



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**

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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.

Ventas de Seguridad

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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 _____	10,160	100	10,160	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,160	100	10,160	100	-	-

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

Issue 2008	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10,130	N/A	10,130
March/April _____	10,100	N/A	10,100
May/June _____	10,250	N/A	10,250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008
 The variation of this edition in relation to the average of the two informed editions in item 2 is 6.59%; 715 copies.

PROFESSIONAL ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management	General Engineering	Technical Service Management	Purchising Management	Product Management	Security Management	Sales Management	Financial Management	Research Develop-ment	Installing Technician	Others
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:													
Contractor-System Security Instalation	4,118	40.18	1,228	5	542	156	107	1,464	0	98	100	138	280
Contractor Systems Integrator	1,199	11.70	313	5	194	83	60	305	2	42	56	62	77
Engineering Firm/Consultant /Design Distributor/Wholesaler in Security System	199	1.94	34	2	17	10	22	3	0	14	35	35	27
Central Station Service or Monitoring	443	4.32	100	44	41	10	11	149	20	1	1	34	32
Informatic Security	499	4.87	214	111	19	21	17	31	23	16	8	13	26
Manufacturer in Security Tools	533	5.20	244	112	40	31	36	32	10	3	26	3	16
Institution/Investigation/ ASCN Gremial	813	7.93	357	198	57	9	15	83	11	6	6	5	66
Other	102	1.00	23	21	12	11	5	7	8	14	1	0	0
Security Systems Consultant	656	6.40	108	3	64	12	19	206	0	4	32	14	194
	743	7.25	266	136	59	18	17	132	34	12	17	10	42
END USER OF SECURITY PRODUCTS OR SYSTEMS:													
Building Negotiations /Real State	2	0.02	1	0	0	0	0	0	0	0	0	0	1
Distributor Trade / Retail Trade	290	2.83	53	1	33	14	19	117	0	4	14	2	33
Finance Company (Banking)	144	1.40	8	0	10	3	1	99	0	5	7	0	11
Government (Admin)	129	1.26	4	1	16	1	2	73	0	3	13	0	16
Industrial / Manufacturing	149	1.45	18	0	18	7	7	68	0	0	8	3	20
Telecommunication/Public Service	148	1.44	20	0	20	7	4	67	0	0	10	3	17
Transport Company	83	0.81	8	1	7	3	3	47	0	0	4	1	9
TOTAL QUALIFIED CIRCULATION	10,250	100	2,979	640	1,149	396	345	2,883	108	222	338	323	867
PERCENT	100		29.06	6.24	11.21	3.86	3.37	28.13	1.05	2.17	3.30	3.15	8.46

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008

	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient:	5,510	2,355	524	8,389	-	8,389	81.84
a. Written	726	243	22	-	-	991	9.67
b. Telecommunication	11	1	5	-	-	17	0.17
c. Electronic	4,773	2,111	497	-	-	7,381	72.01
II. TOTAL - Request from recipient's company:	0	0	20	20	-	20	0.20
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	20	-	-	20	0.20
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 (listedy alphabetically)	1,686	151	4	1,841	-	1,841	17.96
Association rosters and directories	2	-	-	-	-	2	0.02
Business directories	205	-	-	-	-	205	2.00
Independent field reports	-	-	-	-	-	-	-
Licenseses - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's listss	-	-	-	-	-	-	-
Other sources	1,479	151	4	-	-	1,634	15.94
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,196	2,506	548	10,250	-	10,250	100
Percent	70.20	24.45	5.35	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9,725	N/A	9,725	94.88
Individuals by name only	315	N/A	315	3.07
Titles or functions only	125	N/A	125	1.22
Companies' names only	85	N/A	85	0.83
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 MAY/JUNE 2008				
COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	8	-	8	0.08
Mexico	3,700	-	3,700	36.10
Subtotal	3,708	-	3,708	36.18
CARIBBEAN				
Lesser Antilles	2	-	2	0.02
Cuba	48	-	48	0.47
Puerto Rico	41	-	41	0.40
Dominican Republic	97	-	97	0.95
Subtotal	188	-	188	1.83
CENTRAL AMERICA				
Costa Rica	121	-	121	1.18
El Salvador	40	-	40	0.39
Guatemala	50	-	50	0.49
Honduras	36	-	36	0.35
Nicaragua	45	-	45	0.44
Panama	76	-	76	0.74
Subtotal	368	-	368	3.59
SOUTH AMERICA				
Argentina	1,406	-	1,406	13.72
Bolivia	37	-	37	0.36
Brasil	443	-	443	4.32
Chile	277	-	277	2.70
Colombia	2,359	-	2,359	23.01
Equador	289	-	289	2.82
Paraguay	46	-	46	0.45
Peru	728	-	728	7.10
Uruguay	99	-	99	0.97
Venezuela	302	-	302	2.95
Subtotal	5,986	-	5,986	58.40
TOTAL QUALIFIED CIRCULATION	10,250	-	10,250	100

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

	Average data				
	2004	2005	2006	2007	2008
Total Audit Average Qualified	10,555	10,651	10,382	10,612	10,160
Qualified Non-Paid	10,555	10,651	10,382	10,612	10,160
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	200
Rotated or Occasional	-
Allocated for trade Shows and Conventions	731
All Others	119
TOTAL	1,050

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.

Instituto Verificador de Circulaciones
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