

Stone World

MEDIA STATEMENT

June 2021

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.

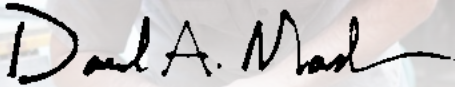
PUBLISHER'S NOTE: It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 Q2 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this statement is accurate as of June 2021. Thank you for considering *Stone World*.

CHANNELS

June 2021 Summary

eMAGAZINE CIRCULATION (MAY 2021 ISSUE)	14,922
eNewsletter (Total average delivered)	8,744
**Website Registration	11,906
*Website Total Users	25,309
**Social Media (Total)	20,329
TOTAL REACH	81,210

Sincerely,



DAVID A. MADONIA

Group Publisher
Stone World



ABOUT BNP MEDIA

BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data. No effort has been made to remove potential duplication with each action.

*BPAWW Interactive - June 2021 **Cumulative as of June 2021

WHO CAN YOU REACH:

eMagazine Audience Demographics (May 2021 Summary)

BUSINESS BY FUNCTION

PRIMARY BUSINESS	
Stone Fabrication/Contracting Firm*	9,422
Architecture/Interior Design Firm	3,529
Distributor/Wholesaler	1,325
Home Improvement Center/Building Supply Center (includes Other Retailer)	437
Other Allied Businesses**	209
TOTAL CIRCULATION:	14,922

*Includes building service, restoration and other contracting firms.

** Other Allied Businesses include Unclassified Businesses.

PRIMARY JOB FUNCTION	
Corporate/Executive Management	7,555
Architecture/Design	2,536
*General Management	2,662
Sales/Marketing	1,048
Contracting/Installation/Technician/Maintenance	748
Purchasing	160
Other Functions/Functions Not Available	213
TOTAL CIRCULATION:	14,922

*Includes project, facility/building, energy, fabrication/manufacturing, physical plant, production managers; supervisors; foremen and team leaders.

SOURCE/AGE

SOURCE	TOTAL*	PERCENT
Personal Request	14,922	100.0%
Business Request	0	0.0%
Other Communication	0	0.0%
Business Directories	0	0.0%
Total Circulation	14,922	100.0%
Percent	100.0%	

* All subscriptions are within 1-4 years.



WHO CAN YOU REACH:

eMagazine Audience Demographics (May 2021 Summary)

GEOGRAPHIC

STATE	TOTAL
Alabama	159
Arizona	305
Arkansas	99
California	1,557
Colorado	313
Connecticut	239
D. C.	38
Delaware	44
Florida	1,037
Georgia	448
Idaho	73
Illinois	652
Indiana	286
Iowa	139
Kansas	157
Kentucky	127
Louisiana	156
Maine	62
Maryland	276
Massachusetts	366
Michigan	426
Minnesota	299
Mississippi	69
Missouri	273
Montana	54
Nebraska	123
Nevada	117
New Hampshire	67
New Jersey	516
New Mexico	82
New York	865

STATE	TOTAL
North Carolina	395
North Dakota	39
Ohio	495
Oklahoma	102
Oregon	189
Pennsylvania	570
Rhode Island	50
South Carolina	171
South Dakota	51
Tennessee	257
Texas	1,084
Utah	154
Vermont	68
Virginia	390
Washington	376
West Virginia	46
Wisconsin	305
Wyoming	21
TOTAL 48 US Contiguous States	14,187
Alaska	31
Hawaii	69
TOTAL Alaska & Hawaii	100
Possessions & Other Areas	39
TOTAL U.S. Possessions	39
Canada	121
Mexico	29
International	445
Military/Civilian Overseas, APO/FPO	1
TOTAL International	596
TOTAL CIRCULATION	14,922

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Audience Touchpoints JUNE 2021



eMagazine
12 Issues Per Year

MAY 2021 SUMMERY

14,922



Stone World
Fabricator eNewsletter

TWICE MONTHLY

8,477

(AVERAGE DELIVERED)



3,517



16,812

Social Media**

20,329

(TWITTER, FACEBOOK)



Page Views*

46,629



Sessions*

30,277



Total Users*

25,309

AVERAGE SESSION
DURATION: '00:01:16



Website
Registration

11,906

*BPAWW Interactive - June 2021

**Cumulative June 2021