

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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BNP Media
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
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www.stoneworld.com

Official Publication of: None
Established: 1984
Issues Per Year: 12

FIELD SERVED

STONE WORLD serves the stone industry, including stone fabrication, architecture, distributors/ dealers/ wholesalers, contracting/ installation, interior design, building contractors, building owners/ developers, retailer/ home improvement centers, importing, restoration/renovation, equipment and supplies, quarriers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate management, fabrication/manufacturing management, architecture, sales/marketing, design, installation/contracting, building owner/developer, purchasing and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	95
Advertiser and Agency _____	360
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,146
TOTAL	1,601

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,530	100.0	17,457	99.6	73	0.4
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,530	100.0	17,457	99.6	73	0.4

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	232	232			17,530
August _____	92	92			17,530
September _____	128	128			17,530
October _____	59	59			17,530
November _____	474	474			17,530
December _____	65	65			17,530
TOTAL	1,050	1,050			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	35,800	17,905	16,121	1.11	01:01	02:03
August _____	34,876	17,649	15,976	1.10	01:01	02:02
September _____	35,377	16,671	15,025	1.11	00:56	01:58
October _____	36,807	17,345	15,754	1.10	00:54	01:54
November _____	37,457	17,057	15,217	1.12	00:53	01:57
December _____	29,684	13,416	11,946	1.12	01:03	02:24
AVERAGE:	35,000	16,674	15,007	1.11	00:58	02:03

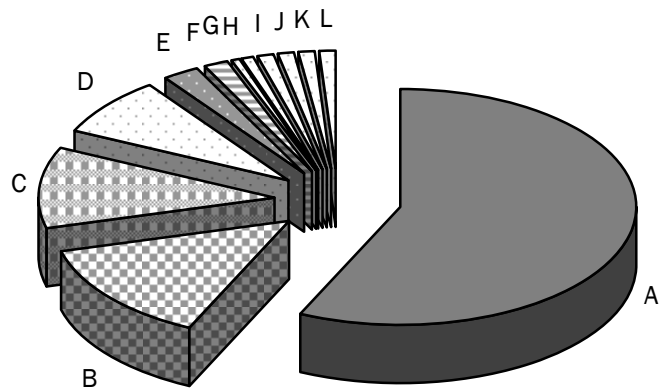
*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management	Fabrication/Manufacturing Management	Architecture	Sales/Marketing	Design	Installation/Contracting	Building Owner/Developer	Purchasing	Other Functions and Functions Not Available
Stone Fabrication _____	10,000	57.0	6,748	1,795	21	665	134	420	128	89	-
Architecture _____	2,411	13.8	476	25	1,637	23	217	7	22	4	-
Distributor/Dealer/Wholesaler _____	1,943	11.1	907	69	8	747	43	16	36	117	-
Contracting/Installation _____	1,431	8.2	510	62	9	85	52	630	66	17	-
Interior Design _____	407	2.3	88	5	12	27	252	9	10	4	-
Building Contractor _____	299	1.7	141	6	7	5	17	80	38	5	-
Building Owner/Developer _____	91	0.5	50	-	7	3	2	1	25	3	-
Retailer/Home Improvement Center _____	170	1.0	99	8	-	48	4	4	5	2	-
Importing _____	180	1.0	89	4	-	66	2	1	1	17	-
Restoration/Renovation _____	191	1.1	87	7	5	20	9	53	7	3	-
Equipment & Supplies _____	189	1.1	75	3	-	99	7	3	-	2	-
Quarrier _____	218	1.2	141	31	2	32	2	1	4	5	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,530	100.0	9,411	2,015	1,708	1,820	741	1,225	342	268	-
PERCENT	100.0		53.7	11.5	9.7	10.4	4.2	7.0	2.0	1.5	-

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Stone Fabrication _____	10,000	57.0
B Architecture _____	2,411	13.8
C Distributor/Dealer/Wholesaler _____	1,943	11.1
D Contracting/Installation _____	1,431	8.2
E Interior Design _____	407	2.3
F Building Contractor _____	299	1.7
G Building Owner/Developer _____	91	0.5
H Retailer/Home Improvement Center _____	170	1.0
I Importing _____	180	1.0
J Restoration/Renovation _____	191	1.1
K Equipment & Supplies _____	189	1.1
L Quarrier _____	218	1.2
M Others Allied to the field _____	-	-
TOTAL	17,530	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	8,768	4,242	803			13,813	78.8
a. Written _____	2,976	1,314	124			4,414	25.2
b. Telecommunication _____	1,519	767	537			2,823	16.1
c. Electronic _____	4,273	2,161	142			6,576	37.5
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	584	-	-			584	3.3
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	584	-	-			584	3.3
V. TOTAL - Sources other than above (listed alphabetically): _____	3,133	-	-			3,133	17.9
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,149	-	-			2,149	12.3
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	984	-	-			984	5.6
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	12,485	4,242	803			17,530	100.0
*See Paragraph 9	PERCENT	71.2	24.2	4.6		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			17,530	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			17,530	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	81		400-427 Kentucky _____	183		
030-038 New Hampshire _____	98		370-385 Tennessee _____	332		
050-059 Vermont _____	134		350-369 Alabama _____	226		
010-027 Massachusetts _____	404		386-397 Mississippi _____	111		
028-029 Rhode Island _____	53		EAST SO. CENTRAL	852	4.9	
060-069 Connecticut _____	272		716-729 Arkansas _____	149		
NEW ENGLAND	1,042	5.9	700-714 Louisiana _____	193		
100-149 New York _____	943		730-749 Oklahoma _____	215		
070-089 New Jersey _____	536		750-799 Texas _____	1,163		
150-196 Pennsylvania _____	683		WEST SO. CENTRAL	1,720	9.8	
MIDDLE ATLANTIC	2,162	12.3	590-599 Montana _____	84		
430-459 Ohio _____	708		832-838 Idaho _____	117		
460-479 Indiana _____	371		820-831 Wyoming _____	27		
600-629 Illinois _____	662		800-816 Colorado _____	394		
480-499 Michigan _____	481		870-884 New Mexico _____	97		
530-549 Wisconsin _____	304		850-865 Arizona _____	410		
EAST NO. CENTRAL	2,526	14.4	840-847 Utah _____	208		
550-567 Minnesota _____	386		889-898 Nevada _____	174		
500-528 Iowa _____	182		MOUNTAIN	1,511	8.6	
630-658 Missouri _____	352		995-999 Alaska _____	25		
580-588 North Dakota _____	29		980-994 Washington _____	431		
570-577 South Dakota _____	55		970-979 Oregon _____	234		
680-693 Nebraska _____	87		900-961 California _____	2,027		
660-679 Kansas _____	162		967-968 Hawaii _____	105		
WEST NO. CENTRAL	1,253	7.2	PACIFIC	2,822	16.1	
197-199 Delaware _____	45		UNITED STATES	17,442	99.5	
206-219 Maryland _____	314		969 & 004-009 U.S. Territories _____	29		
200-205 Washington, DC _____	22		Canada _____	24		
220-246 Virginia _____	435		Mexico _____	3		
247-268 West Virginia _____	66		Other International _____	32		
270-289 North Carolina _____	556		APO/FPO _____	-		
290-299 South Carolina _____	210		TOTAL QUALIFIED CIRCULATION	17,530	100.0	
300-319 Georgia _____	624					
320-349 Florida _____	1,282					
SOUTH ATLANTIC	3,554	20.3				

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	23,030	23,697	23,530	21,030	19,197	17,530
Qualified Non-Paid: _____	22,897	23,594	23,431	20,938	19,114	17,457
Qualified Paid: _____	133	103	99	92	83	73
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 2009 data is unaudited. With each successive period, new data will be added until 6 six-month periods of data are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Business directories include 1 sources of circulation for a quantity of 2,149 copies or 12.3%, including InfoUSA. Other sources include 1 source of circulation for a quantity of 984 copies or 5.6%, including Right Lists.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 11, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 11, 2010

Type PJ

ID Number S209POD9