

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**

Av. de Mayo 1370 - 1° Piso - (1362)  
Buenos Aires - Argentina  
Teléfono:  
(54-11) 4383-6293 / 7305 / 4381-8448 /  
Fax: (54-11) 4383-6293  
[www.ivc.org.ar](http://www.ivc.org.ar)

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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.



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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 _____	10,891	100	10,891	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,891</b>	<b>100</b>	<b>10,891</b>	<b>100</b>	<b>-</b>	<b>-</b>

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

Issue 2007	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10,850	N/A	10,850
March/April _____	10,850	N/A	10,850
May/June _____	10,974	N/A	10,974

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2007**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is 1.14%; 124 copies.

PROFESSIONAL ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	Security Management (A)	General Management (B)	Technical Service Management (C)	Technical Service Management (D)	Installing Technician (E)	Financial Management (F)	Administrative Management (G)	Purchasing Management (H)	Others (I)
<b>INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:</b>											
Security Systems Dealer	4,185	38.14	2,046	1,023	392	60	150	36	90	125	263
Security Systems Integrator	1,497	13.64	450	445	178	66	45	17	58	72	166
Security Systems Consultant	907	8.26	433	187	58	38	11	11	36	24	109
Central Station Service or Monitoring	403	3.67	144	70	80	13	4	2	23	8	59
Engineering/Contracting Firm	210	1.91	40	78	34	4	10	0	12	8	24
Security Product & Component	275	2.51	61	97	18	8	1	4	15	7	64
Information Technology Services	110	1.00	19	22	15	26	2	1	8	1	16
Other	678	6.18	186	116	63	34	15	4	21	14	225
<b>END USER OF SECURITY PRODUCTS OR SYSTEMS:</b>											
Wholesaler / Retail Commerce	2,197	20.02	2,002	58	39	13	5	5	18	18	39
Finance Company (Banking)	123	1.12	89	5	9	4	0	1	3	3	9
Government (Admin)	88	0.80	48	2	11	13	0	1	1	0	12
Institutional Company	37	0.34	19	7	6	1	0	0	3	0	1
Industrial / Manufacturing	115	1.05	51	13	15	6	2	0	6	5	17
Telecommunication / Public	95	0.87	40	8	18	8	1	0	4	3	13
Transport Company	54	0.49	28	6	7	2	1	0	1	3	6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,974</b>	<b>100</b>	<b>5,656</b>	<b>2,137</b>	<b>943</b>	<b>296</b>	<b>247</b>	<b>82</b>	<b>299</b>	<b>291</b>	<b>1,023</b>
<b>PERCENT</b>	100		51.54	19.47	8.59	2.70	2.25	0.75	2.72	2.65	9.32

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2007**

	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
<b>I. TOTAL - Personal direct request from the recipient:</b>	3,700	2,239	1,351	7,290	-	7,290	66.43
a. Written	315	392	428	-	-	1,135	10.34
b. Telecommunication	5	7	4	-	-	16	0.15
c. Electronic	3,380	1,840	919	-	-	6,139	55.94
<b>II. TOTAL - Request from recipient's company:</b>	2	-	1	3	-	3	0.03
a. Written	-	-	1	-	-	1	0.01
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	2	-	-	-	-	2	0.02
<b>III. TOTAL - Membership benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically)</b>	273	1,141	2,267	3,681	-	3,681	33.54
Association rosters and directories	-	-	2	-	-	2	0.02
Business directories	48	169	108	-	-	325	2.96
Independent field reports	-	-	-	-	-	-	-
Licenses - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	225	972	2,157	-	-	3,354	30.56
<b>VI. TOTAL - Single Copy Sales</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,975</b>	<b>3,380</b>	<b>3,619</b>	<b>10,974</b>	<b>-</b>	<b>10,974</b>	<b>100</b>
<b>Percent</b>	<b>36.22</b>	<b>30.80</b>	<b>32.98</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2007**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9,392	N/A	9,392	85.58
Individuals by name only	1,116	N/A	1,116	10.17
Titles or functions only	104	N/A	104	0.95
Companies' names only	362	N/A	362	3.30
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,974</b>	<b>-</b>	<b>10,974</b>	<b>100</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2007**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	6	-	6	0.05
Mexico	4,693	-	4,693	42.76
<b>Subtotal</b>	<b>4,699</b>	<b>-</b>	<b>4,699</b>	<b>42.82</b>
<b>CARIBBEAN</b>				
Lesser Antilles	6	-	6	0.05
Cuba	55	-	55	0.50
Puerto Rico	37	-	37	0.34
Dominican Republic	105	-	105	0.96
<b>Subtotal</b>	<b>203</b>	<b>-</b>	<b>203</b>	<b>1.85</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	105	-	105	0.96
El Salvador	47	-	47	0.43
Guatemala	49	-	49	0.45
Honduras	43	-	43	0.39
Nicaragua	37	-	37	0.34
Panama	67	-	67	0.61
<b>Subtotal</b>	<b>348</b>	<b>-</b>	<b>348</b>	<b>3.17</b>
<b>SOUTH AMERICA</b>				
Argentina	1,582	-	1,582	14.42
Bolivia	46	-	46	0.42
Brasil	440	-	440	4.01
Chile	272	-	272	2.48
Colombia	1,990	-	1,990	18.13
Equador	236	-	236	2.15
Paraguay	47	-	47	0.43
Peru	679	-	679	6.19
Uruguay	109	-	109	0.99
Venezuela	323	-	323	2.94
<b>Subtotal</b>	<b>5,724</b>	<b>-</b>	<b>5,724</b>	<b>52.16</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,974</b>	<b>-</b>	<b>10,974</b>	<b>100</b>

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

	Average data				
	2003	2004	2005	2006	2007
Total Audit Average Qualified	10,250	10,555	10,651	10,382	10,891
Qualified Non-Paid	10,250	10,555	10,651	10,382	10,891
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	220
Rotated or Occasional	-
Allocated for trade Shows and Conventions	660
All Others	606
<b>TOTAL</b>	<b>1,426</b>

**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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