

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media
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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 _____	100
Advertiser and Agency _____	606
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	1,692
TOTAL	2,398

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,197	100.0	19,114	99.6	83	0.4
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,197	100.0	19,114	99.6	83	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
January _____	1,002	2			20,030
February _____	96	96			20,030
March _____	234	234			20,030
April _____	71	71			20,030
May _____	3,607	1,107			17,530
June _____	62	62			17,530

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	47,015	21,183	19,104	1.11	00:52	01:55
February _____	41,651	18,539	16,788	1.10	00:56	02:06
March _____	46,172	21,487	19,465	1.10	00:55	01:58
April _____	40,816	18,600	16,860	1.10	00:54	02:00
May _____	39,474	17,258	15,642	1.10	00:58	02:14
June _____	37,629	17,428	15,754	1.11	00:56	02:01
AVERAGE:	42,126	19,083	17,269	1.10	00:55	02:02

*See Paragraph 9

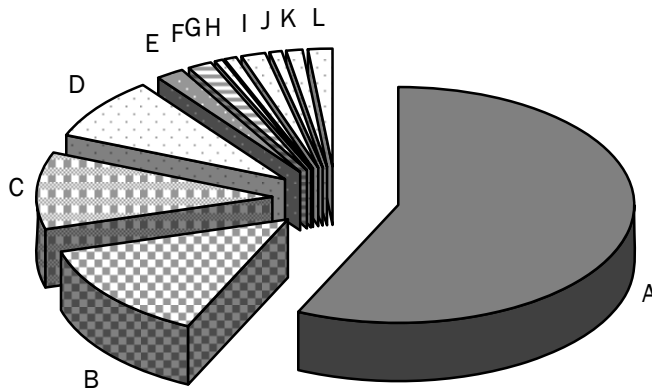
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is 10.2% or 2,000 copies below the average of the other 5 issues reported in Paragraph two. (See Paragraph 9)

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	6,886	1,718	23	618	123	406	144	82	-
Architecture _____	2,360	13.5	478	17	1,591	21	221	7	21	4	-
Distributor/Dealer/Wholesaler _____	1,867	10.7	863	72	8	710	44	17	39	114	-
Contracting/Installation _____	1,498	8.5	556	55	5	74	53	669	70	16	-
Interior Design _____	364	2.1	77	6	13	19	232	6	6	5	-
Building Contractor _____	268	1.5	128	5	7	7	14	71	32	4	-
Building Owner/Developer _____	84	0.5	49	-	7	3	1	-	21	3	-
Retailer/Home Improvement Center _____	140	0.8	85	7	-	47	-	-	-	1	-
Importing _____	308	1.8	148	4	-	111	5	-	3	37	-
Restoration/Renovation _____	151	0.9	72	4	3	18	7	42	4	1	-
Equipment & Supplies _____	184	1.0	73	6	-	91	8	3	1	2	-
Quarrier _____	306	1.7	198	38	2	55	4	1	3	5	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,530	100.0	9,613	1,932	1,659	1,774	712	1,222	344	274	-
PERCENT	100.0		54.8	11.0	9.5	10.1	4.1	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 _____	2,360	13.5
C Distributor/Dealer/Wholesaler _____	1,867	10.7
D Contracting/Installation _____	1,498	8.5
E Interior Design _____	364	2.1
F Building Contractor _____	268	1.5
G Building Owner/Developer _____	84	0.5
H Retailer/Home Improvement Center _____	140	0.8
I Importing _____	308	1.8
J Restoration/Renovation _____	151	0.9
K Equipment & Supplies _____	184	1.0
L Quarrier _____	306	1.7
M Others Allied to the field _____	-	-
TOTAL	17,530	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 MAY 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 MAY 2009						
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	82		400-427 Kentucky _____	183		
030-038 New Hampshire _____	91		370-385 Tennessee _____	323		
050-059 Vermont _____	137		350-369 Alabama _____	224		
010-027 Massachusetts _____	396		386-397 Mississippi _____	117		
028-029 Rhode Island _____	56		EAST SO. CENTRAL	847	4.8	
060-069 Connecticut _____	277		716-729 Arkansas _____	150		
NEW ENGLAND	1,039	6.0	700-714 Louisiana _____	193		
100-149 New York _____	937		730-749 Oklahoma _____	202		
070-089 New Jersey _____	527		750-799 Texas _____	1,151		
150-196 Pennsylvania _____	693		WEST SO. CENTRAL	1,696	9.7	
MIDDLE ATLANTIC	2,157	12.3	590-599 Montana _____	85		
430-459 Ohio _____	708		832-838 Idaho _____	113		
460-479 Indiana _____	370		820-831 Wyoming _____	28		
600-629 Illinois _____	663		800-816 Colorado _____	399		
480-499 Michigan _____	486		870-884 New Mexico _____	94		
530-549 Wisconsin _____	303		850-865 Arizona _____	405		
EAST NO. CENTRAL	2,530	14.4	840-847 Utah _____	198		
550-567 Minnesota _____	395		889-898 Nevada _____	175		
500-528 Iowa _____	186		MOUNTAIN	1,497	8.5	
630-658 Missouri _____	345		995-999 Alaska _____	23		
580-588 North Dakota _____	28		980-994 Washington _____	424		
570-577 South Dakota _____	55		970-979 Oregon _____	245		
680-693 Nebraska _____	89		900-961 California _____	2,041		
660-679 Kansas _____	166		967-968 Hawaii _____	102		
WEST NO. CENTRAL	1,264	7.2	PACIFIC	2,835	16.2	
197-199 Delaware _____	44		UNITED STATES	17,449	99.5	
206-219 Maryland _____	320		969 & 004-009 U.S. Territories _____	27		
200-205 Washington, DC _____	23		Canada _____	20		
220-246 Virginia _____	433		Mexico _____	2		
247-268 West Virginia _____	67		Other International _____	32		
270-289 North Carolina _____	545		APO/FPO _____	-		
290-299 South Carolina _____	203		TOTAL QUALIFIED CIRCULATION	17,530	100.0	
300-319 Georgia _____	645					
320-349 Florida _____	1,304					
SOUTH ATLANTIC	3,584	20.4				

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	23,022	23,030	23,697	23,530	21,030	19,197
Qualified Non-Paid: _	22,875	22,897	23,594	23,431	20,938	19,114
Qualified Paid: _____	147	133	103	99	92	83
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 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods 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**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

PARAGRAPH 3a:

This May 2009 issue is 10.2% or 2,000 copies below the average of the other 5 issues reported in Paragraph two.

PARAGRAPH 3b:

Business directories include 1 source 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.

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 July 15, 2009

State Michigan

County Oakland

Received by BPA Worldwide July 15, 2009

Type PJ

ID Number S209P0J9