

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.536	100	10.536	100	-	-

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 NOVEMBER/DECEMBER 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)
INSTALLER/SPECIFIER OF SECURITY PRODUCTS OR SYSTEMS:													
A1.Contractor-System Security Inst.	3.775	35,82	2070	159	310	84	18	556	126	14	63	268	107
A2.Contractor Systems Integrator	1.340	12,72	575	133	118	37	13	205	105	5	39	65	45
A3.Engineering Firm/Consultant /Design System	919	8,72	435	73	62	17	11	174	50	1	26	21	49
B1.Distribuidor/Mayorista de Sist. de Seg.	890	8,45	335	43	85	30	8	216	76	2	15	35	45
B2.Central Station Service or Monit.	440	4,18	123	17	65	9	5	93	25	-	15	26	62
B3.Informatic Security	960	9,11	57	13	21	795	1	32	6	1	18	8	8
M.Manufacturer in Security Tools	770	7,31	538	9	22	7	10	36	107	1	7	6	27
N.Institution/Investigation/ ASCN Gremial	29	0,28	8	-	2	1	-	5	-	-	9	1	3
O.Other	610	5,79	196	14	38	7	8	144	25	3	13	19	143
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	88	0,84	53	8	3	3	-	16	2	-	1	-	2
E2.Distributor Trade / Retail Trade	167	1,58	79	4	10	8	3	39	6	1	4	5	8
E3.Finance Company (Banking)	144	1,37	15	4	7	3	1	87	-	4	10	5	8
E4.Government (Admin)	139	1,32	17	12	19	1	-	58	-	1	9	1	21
E5.Industrial / Manufacturing	126	1,20	10	10	10	4	1	69	2	-	7	3	10
E6.Telecommunication/Public Serv.	75	0,71	10	5	10	4	-	33	-	-	2	6	5
E7.Transport Company	66	0,63	9	3	8	1	1	36	-	-	4	2	2
TOTAL QUALIFIED CIRCULATION	10.538	100	4.530	507	790	1.011	80	1.799	530	33	242	471	545
PERCENT	100		42,99	4,81	7,50	9,59	0,76	17,07	5,03	0,31	2,30	4,47	5,17

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
I. TOTAL - Personal direct request from the recipient:	3.236	2.993	2.319	8.548	-	8.548	81,12
a. Written	70	249	373	-	-	692	6,57
b Telecommunication	362	46	8	-	-	416	3,95
c. Electronic	2804	2698	1.938	-	-	7.440	70,60
II. TOTAL - Request from recipient's company:	795	0	9	804	-	804	7,63
a. Written	-	-	-	-	-	-	-
b Telecommunication	-	-	-	-	-	-	-
c. Electronic	795	-	9	-	-	804	7,63
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	18	0	0	18	-	18	0,17
a. Written	-	-	-	-	-	-	-
b Telecommunication	-	-	-	-	-	-	-
c. Electronic	18	-	-	-	-	18	0,17
V. TOTAL - Sources other than above (listed alphabetically)	457	674	37	1.168	-	1.168	11,08
Association rosters and directories	-	-	-	-	-	-	-
Business directories	157	-	-	-	-	157	1,49
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	295	674	37	-	-	1.006	9,55
Other sources	5	-	-	-	-	5	0,05
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.506	3.667	2.365	10.538	-	10.538	100
PERCENT	42,76	34,80	22,44	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: NOVEMBER/DECEMBER 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	3,41
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	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.538	-	10.538	100

4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	226	-	226	2,14
Mexico	3.557	-	3557	33,75
Subtotal	3.783	-	3.783	35,90
CARIBBEAN				
Lesser Antilles	2	-	2	0,02
Cuba	795	-	795	7,54
Puerto Rico	8	-	8	0,08
Dominic Republic	132	-	132	1,25
Subtotal	937	-	937	8,89
CENTRAL AMERICA				
Costa Rica	90	-	90	0,85
El Salvador	36	-	36	0,34
Guatemala	70	-	70	0,66
Honduras	31	-	31	0,29
Nicaragua	43	-	43	0,41
Panama	80	-	80	0,76
Subtotal	350	-	350	3,32
SOUTH AMERICA				
Argentina	863	-	863	8,19
Bolivia	31	-	31	0,29
Brasil	235	-	235	2,23
Chile	270	-	270	2,56
Colombia	2.630	-	2630	24,96
Ecuador	296	-	296	2,81
Paraguay	64	-	64	0,61
Peru	671	-	671	6,37
Uruguay	78	-	78	0,74
Venezuela	330	-	330	3,13
Subtotal	5.468	-	5.468	51,89
TOTAL QUALIFIED CIRCULATION	10.538	-	10.538	100

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	10.531	10.536
Qualified Non-Paid	10.382	10.612	10.530	10.531	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	324
Rotated or Occasional	98
Allocated for trade Shows and Conventions	48
All Others	-
TOTAL	470

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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