260
Security Systems Integrator	1,401	12.91	390	425	171	66	42	14	57	68	168
Security Systems Consultant	877	8.08	413	183	57	40	13	11	35	23	102
Central Station Service or Monitoring	405	3.73	144	78	83	11	6	1	24	7	51
Engineering/Contracting Firm	214	1.97	39	79	37	5	11	1	14	8	20
Security Product & Component	273	2.52	59	96	19	7	1	3	13	7	68
Information Technology Services	112	1.03	19	22	21	25	2	1	6	0	16
Other	710	6.54	196	117	69	35	17	3	23	17	233
END USER OF SECURITY PRODUCTS OR SYSTEMS:											
Wholesaler / Retail Commerce	1,999	18.42	1,800	59	40	12	6	6	19	18	39
Finance Company (Banking)	108	1.00	76	4	9	4	0	1	1	3	10
Government (Admin)	81	0.75	43	2	11	12	0	2	1	0	10
Institutional Company	37	0.34	20	5	7	1	0	0	3	0	1
Industrial / Manufacturing	107	0.99	48	12	16	3	2	0	6	4	16
Telecommunication / Public	90	0.83	37	7	18	7	0	0	5	4	12
Transport Company	53	0.49	26	5	8	2	2	0	1	3	6
TOTAL QUALIFIED CIRCULATION	10,850	100	5,574	2,112	946	291	251	79	303	282	1,012
PERCENT	100		51.37	19.47	8.72	2.68	2.31	0.73	2.79	2.60	9.33

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006

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:	3,525	2,251	1,463	7,239	-	7,239	66.72
a. Written	303	415	408	-	-	1,126	10.38
b. Telecommunication	8	5	5	-	-	18	0.17
c. Electronic	3,214	1,831	1,050	-	-	6,095	56.18
II. TOTAL - Request from recipient's company:	3	-	1	4	-	4	0.04
a. Written	-	-	1	-	-	1	0.01
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	3	-	-	-	-	3	0.03
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 (listed alphabetically)	179	1,179	2,249	3,607	-	3,607	33.24
Association rosters and directories	-	1	1	-	-	2	0.02
Business directories	-	210	77	-	-	287	2.65
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	179	968	2,171	-	-	3,318	30.58
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,707	3,430	3,713	10,850	-	10,850	100
Percent	34.17	31.61	34.22	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2006

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9,265	N/A	9,265	85.39
Individuals by name only	1,116	N/A	1,116	10.29
Titles or functions only	106	N/A	106	0.98
Companies' names only	363	N/A	363	3.35
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,850	-	10,850	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2006

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	7	-	7	0.06
Mexico	4,701	-	4,701	43.33
Subtotal	4,708	-	4,708	43.39
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	57	-	57	0.53
Puerto Rico	34	-	34	0.31
Dominican Republic	99	-	99	0.91
Subtotal	190	-	190	1.75
CENTRAL AMERICA				
Costa Rica	115	-	115	1.06
El Salvador	45	-	45	0.41
Guatemala	47	-	47	0.43
Honduras	42	-	42	0.39
Nicaragua	38	-	38	0.35
Panama	69	-	69	0.64
Subtotal	356	-	356	3.28
SOUTH AMERICA				
Argentina	1,593	-	1,593	14.68
Bolivia	44	-	44	0.41
Brasil	386	-	386	3.56
Chile	265	-	265	2.44
Colombia	1,957	-	1,957	18.04
Equador	230	-	230	2.12
Paraguay	51	-	51	0.47
Peru	646	-	646	5.95
Uruguay	110	-	110	1.01
Venezuela	314	-	314	2.89
Subtotal	5,596	-	5,596	51.58
TOTAL QUALIFIED CIRCULATION	10,850	-	10,850	100

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

	Average data				
	2002	2003	2004	2005	2006
Total Audit Average Qualified	7,402	10,250	10,555	10,651	10,382
Qualified Non-Paid	7,402	10,250	10,555	10,651	10,382
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
Other Paid Circulation	N/A
Advertisers and Agencies	1,036
Rotated or Occasional	-
Allocated for trade Shows and Conventions	114
All Others	-
TOTAL	1,150

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**

**Instituto Verificador de Circulaciones
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