

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2010**

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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 _____	10.536	100	10.536	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.536</b>	<b>100</b>	<b>10.536</b>	<b>100</b>	-	-

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

Issue 2010	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.532	N/A	10.532
March/April _____	10.537	N/A	10.537
May/June _____	10.538	N/A	10.538

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is 0,033%; 3 copies

PROFESSIONAL ACTIVITY	TOTAL CALIFICADO	PORCENTAJE DEL 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 Development (I)	Technical Installation (J)	Others (O)
<b>INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:</b>													
A1.Contractor-System Security Inst.	4.461	42,33	2.010	719	333	91	26	729	105	17	65	241	125
A2.Contractor Systems Integrator	1.378	13,08	540	110	123	48	16	269	86	7	41	65	73
A3.Engineering Firm/Consultant/Design System	1.042	9,89	430	73	71	24	18	261	47	1	25	23	69
B1.Distribuidor/Mayorista de Sist. de Seg.	870	8,26	310	39	90	31	9	229	58	3	12	39	50
B2.Central Station Service or Monit.	405	3,84	110	17	63	8	5	84	27	-	11	22	58
B3.Informatic Security	155	1,47	53	8	21	-	1	33	6	1	18	6	8
M.Manufacturer in Security Tools	625	5,93	405	12	19	9	12	40	87	-	5	6	30
N.Institution/Investigation/ ASCN Gremial	25	0,24	8	-	2	1	-	4	-	-	7	1	2
O.Other	565	5,36	129	13	42	9	8	172	22	3	20	15	132
Z1.Security Systems Consultant	215	2,04	27	40	18	10	15	43	18	4	10	5	25
<b>7.END USER OF SECURITY PRODUCTS OR SYSTEMS:</b>													
E1.Building Negotiations/Real State	35	0,33	10	6	2	2	-	12	1	-	1	-	1
E2.Distributor Trade / Retail Trade	138	1,31	30	4	10	9	5	51	4	1	7	6	11
E3.Finance Company (Banking)	154	1,46	13	5	7	3	2	99	-	3	10	3	9
E4.Government (Admin)	156	1,48	16	10	22	1	-	67	-	3	11	1	25
E5.Industrial / Manufacturing	144	1,37	10	7	14	6	2	78	2	-	6	4	15
E6.Telecommunication/Public Serv.	96	0,91	16	5	10	4	1	38	-	-	4	7	11
E7.Transport Company	74	0,70	9	3	10	1	1	43	-	-	4	2	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.538</b>	<b>100</b>	<b>4.126</b>	<b>1.071</b>	<b>857</b>	<b>257</b>	<b>121</b>	<b>2.252</b>	<b>463</b>	<b>43</b>	<b>257</b>	<b>446</b>	<b>645</b>
<b>PERCENT</b>	100		39,15	10,16	8,13	2,44	1,15	21,37	4,39	0,41	2,44	4,23	6,12

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
<b>I. TOTAL - Personal direct request from the recipient:</b>	<b>4.993</b>	<b>2.534</b>	<b>1.710</b>	<b>9.237</b>	<b>-</b>	<b>9.237</b>	<b>87,65</b>
a. Written	9	271	428	-	-	708	6,72
b. Telecommunication	5	47	7	-	-	59	0,56
c. Electronic	4.979	2.216	1.275	-	-	8.470	80,38
<b>II. TOTAL - Request from recipient's company:</b>	<b>0</b>	<b>1</b>	<b>12</b>	<b>13</b>	<b>-</b>	<b>13</b>	<b>0,12</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	1	12	-	-	13	0,12
<b>III. TOTAL - Membership benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>0</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>-</b>	<b>18</b>	<b>0,17</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	18	-	-	-	18	0,17
<b>V. TOTAL - Sources other than above (listed alphabetically)</b>	<b>70</b>	<b>738</b>	<b>462</b>	<b>1.270</b>	<b>-</b>	<b>1.270</b>	<b>12,05</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	160	-	-	160	1,52
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	43	737	302	-	-	1.082	10,27
Other sources	27	1	-	-	-	28	0,27
<b>VI. TOTAL - Single Copy Sales</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5.063</b>	<b>3.291</b>	<b>2.184</b>	<b>10.538</b>	<b>-</b>	<b>10.538</b>	<b>100</b>
<b>Percent</b>	<b>48,05</b>	<b>31,23</b>	<b>20,72</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY/JUNE 2010**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.021	N/A	10.021	95,09
Individuals by name only	359	N/A	359	23,41
Titles or functions only	145	N/A	145	1,38
Companies' names only	13	N/A	13	0,12
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.538</b>	<b>-</b>	<b>10.538</b>	<b>100</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	195	-	195	1,85
Mexico	3.617	-	3617	34,32
<b>Subtotal</b>	<b>3.812</b>	<b>-</b>	<b>3.812</b>	<b>36,17</b>
<b>CARIBBEAN</b>				
Lesser Antilles	1	-	1	0,01
Cuba	-	-	-	-
Puerto Rico	42	-	42	0,40
Dominic Republic	133	-	133	1,26
<b>Subtotal</b>	<b>176</b>	<b>-</b>	<b>176</b>	<b>1,67</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	95	-	95	0,90
El Salvador	40	-	40	0,38
Guatemala	52	-	52	0,49
Honduras	32	-	32	0,30
Nicaragua	46	-	46	0,44
Panama	74	-	74	0,70
<b>Subtotal</b>	<b>339</b>	<b>-</b>	<b>339</b>	<b>3,22</b>
<b>SOUTH AMERICA</b>				
Argentina	1.045	-	1045	9,92
Bolivia	30	-	30	0,28
Brasil	250	-	250	2,37
Chile	283	-	283	2,69
Colombia	3.102	-	3102	29,44
Ecuador	310	-	310	2,94
Paraguay	65	-	65	0,62
Peru	701	-	701	6,65
Uruguay	87	-	87	0,83
Venezuela	338	-	338	3,21
<b>Subtotal</b>	<b>6.211</b>	<b>-</b>	<b>6.211</b>	<b>58,94</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.538</b>	<b>-</b>	<b>10.538</b>	<b>100</b>

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

	Average data				
	2006	2007	2008	2009	2010
Total Audit Average Qualified	10.382	10.612	10.530	10.530	10.536
Qualified Non-Paid	10.382	10.612	10.530	10.530	10.536
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	205
Rotated or Occasional	125
Allocated for trade Shows and Conventions	39
All Others	-
<b>TOTAL</b>	<b>369</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**  
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