



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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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 _____	10.509	100	10.509	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.509	100	10.509	100	-	-

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

Issue 2009	Qualified Non-Paid	Qualified Paid	Total Qualified
January / February _____	10.465	N/A	10.465
March / April _____	10.531	N/A	10.531
May / June _____	10.531	N/A	10.531

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2009
 This edition is 0,31% or 33 copies below the average of the other two issues stated in paragraph 2

PROFESSIONAL ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	General Engineering (B)	Technical Service Management (C)	Purchising Management (D)	Product Management (E)	Security Management (F)	Sales Management (G)	Financial Management (H)	Research Development (I)	Installing Technician (J)	Others (K)
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:													
Contractor-System Security Instalation	3.902	37,05%	1399	7	390	128	85	1194	2	57	154	233	253
Contractor Systems Integrator	865	8,21%	206	5	125	27	38	279	1	4	11	113	56
Engineering Firm/Consultant /Design Distributor/Wholesaler in Security System	1.308	12,42%	530	2	98	70	10	106	0	23	102	201	166
Central Station Service or Monitoring	1.046	9,93%	322	33	67	39	13	193	18	8	75	156	122
Informatic Security	348	3,30%	63	70	24	7	9	45	15	-	11	52	52
Manufacturer in Security Tools	213	2,02%	45	69	21	8	22	37	11	-	-	-	-
Institution/Investigation/ ASCN Gremial	394	3,74%	41	122	15	18	13	94	9	2	33	32	15
Other	387	3,67%	128	13	6	12	5	104	14	1	22	23	59
Security Systems Consultant	580	5,51%	118	2	51	11	14	79	3	4	42	70	186
	284	2,70%	27	88	37	13	13	88	18	-	-	-	-
END USER OF SECURITY PRODUCTS OR SYSTEMS:													
Building Negotiations /Real State	218	2,07%	11	1	79	6	2	30	2	3	24	32	28
Distributor Trade / Retail Trade	212	2,01%	10	0	26	4	15	110	1	5	9	19	13
Finance Company (Banking)	208	1,98%	5	0	7	2	2	121	1	4	11	31	24
Government (Admin)	131	1,24%	19		18	7	6	77	0	-	1	1	2
Industrial / Manufacturing	190	1,80%	20	1	13	5	6	89	1	-	13	23	19
Telecommunication/Public Service	155	1,47%	11	1	12	4	5	69	1	-	13	21	18
Transport Company	90	0,85%	3	1	5	1	3	52	1	-	4	12	8
TOTAL QUALIFIED CIRCULATION	10.531	100%	2.958	415	994	362	261	2.767	98	111	525	1.019	1.021
PERCENT	100%		28,09%	3,94%	9,44%	3,44%	2,48%	26,27%	0,93%	1,05%	4,99%	9,68%	9,70%

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2009

	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
I. TOTAL - Personal direct request from the recipient:	5.418	2.443	1.435	9.296	-	9.296	88,27%
a. Written	123	123	85	-	-	331	3,14%
b. Telecommunication	367	-	-	-	-	367	3,48%
c. Electronic	4.928	2.320	1.350	-	-	8.598	81,64%
II. TOTAL - Request from recipient's company:	18	-	-	18	-	18	0,17%
a. Written	1	-	-	-	-	-	-
b. Telecommunication	5	-	-	-	-	-	-
c. Electronic	12	-	-	-	-	12	0,11%
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	18	-	-	18	-	18	0,17%
a. Written	2	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	16	-	-	16	-	16	0,15%
V. TOTAL - Sources other than above (listedy alphabetically)	778	-	421	1.199	-	1.199	11,39%
Association rosters and directories	-	-	-	-	-	-	-
Business directories	457	-	421	-	-	878	8,34%
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's listss	281	-	-	-	-	281	2,67%
Other sources	339	-	-	-	-	339	3,22%
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6.232	2.443	1.856	10.531	-	10.531	100%
Percent	59,18%	23,20%	17,62%	100%	-	100%	100%

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY / JUNE 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.217	N/A	10.217	97,02%
Individuals by name only	278	N/A	278	2,64%
Titles or functions only	36	N/A	36	0,34%
Companies' names only	-	N/A	-	-
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.531	-	10.531	100%

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2009				
COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	23	-	23	0,22%
Mexico	3.051	-	3.051	28,97%
Subtotal	3.074	-	3.074	29,19%
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	281	-	281	2,67%
Puerto Rico	47	-	47	0,45%
Dominican Republic	106	-	106	1,01%
Subtotal	434	-	434	4,12%
CENTRAL AMERICA				
Costa Rica	129	-	129	1,22%
El Salvador	40	-	40	0,38%
Guatemala	57	-	57	0,54%
Honduras	42	-	42	0,40%
Nicaragua	47	-	47	0,45%
Panama	81	-	81	0,77%
Subtotal	396	-	396	3,76%
SOUTH AMERICA				
Argentina	1.455	-	1.455	13,82%
Bolivia	38	-	38	0,36%
Brasil	332	-	332	3,15%
Chile	308	-	308	2,92%
Colombia	2.771	-	2.771	26,31%
Equador	331	-	331	3,14%
Paraguay	51	-	51	0,48%
Peru	877	-	877	8,33%
Uruguay	94	-	94	0,89%
Venezuela	370	-	370	3,51%
Subtotal	6.627	-	6.627	62,93%
TOTAL QUALIFIED CIRCULATION	10.531	-	10.531	100,00%

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

	Average data				
	2005	2006	2007	2008	2009
Total Audit Average Qualified	10.651	10.382	10.612	10.530	10.509
Qualified Non-Paid	10.651	10.382	10.612	10.530	10.509
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	-
All Others	169
TOTAL	369

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.

Audited por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**Instituto Verificador de Circulaciones
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