

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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



BNP Media
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (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 development/building ownership firms, 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 _____	38
Advertiser and Agency _____	641
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,499
TOTAL	2,178

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,361	100.0	17,278	99.5	83	0.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,363	100.0	17,278	99.5	85	0.5

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	76	76	16,677	853	17,530
February _____	79	79	16,667	863	17,530
March _____	236	236	16,549	981	17,530
April _____	42	42	16,556	974	17,530
May _____	3,868	3,868	16,593	937	17,530
June _____	1,005	5	15,622	908	16,530
TOTAL	5,306	4,306			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	29,315	14,955	13,308	1.12	01:23	02:44
February _____	27,921	14,067	12,518	1.12	01:15	02:32
March _____	35,536	16,457	14,532	1.13	01:23	03:01
April _____	29,116	15,950	14,208	1.12	01:20	02:26
May _____	32,139	16,399	14,502	1.13	01:19	02:40
June _____	38,896	19,402	16,872	1.15	01:09	02:22
AVERAGE:	32,154	16,205	14,323	1.13	01:18	02:38

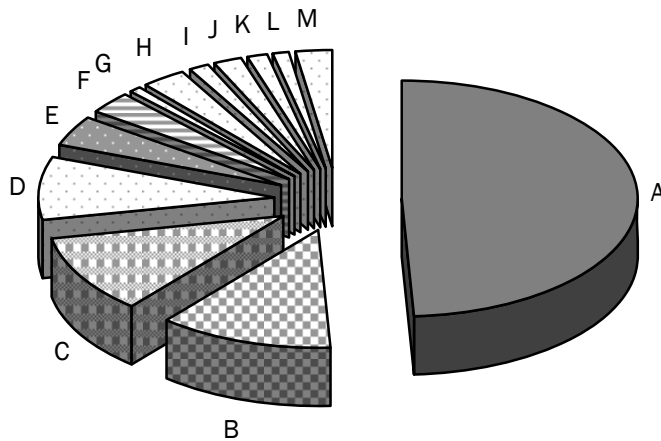
*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is 1.2% or 200 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Corporate Management	Fabrication/Manufacturing Management	Architecture	Sales/Marketing	Design	Installation/Contracting	Building Owner/Developer	Purchasing	Other Functions and Functions Not Available
Stone Fabrication _____	8,605	49.1	8,359	246	5,934	1,405	18	606	113	320	136	73	-
Architecture _____	2,086	11.9	1,860	226	387	20	1,397	19	214	10	33	6	-
Distributor/Dealer/Wholesaler _____	1,919	10.9	1,791	128	966	96	8	637	43	33	37	99	-
Contracting/Installation Firm _____	1,521	8.7	1,432	89	566	63	6	96	47	649	76	18	-
Interior Design _____	719	4.1	656	63	148	9	8	43	470	13	16	12	-
Building Contractor _____	525	3.0	473	52	237	8	21	26	25	157	42	9	-
Building Developing Firm/Building Ownership Firm _____	162	0.9	143	19	79	3	14	1	6	3	56	-	-
Retailer/Home Improvement Center _____	528	3.0	505	23	256	33	3	138	16	42	22	18	-
Importing _____	239	1.4	212	27	113	3	2	84	2	5	5	25	-
Restoration/Renovation _____	332	1.9	303	29	149	12	1	34	10	93	23	10	-
Equipment & Supplies _____	237	1.4	213	24	108	8	2	102	9	4	1	3	-
Quarrier _____	235	1.3	224	11	151	31	1	38	1	2	7	4	-
Others Allied to the Field _____	422	2.4	422	-	422	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,530	100.0	16,593	937	9,516	1,691	1,481	1,824	956	1,331	454	277	-
PERCENT	100.0		94.7	5.3	54.3	9.6	8.4	10.4	5.5	7.6	2.6	1.6	-

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Stone Fabrication _____	8,605	49.1
B Architecture _____	2,086	11.9
C Distributor/Dealer/Wholesaler _____	1,919	10.9
D Contracting/Installation Firm _____	1,521	8.7
E Interior Design _____	719	4.1
F Building Contractor _____	525	3.0
G Building Developing Firm/Building Ownership Firm _____	162	0.9
H Retailer/Home Improvement Center _____	528	3.0
I Importing _____	239	1.4
J Restoration/Renovation _____	332	1.9
K Equipment & Supplies _____	237	1.4
L Quarrier _____	235	1.3
M Others Allied to the field _____	422	2.4
TOTAL	17,530	100.0



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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	10,029	2,975	667	12,734	937	13,671	78.0
a. Written	1,982	524	209	2,681	34	2,715	15.5
b. Telecommunication	1,924	738	162	2,656	168	2,824	16.1
c. Electronic	6,123	1,713	296	7,397	735	8,132	46.4
II. TOTAL - Request from recipient's company:	9	105	-	114	-	114	0.6
a. Written	6	1	-	7	-	7	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	3	104	-	107	-	107	0.6
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,745	-	-	3,745	-	3,745	21.4
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,414	-	-	1,414	-	1,414	8.1
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,331	-	-	2,331	-	2,331	13.3
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,783	3,080	667	16,593	937	17,530	100.0
*See Additional Data	PERCENT	78.6	17.6	3.8	94.7	5.3	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	16,591	937	17,528	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	2	-	2	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,593	937	17,530	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	81	3	84	
New Hampshire	103	2	105	
Vermont	134	3	137	
Massachusetts	397	20	417	
Rhode Island	48	3	51	
Connecticut	249	16	265	
NEW ENGLAND	1,012	47	1,059	6.1
New York	909	62	971	
New Jersey	501	28	529	
Pennsylvania	661	38	699	
MIDDLE ATLANTIC	2,071	128	2,199	12.5
Ohio	620	31	651	
Indiana	328	12	340	
Illinois	690	38	728	
Michigan	451	27	478	
Wisconsin	291	18	309	
EAST NO. CENTRAL	2,380	126	2,506	14.3
Minnesota	367	21	388	
Iowa	161	3	164	
Missouri	309	11	320	
North Dakota	30	1	31	
South Dakota	54	4	58	
Nebraska	80	12	92	
Kansas	151	7	158	
WEST NO. CENTRAL	1,152	59	1,211	6.9
Delaware	42	2	44	
Maryland	275	26	301	
Washington, DC	26	4	30	
Virginia	403	19	422	
West Virginia	70	3	73	
North Carolina	536	28	564	
South Carolina	192	7	199	
Georgia	645	18	663	
Florida	1,186	72	1,258	
SOUTH ATLANTIC	3,375	179	3,554	20.3
Kentucky	168	6	174	
Tennessee	298	12	310	
Alabama	200	8	208	
Mississippi	117	4	121	
EAST SO. CENTRAL	783	30	813	4.7
Arkansas	136	4	140	
Louisiana	178	13	191	
Oklahoma	233	5	238	
Texas	1,162	61	1,223	
WEST SO. CENTRAL	1,709	83	1,792	10.2
Montana	92	2	94	
Idaho	129	5	134	
Wyoming	23	-	23	
Colorado	356	29	385	
New Mexico	96	3	99	
Arizona	368	20	388	
Utah	197	8	205	
Nevada	143	8	151	
MOUNTAIN	1,404	75	1,479	8.4
Alaska	22	4	26	
Washington	370	35	405	
Oregon	210	20	230	
California	1,889	133	2,022	
Hawaii	98	9	107	
PACIFIC	2,589	201	2,790	15.9
UNITED STATES	16,475	928	17,403	99.3
U.S. Territories	47	7	54	
Canada	36	-	36	
Mexico	3	-	3	
Other International	32	2	34	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	16,593	937	17,530	100.0

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	21,030	19,197	17,530	16,577	17,530	17,363
Qualified Non-Paid: ___	20,938	19,114	17,457	16,490	17,442	17,278
Print Version Only ____	20,938	19,114	17,457	16,377	16,712	16,359
Digital Version Only __	-	-	-	113	730	919
Qualified Paid: _____	92	83	73	87	88	85
Print Version Only ____	92	83	73	87	86	85
Digital Version Only __	-	-	-	-	2	-
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC = None Claimed.

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 674 copies or 3.9% to 740 copies or 4.2%. Other sources include 1 source of circulation for a quantity of 2,331 copies or 13.3%, including The Rights List.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie 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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,442	100.0	16,359	99.5	83	0.5
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,444	100.0	16,359	99.5	85	0.5

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	919	100.0	919	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	919	100.0	919	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Rita M. Foumia, Corporate Strategy 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 13, 2011

State Michigan

County Oakland

Received by BPA Worldwide July 13, 2011

Type PJ

ID Number S209P0J1