



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2011**

Av. de Mayo 1370 - 1° Piso - (1362)
Buenos Aires - Argentina
Teléfono:
(54-11) 4383-6293 / 7305 / 4381-8448 /
Fax: (54-11) 4383-6293
www.ivc.org.ar

IVC is a non-profit organization, established the 19th of December 1946 by Argentina's principal media firms, advertising agencies, and advertising clients to control, certify and promote the use of audited circulation data.

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.



Latin Press Inc.
2455 SW 27 th Ave. Suite 200
Miami, FL 33145
Tel. No. : 305 285-3133
Fax. No.: 305 285-3134

Official publication of: ALAS
Established: 1997
Issues per year: 6
www.latinpressinc.com
www.ventasdeseguridad.com

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 _____	14.639	100	14.639	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14.639	100	14.639	100	-	-

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

Issue 2011	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	11.018	N/A	11.018
March/April _____	22.000	N/A	22.000
May/June _____	10.900	N/A	10.900

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011
 The variation of this edition in relation to the average of the two informed editions in item 2 is 33,97%; 5.609 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.	4.547	41,72	2.062	1.077	303	75	13	389	163	14	67	299	85
A2.Contractor Systems Integrator	1.389	12,74	665	163	106	30	14	139	121	5	43	67	36
A3.Engineering Firm/Consultant /Design System	841	7,72	440	76	41	15	8	115	59	1	26	16	44
B1.Distribuidor/Mayorista de Sist. de Seg.	854	7,83	359	53	78	26	17	135	99	3	16	31	37
B2.Central Station Service or Monit.	440	4,04	128	14	65	9	6	84	31	-	17	26	60
B3.Informatic Security	226	2,07	62	15	22	55	2	24	8	1	19	12	6
M.Manufacturer in Security Tools	997	9,15	740	14	22	6	11	35	134	1	7	5	22
N.Institution/Investigation/ ASCN Gremial	50	0,46	15	-	3	-	-	6	2	-	14	1	9
O.Other	589	5,40	207	12	28	4	6	135	32	1	14	17	133
Z1. Consulto /Asesoren Sistemas de Seguridad	208	1,91	20	43	24	8	17	40	21	5	5	15	10
7.END USER OF SECURITY PRODUCTS OR SYSTEMS:													
E1.Building Negotiations /Real State	129	1,18	88	8	4	3	-	21	1	-	1	1	2
E2.Distributor Trade / Retail Trade	158	1,45	68	6	10	6	5	37	6	-	5	5	10
E3.Finance Company (Banking)	129	1,18	13	3	8	1	1	81	-	1	9	6	6
E4.Government (Admin)	109	1,00	13	12	11	1	1	39	-	-	12	1	19
E5.Industrial / Manufacturing	115	1,06	7	10	7	4	1	66	2	-	8	3	7
E6.Telecommunication/Public Serv.	64	0,59	10	6	9	3	-	26	-	-	2	5	3
E7.Transport Company	55	0,50	9	3	6	1	-	27	-	-	4	2	3
TOTAL QUALIFIED CIRCULATION	10.900	100	4.906	1.515	747	247	102	1.399	679	32	269	512	492
PERCENT	100		45,01	13,90	6,85	2,27	0,94	12,83	6,23	0,29	2,47	4,70	4,51

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

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:	4.889	3.247	1.548	9.684	-	9.684	88,84
a. Written	10	102	365	-	-	477	4,38
b. Telecommunication	25	320	49	-	-	394	3,61
c. Electronic	4.854	2.825	1.134	-	-	8.813	80,85
II. TOTAL - Request from recipient's company:	-	-	6	6	-	6	0,06
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	6	-	-	6	0,06
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	0,17
V. TOTAL - Sources other than above (listed alphabetically)	200	98	894	1.192	-	1.192	10,94
Association rosters and directories	-	-	5	-	-	5	0,05
Business directories	200	2	147	-	-	349	3,20
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	55	741	-	-	796	7,30
Other sources	-	41	1	-	-	42	0,39
VI. TOTAL - Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5.089	3.345	2.466	10.900	-	10.900	100
PERCENT	46,69	30,69	22,62	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	9.999	N/A	9.999	91,73
Individuals by name only	345	N/A	345	3,17
Titles or functions only	209	N/A	209	1,92
Companies' names only	347	N/A	347	3,18
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.900		10.900	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	280	-	280	2,57
Mexico	3.877	-	3.877	35,57
Subtotal	4.157	-	4.157	38,14
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	23	-	23	0,21
Dominican Republic	129	-	129	1,18
Subtotal	152	-	152	1,39
CENTRAL AMERICA				
Costa Rica	92	-	92	0,84
El Salvador	40	-	40	0,37
Guatemala	74	-	74	0,68
Honduras	26	-	26	0,24
Nicaragua	38	-	38	0,35
Panama	78	-	78	0,72
Subtotal	348	-	348	3,19
SOUTH AMERICA				
Argentina	1.165	-	1.165	10,69
Bolivia	28	-	28	0,26
Brasil	216	-	216	1,98
Chile	255	-	255	2,34
Colombia	3.214	-	3.214	29,49
Ecuador	268	-	268	2,46
Paraguay	60	-	60	0,55
Peru	646	-	646	5,93
Uruguay	75	-	75	0,69
Venezuela	316	-	316	2,90
Subtotal	6.243	-	6.243	57,28
TOTAL QUALIFIED CIRCULATION	10.900	-	10.900	100

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

	Average data				
	2007	2008	2009	2010	2011
Total Audit Average Qualified	10.612	10.530	10.531	10.536	14.639
Qualified Non-Paid	10.612	10.530	10.531	10.536	14.639
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	30
Rotated or Occasional	40
Allocated for trade Shows and Conventions	24
All Others	-
TOTAL	94

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
IFABC Membership (www.ifabc.org)