

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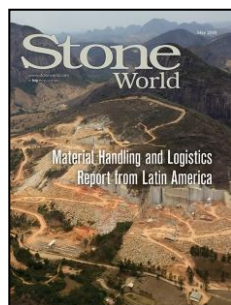
**STONE WORLD** is a B2B brand with an editorial scope providing information on stone production, distribution, installation and maintenance as well as features on the architectural use of stone. We help provide our industry with in-depth international coverage and high quality architectural photography.

### 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  
15,128 average per occurrence

### STONE WORLD EVENTS



4 events in the period  
72 average registrants  
59 average attendees

### STONE WORLD WEBSITE



17,427 average users

### STONE WORLD SOCIAL MEDIA



16,774 Facebook likes  
2,703 Twitter followers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>STONE WORLD MAGAZINE</b> (6 issues in the period)	16,507	23	16,530
a. Print	14,194	23	14,217
b. Digital	2,313	-	2,313
1. Requested	2,311	-	2,311
2. Non-Requested	2	-	2
<b>STONE WORLD E-NEWSLETTER</b>			
Stone World Fabricator (12 issued in the period)	15,128	-	15,128
<b>STONE WORLD EVENTS</b> (4 events in the period)			
a. Registrants	72	-	72
b. Attendees	59	-	59
<b>STONE WORLD WEBSITE</b> (Monthly Users with 38,831 average Pageviews)	17,427	-	17,427
<b>STONE WORLD SOCIAL MEDIA</b>			
a. Facebook likes	*16,774	-	*16,774
b. Twitter followers	*2,703	-	*2,703

\*Social Media claims are cumulative figures, not averages.

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### FIELD SERVED

**STONE WORLD** serves stone fabrication, architecture firms, distributors/wholesalers, contracting firms (including building service, restoration and other contracting firms), interior design 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 and functions not available.

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	637
Allocated for Trade Shows and Conventions	-
All Other	1,359
<b>TOTAL</b>	<b>2,007</b>

### 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	16,507	99.9	23	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,530</b>	<b>100.0</b>	<b>16,507</b>	<b>99.9</b>	<b>23</b>	<b>0.1</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	14,142	2,388	16,530
February	14,169	2,361	16,530
March	14,065	2,465	16,530
April	14,140	2,390	16,530
May	14,374	2,156	16,530
June	14,409	2,121	16,530

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

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

Business and Industry	Classification by Job Function										
	Total Qualified	Percent of Total	Print	Digital	Corporate/ Executive Management (Note 1)	General Management (Note 2)	Architecture/ Design	Sales/ Marketing	Contracting/ Installation/ Technician/ Maintenance	Purchasing	Other Functions and Functions Not Available
Stone Fabrication	8,487	51.3	7,615	872	5,962	1,569	127	487	271	71	-
Architecture Firm	2,500	15.1	1,942	558	944	177	1,358	17	3	1	-
Distributor/Wholesaler	1,572	9.5	1,316	256	879	233	45	351	11	53	-
Contracting Firm (Note 3)	2,478	15.0	2,190	288	1,693	395	45	69	257	19	-
Interior Design Firm	989	6.0	861	128	419	88	400	48	25	9	-
Home Improvement Center/Building Supply Center (Note 4)	504	3.1	450	54	301	77	22	58	36	10	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,530</b>	<b>100.0</b>	<b>14,374</b>	<b>2,156</b>	<b>10,198</b>	<b>2,539</b>	<b>1,997</b>	<b>1,030</b>	<b>603</b>	<b>163</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.0</b>	<b>13.0</b>	<b>61.7</b>	<b>15.4</b>	<b>12.1</b>	<b>6.2</b>	<b>3.6</b>	<b>1.0</b>	<b>-</b>

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 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	9,883	3,382	395	11,520	2,140	13,660	82.6
II. Request from recipient's company:	271	7	18	283	13	296	1.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,574	-	-	2,571	3	2,574	15.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,728</b>	<b>3,389</b>	<b>413</b>	<b>14,374</b>	<b>2,156</b>	<b>16,530</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.0</b>	<b>20.5</b>	<b>2.5</b>	<b>87.0</b>	<b>13.0</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	14,266	2,154	16,420	99.3
Individuals by name only	-	-	-	-
Titles or functions only	108	2	110	0.7
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,374</b>	<b>2,156</b>	<b>16,530</b>	<b>100.0</b>

### 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 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	16,530	16,530	16,530	16,530	16,530	16,530
Qualified Non-Paid:	16,476	16,484	16,488	16,491	16,500	16,507
Print:	14,587	14,419	14,263	14,212	14,260	14,194
Digital:	1,889	2,065	2,225	2,279	2,240	2,313
Qualified Paid:	54	46	42	39	30	23
Print:	54	45	40	39	30	23
Digital:	-	1	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 2017 - June 2018 data is unaudited.

\*\*NC = None Claimed.



## EVENT CHANNEL

### STONE INDUSTRY EDUCATION EVENTS\*

2018	Location	Registrants	Attendees
February 21	Austin, TX	93	78
March 22	Deerfield, FL	71	55
April 26	San Diego, CA	61	46
May 24	Charleston, SC	62	55
<b>AVERAGE:</b>		<b>72</b>	<b>59</b>

\*The Stone Industry Education events are jointly produced by MIA+BSI and Stone World.

The attendees in this report were verified as having attended the event. The event was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

## WEBSITE CHANNEL

### WWW.STONEWORLD.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	44,777	22,781	19,331	1:40
February	41,570	22,093	18,966	1:29
March	41,050	22,041	18,802	1:23
April	38,425	20,160	17,384	1:22
May	36,363	18,302	15,671	1:34
June	30,802	16,741	14,406	1:25
<b>AVERAGE:</b>	<b>38,831</b>	<b>20,353</b>	<b>17,427</b>	<b>1:29</b>

January – June 2018 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 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 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

2018	Facebook likes* <a href="https://www.facebook.com/stoneworldmag">https://www.facebook.com/stoneworldmag</a>	Twitter followers <a href="https://twitter.com/stoneworld">https://twitter.com/stoneworld</a>
Beginning Balance:	16,743	2,510
January	16,769	2,509
February	16,775	2,565
March	16,777	2,608
April	16,771	2,645
May	16,771	2,673
June	16,774	2,703

\*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

## 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:

Business Directories include 2 sources of circulation for quantities of 674 copies or 4.1% to 1,900 copies or 11.5%, including InfoGroup and Dun & Bradstreet.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Events, 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. Foumia, Corporate Strategy 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.

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County Oakland

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#### About BPA Worldwide:

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