

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.



Stone World

BNP Media
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
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 _____	75
Advertiser and Agency _____	683
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	990
TOTAL	1,748

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,030	100.0	20,938	99.6	92	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,030	100.0	20,938	99.6	92	0.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	248	248			21,030	October _____	95	95			21,030
August _____	217	217			21,030	November _____	229	229			21,030
September _____	120	120			21,030	December _____	94	94			21,030
						TOTAL	1,003	1,003			

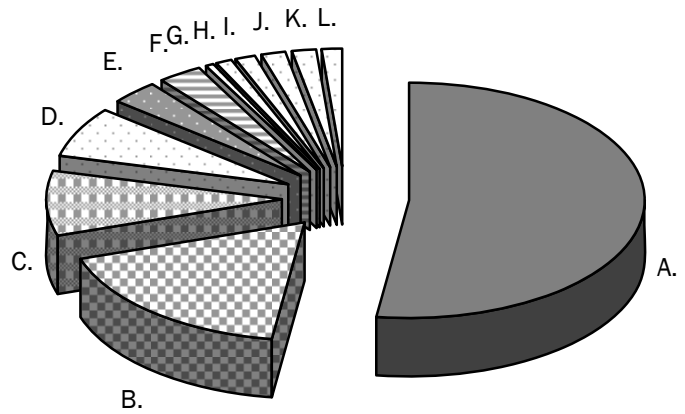
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

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 _____	11,000	52.3	7,771	1,846	27	632	112	418	108	86	-
Architecture _____	3,710	17.6	1,574	19	1,844	23	227	7	11	5	-
Distributor/Dealer/ Wholesaler _____	1,872	8.9	837	73	8	739	46	19	31	119	-
Contracting/Installation _____	1,483	7.1	518	52	6	77	57	691	63	19	-
Interior Design _____	676	3.2	133	11	25	48	427	17	8	7	-
Building Contractor _____	668	3.2	286	14	13	30	36	197	82	10	-
Building Owner/Developer _____	129	0.6	105	-	5	2	1	-	14	2	-
Retailer/Home Improvement Center _____	191	0.9	119	8	1	36	3	11	5	8	-
Importing _____	315	1.5	150	3	1	110	6	2	3	40	-
Restoration/Renovation _____	363	1.7	167	15	2	37	19	96	15	12	-
Equipment & Supplies _____	331	1.6	109	12	1	175	14	6	7	7	-
Quarrier _____	292	1.4	189	34	1	50	4	1	7	6	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,030	100.0	11,958	2,087	1,934	1,959	952	1,465	354	321	-
PERCENT	100.0		56.9	9.9	9.2	9.3	4.5	7.0	1.7	1.5	-

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Stone Fabrication _____	11,000	52.3
B Architecture _____	3,710	17.6
C Distributor/Dealer/Wholesaler _____	1,872	8.9
D Contracting/Installation _____	1,483	7.1
E Interior Design _____	676	3.2
F Building Contractor _____	668	3.2
G Building Owner/Developer _____	129	0.6
H Retailer/Home Improvement Center _____	191	0.9
I Importing _____	315	1.5
J Restoration/Renovation _____	363	1.7
K Equipment & Supplies _____	331	1.6
L Quarrier _____	292	1.4
M Others Allied to the field _____	-	-
TOTAL	21,030	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	10,482	5,460	-			15,942	75.8
a. Written _____	3,535	1,781	-			5,316	25.3
b. Telecommunication _____	1,323	1,534	-			2,857	13.6
c. Electronic _____	5,624	2,145	-			7,769	36.9
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): _____	1,448	-	-			1,448	6.9
a. Written _____	379	-	-			379	1.8
b. Telecommunication _____	536	-	-			536	2.6
c. Electronic _____	533	-	-			533	2.5
V. TOTAL - Sources other than above (listed alphabetically): _____	3,640	-	-			3,640	17.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	3,640	-	-			3,640	17.3
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,570	5,460	-			21,030	100.0
*See Paragraph 11							
PERCENT	74.0	26.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,030	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			21,030	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	87		400-427 Kentucky _____	236	
030-038 New Hampshire _____	97		370-385 Tennessee _____	402	
050-059 Vermont _____	152		350-369 Alabama _____	270	
010-027 Massachusetts _____	449		386-397 Mississippi _____	134	
028-029 Rhode Island _____	62		EAST SO. CENTRAL	1,042	5.0
060-069 Connecticut _____	323		716-729 Arkansas _____	171	
NEW ENGLAND	1,170	5.6	700-714 Louisiana _____	246	
100-149 New York _____	1,136		730-749 Oklahoma _____	235	
070-089 New Jersey _____	611		750-799 Texas _____	1,377	
150-196 Pennsylvania _____	843		WEST SO. CENTRAL	2,029	9.6
MIDDLE ATLANTIC	2,590	12.3	590-599 Montana _____	87	
430-459 Ohio _____	847		832-838 Idaho _____	135	
460-479 Indiana _____	432		820-831 Wyoming _____	35	
600-629 Illinois _____	829		800-816 Colorado _____	480	
480-499 Michigan _____	595		870-884 New Mexico _____	123	
530-549 Wisconsin _____	389		850-865 Arizona _____	481	
EAST NO. CENTRAL	3,092	14.7	840-847 Utah _____	241	
550-567 Minnesota _____	463		889-898 Nevada _____	211	
500-528 Iowa _____	238		MOUNTAIN	1,793	8.5
630-658 Missouri _____	428		995-999 Alaska _____	25	
580-588 North Dakota _____	36		980-994 Washington _____	498	
570-577 South Dakota _____	67		970-979 Oregon _____	283	
680-693 Nebraska _____	101		900-961 California _____	2,495	
660-679 Kansas _____	200		967-968 Hawaii _____	108	
WEST NO. CENTRAL	1,533	7.3	PACIFIC	3,409	16.2
197-199 Delaware _____	50		UNITED STATES	20,932	99.5
206-219 Maryland _____	380		969 & 004-009 U.S. Territories _____	37	
200-205 Washington, DC _____	33		Canada _____	23	
220-246 Virginia _____	513		Mexico _____	2	
247-268 West Virginia _____	89		Other International _____	36	
270-289 North Carolina _____	638		APO/FPO _____	-	
290-299 South Carolina _____	245		TOTAL QUALIFIED CIRCULATION	21,030	100.0
300-319 Georgia _____	748				
320-349 Florida _____	1,578				
SOUTH ATLANTIC	4,274	20.3			

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified: _____	23,022	23,030	23,697	23,530	21,030
Qualified Non-Paid: _____	22,875	22,897	23,594	23,431	20,938
Qualified Paid: _____	147	133	103	99	92
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

***NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

****NC = None Claimed.**

10. 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)

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

Communication from recipient or recipient's company (other than request) includes 4 sources of circulation for quantities of 221 copies or 1.0% to 566 copies or 2.7%, including subscriptions from CONTEMPORARY STONE & TILE DESIGN, NATIONAL FLOOR TRENDS, TILE MAGAZINE and WALLS & CEILINGS.

Business directories include 3 sources of circulation for quantities of 692 copies or 3.2% to 2,000 copies or 9.5%, including InfoUSA and Right Lists.

PARAGRAPHS 5 THROUGH 8 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 13, 2009

State Michigan

County Oakland

Received by BPA Worldwide January 13, 2009

Type PJ

ID Number S209P0D8