

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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Scan for Publisher's contact information

STONE WORLD is a B2B brand with an editorial scope providing information on stone production, distribution, installation and maintenance as well as features on the architectural use of stone. We help provide our industry with in-depth international coverage and high quality architectural photography.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

STONE WORLD MAGAZINE



6 issues in the period
16,530 average circulation

STONE WORLD E-NEWSLETTER



12 issued in the period
15,630 average per
occurrence

STONE WORLD WEBSITE



22,159 average users

STONE WORLD SOCIAL MEDIA



16,910 Facebook likes
2,989 Twitter followers

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
STONE WORLD MAGAZINE (6 issues in the period)	16,521	9	16,530
a. Print	13,664	8	13,672
b. Digital	2,857	1	2,858
1. Requested	2,356	1	2,357
2. Non-Requested	501	-	501
STONE WORLD E-NEWSLETTER			
Stone World Fabricator (12 issued in the period)	15,630	-	15,630
STONE WORLD WEBSITE (Monthly Users with 46,352 average Pageviews)	22,159	-	22,159
STONE WORLD SOCIAL MEDIA			
a. Facebook likes	*16,910	-	*16,910
b. Twitter followers	*2,989	-	*2,989

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

STONE WORLD serves stone fabrication, architecture/interior design firms, distributors/wholesalers, contracting firms (including building service, restoration and other contracting firms), home improvement centers/building supply centers (including other retailers) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate/executive management (including owners, partners, presidents, vice presidents, C-level officers), general management (project managers, facility/building managers, energy managers, fabrication/manufacturing managers, physical plant managers, production managers, supervisors, foremen, team leaders), architecture/design, sales/marketing, contracting/installation/technician/maintenance, purchasing and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	601
Allocated for Trade Shows and Conventions	-
All Other	1,398
TOTAL	2,006

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,530	100.0	16,521	99.9	9	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,530	100.0	16,521	99.9	9	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	14,251	2,279	16,530
February	14,218	2,312	16,530
March	14,090	2,440	16,530
April	14,140	2,390	16,530
May	12,696	3,834	16,530
June	12,638	3,892	16,530

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Job Function									
			Print	Digital	Corporate/Executive Management (Note 1)	General Management (Note 2)	Architecture/Design	Sales/Marketing	Contracting/Installation/Technician/Maintenance	Purchasing	Other Functions	
Stone Fabrication	7,861	47.5	6,992	869	5,117	1,775	116	537	250	66	-	
Architecture/Interior Design Firm	4,758	28.8	2,476	2,282	1,246	235	3,179	56	31	11	-	
Distributor/Wholesaler	1,201	7.3	920	281	566	199	49	341	17	29	-	
Contracting Firm (Note 3)	2,398	14.5	2,038	360	1,444	442	61	69	362	20	-	
Home Improvement Center/Building Supply Center (Note 4)	312	1.9	270	42	163	43	22	50	30	4	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	16,530	100.0	12,696	3,834	8,536	2,694	3,427	1,053	690	130	-	
PERCENT	100.0		76.8	23.2	51.6	16.3	20.7	6.4	4.2	0.8	-	

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.

Note 2: General Management includes project manager, facility/building manager, energy manager, fabrication/manufacturing manager, physical plant manager, production manager, supervisor, foreman and team leader.

Note 3: Contracting Firm includes building service, restoration and other contracting firms.

Note 4: Home Improvement Center/Building Supply Center includes other retailer.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	9,523	2,389	413	9,837	2,488	12,325	74.6
II. Request from recipient's company:	466	-	-	465	1	466	2.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,414	-	-	73	1,341	1,414	8.5
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,325	-	-	2,321	4	2,325	14.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,728	2,389	413	12,696	3,834	16,530	100.0
PERCENT	83.0	14.5	2.5	76.8	23.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	12,576	3,834	16,410	99.3
Individuals by name only	-	-	-	-
Titles or functions only	120	-	120	0.7
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,696	3,834	16,530	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	January - June 2019*
Total Audit Average Qualified:	16,530	16,530	16,530	16,530	16,530	16,530
Qualified Non-Paid:	16,488	16,491	16,500	16,507	16,518	16,521
Print:	14,263	14,212	14,260	14,194	14,327	13,664
Digital:	2,225	2,279	2,240	2,313	2,191	2,857
Qualified Paid:	42	39	30	23	12	9
Print:	40	39	30	23	11	8
Digital:	2	-	-	-	1	1
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 2018 - June 2019 data is unaudited.

**NC = None Claimed.

WEBSITE CHANNEL

WWW.STONEWORLD.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	58,355	30,896	26,214	1:27
February	47,133	26,486	23,247	1:15
March	47,400	27,200	23,909	1:12
April	42,399	23,600	20,301	1:24
May	43,341	24,371	20,504	1:46
June	39,481	21,834	18,776	1:19
AVERAGE:	46,352	25,731	22,159	1:24

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Stone World Social Media

2019	Facebook likes https://www.facebook.com/stoneworldmag	Twitter followers https://twitter.com/stonewrld
Beginning Balance:	16,863	2,830
January	16,856	2,844
February	16,858	2,865
March	16,876	2,893
April	16,893	2,911
May	16,896	2,951
June	16,910	2,989

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request): Written includes 1 source of circulation for a quantity of 35 copies or 0.2%. Telecommunication includes 1 source of circulation for a quantity of 435 copies or 2.6%. Electronic includes 1 source of circulation for a quantity of 944 copies or 5.7%.

Business Directories include 2 sources of circulation for quantities of 978 copies or 5.9% to 1,347 copies or 8.2%, including InfoGroup and Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Anna C. Silvestri, Audience Audit Manager

Rita M. Fomia, HR and IT Director

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 2, 2019

State Michigan

County Oakland

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Type BJ

ID Number S209B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.