



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 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 _____	10.531	100	10.531	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.531	100	10.531	100	-	-

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

Issue 2009	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.531	N/A	10.531
September/October _____	10.531	N/A	10.531
November/December _____	10.531	N/A	10.531

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009
 The variation of this edition in relation to the average of the two informed editions in item 2 is same copies.

PROFESSIONAL ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	General Engineering (B)	Technical Management (C)	Purchising Management (D)	Product Management (E)	Security Management (F)	Sales Management (G)	Financial Management (H)	Research Develop-ment (I)	Installing Technician (J)	Others (O)
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:													
A1.Contractor-System Security Inst.	3.871	36,76	1.838	12	431	90	37	945	71	22	65	209	151
A2.Contractor Systems Integrator	1.421	13,49	507	15	213	51	19	341	59	13	36	63	104
A3.Engineering Firm/Consultant /Design	1.052	9,99	338	10	142	22	25	349	33	2	23	23	85
B1.Distributor/Wholesaler in Security System	832	7,90	260	40	126	30	6	232	40	3	9	37	49
B2.Central Station Service or Monit.	544	5,17	68	85	65	7	4	149	18	68	7	18	55
B3.Informatic Security	219	2,08	40	78	27	5	3	28	6	1	18	6	7
M.Manufacturer in Security Tools	461	4,38	146	109	31	9	14	60	47	1	2	7	35
N.Institution/Investigation/ ASCN Gremial	397	3,77	99	21	12	18	6	95	18	2	33	28	65
O.Other	570	5,41	108	4	56	10	9	181	16	3	23	18	142
Z1.Security Systems Consultant	327	3,11	31	93	42	16	17	94	23	1	2	3	5
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	29	0,28	9	-	4	2	1	11	1	-	1	-	-
E2..Distributor Trade / Retail Trade	135	1,28	31	1	17	7	4	54	1	1	6	4	9
E3.Finance Company (Banking)	166	1,58	18	1	12	5	2	101	-	3	9	5	10
E4.Government (Admin)	161	1,53	15	-	35	1	2	66	-	3	10	-	29
E5.Industrial / Manufacturing	158	1,50	14	1	21	8	2	85	2	-	6	3	16
E6.Telecommunication/Public Serv.	112	1,06	19	-	16	4	1	47	-	-	7	4	14
E7.Transport Company	76	0,72	11	1	13	1	1	43	-	-	2	2	2
TOTAL QUALIFIED CIRCULATION	10.531	100	3.552	471	1.263	286	153	2.881	335	123	259	430	778
PERCENT	100	-	33,73	4,47	11,99	2,72	1,45	27,36	3,18	1,17	2,46	4,08	7,39

3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
I. TOTAL - Personal direct request from the recipient:	5.796	1.945	1.120	8.861	-	8.861	84,14
a. Written	719	730	-	-	-	1.449	13,76
b. Telecommunication	51	-	-	-	-	51	0,48
c. Electronic	5.026	1.215	1.120	-	-	7.361	69,90
II. TOTAL - Request from recipient's company:	14	-	-	14	-	14	0,13
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	14	-	-	-	-	14	0,13
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	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	18	-	-	18	-	18	-
V. TOTAL - Sources other than above (listedy alphabetically)	903	370	365	1.638	-	1.638	15,55
Association rosters and directories	193	-	-	-	-	193	1,83
Business directories	-	-	-	-	-	-	-
Independent field reports	-	-	-	-	-	-	-
Licenseses - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's listss	579	370	365	-	-	1.314	12,48
Other sources	131	-	-	-	-	131	1,24
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6.731	2.315	1.485	10.531	-	10.531	100
Percent	63,92	21,98	14,10	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.199	N/A	10.199	96,85
Individuals by name only	289	N/A	289	2,74
Titles or functions only	43	N/A	43	0,41
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 NOVEMBER/DECEMBER 2009				
Percent	Non-Paid	Paid	Qualified	
NORTH AMERICA				
United States of America	84	-	84	0,80
Mexico	3.574	-	3.574	33,94
Subtotal	3.658	-	3.658	34,74
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	32	-	32	0,30
Dominican Republic	89	-	89	0,85
Subtotal	121	-	121	1,15
CENTRAL AMERICA				
Costa Rica	93	-	93	0,88
El Salvador	36	-	36	0,34
Guatemala	46	-	46	0,44
Honduras	35	-	35	0,33
Nicaragua	43	-	43	0,41
Panama	76	-	76	0,72
Subtotal	329	-	329	3,12
SOUTH AMERICA				
Argentina	1.596	-	1.596	15,16
Bolivia	30	-	30	0,28
Brasil	252	-	252	2,39
Chile	267	-	267	2,54
Colombia	2.815	-	2.815	26,73
Equador	291	-	291	2,76
Paraguay	53	-	53	0,50
Peru	709	-	709	6,73
Uruguay	86	-	86	0,82
Venezuela	324	-	324	3,08
Subtotal	6.423	-	6.423	60,99
TOTAL QUALIFIED CIRCULATION	10.531	-	10.531	100

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	10,531
Qualified Non-Paid	10,651	10,382	10,612	10,530	10,531
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	-

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.



Instituto Verificador de Circulaciones
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