



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**

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.

No. 999/06-08

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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.

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**STONE BUSINESS**

Western Business Media, Inc  
PO Box 709  
Orinda, CA 94563  
Tel.: (925) 386-0058  
Fax: (925) 386-0183

Official Publication of: None  
Established: 2002  
Issues Per Year: 12

**FIELD SERVED**

Stone Business serves the field of the stone industry including stone fabricators, architects, interior designers, wholesale distributors/dealers, commercial building contractors, high-end residential building contractors, stone masons, installers, fabricators, building owners, quarries, equipment, supplies mfg., retail store/home improvement center owners, design center/showroom managers, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include owners/presidents, general managers, projects managers, architects, designers, fabrication managers, specification writers, purchasing agents, sales/marketing executives, and other titles/functions as indicated.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	265
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	433
All Other _____	988
<b>TOTAL</b>	<b>1,686</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,844	100.0	13,844	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,844</b>	<b>100.0</b>	<b>13,844</b>	<b>100.0</b>	-	-

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
January _____	353	56			14,666	April _____	407	130			13,853
February _____	464	29			14,231	May _____	1,067	309			13,095
March _____	154	53			14,130	June _____	50	42			13,087
						<b>TOTAL</b>	<b>2,495</b>	<b>619</b>			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified ____	16,020	15,986	16,143	15,629	13,844
Qualified Non-Paid Total _____	16,020	15,986	16,143	15,629	13,844
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price ____	***NC	***NC	***NC	***NC	***NC

**\*NOTE: The audited average qualified circulation for January – June 2007 = 16,292. The unaudited average qualified circulation for July – December 2007 = 14,966. Yielding an average qualified circulation of 15,629.**

**\*\*2008 data is unaudited.**

**\*\*\*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:**

Association rosters and directories include 2 sources of circulation for quantities of 278 copies or 2.1% to 388 copies or 3.0%. Manufacturer's, distributor's, and wholesaler's lists include 3 sources of circulation for quantities of 161 copies or 1.2% and 1,794 copies or 13.7%, including SLM0506. Other sources include 1 source of circulation for a quantity of 742 copies or 5.7%.

**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.	Date signed	August 12, 2008
David Anderson, Publisher	State	CA
Matthew McCulley, Circulation Director	State	CA
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 12, 2008
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S362P0J8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008													
This issue is 6.4% or 898 copies below the average of the other 5 issues reported in Paragraph two.													
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/ President	General Manager	Project Manager	Architect	Designer	Engineer	Fabrication Manager	Specification Writer	Purchasing Agent	Sales/ Marketing Executive	Other
Stone Fabricator _____	8,306	63.4	4,671	2,784	141	11	39	23	180	2	35	272	148
Architect _____	196	1.5	102	7	14	37	19	5	-	2	-	5	5
Interior Designer _____	262	2.0	159	13	9	-	57	2	4	1	3	10	4
Wholesale Distributor/Dealer _____	1,600	12.2	679	357	22	4	17	5	12	3	52	358	91
Commercial Contractor _____	335	2.6	219	38	30	4	3	3	4	1	5	12	16
High-End Residential Contractor _____	515	3.9	333	121	22	2	6	3	5	-	10	10	3
Contract Installer _____	449	3.4	364	28	17	2	4	3	1	2	1	14	13
Building Owner _____	59	0.5	41	4	3	-	2	3	-	-	3	2	1
Quarrier _____	234	1.8	106	54	4	-	1	6	2	-	4	38	19
Equipment/Supplies Manufacturer _____	398	3.0	100	39	9	1	4	15	1	-	5	196	28
Design Center/Showroom Manager _____	124	0.9	54	21	6	-	13	-	-	-	2	23	5
Retail Store/Home Improvement Center Manager _____	236	1.8	141	32	6	-	14	-	2	-	5	26	10
*Others Allied to the Field (Note 1) _____	381	2.9	163	50	13	2	4	9	2	3	4	51	80
Multi Copy Same Addressee Circulation _____	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,095</b>	<b>100.0</b>	<b>7,132</b>	<b>3,548</b>	<b>296</b>	<b>63</b>	<b>183</b>	<b>77</b>	<b>213</b>	<b>14</b>	<b>129</b>	<b>1,017</b>	<b>423</b>

Note 1: Others Allied to the Field includes: Stone Masons, Contracting Installers, Fabricators, Quarriers, Distributors, Maintenance/Refinishing Contractors, Exporters/Importers of Natural Stone, Sales Agents and Associate Members from the Marble Institute of America.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient:	<b>2,950</b>	<b>3,274</b>	<b>2,347</b>			<b>8,571</b>	<b>65.5</b>
a. Written _____	2,095	1,891	1,588			5,574	42.6
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	855	1,383	759			2,997	22.9
II. <b>TOTAL</b> - Request from recipient's company:	-	<b>5</b>	<b>3</b>			<b>8</b>	-
a. Written _____	-	-	3			3	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	5	-			5	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	<b>1</b>	-	-			<b>1</b>	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	1	-	-			1	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,795</b>	<b>161</b>	<b>2,559</b>			<b>4,515</b>	<b>34.5</b>
Association rosters and directories _____	-	-	666			666	5.1
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	1,795	161	1,151			3,107	23.7
Other sources _____	-	-	742			742	5.7
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,746</b>	<b>3,440</b>	<b>4,909</b>			<b>13,095</b>	<b>100.0</b>
<b>PERCENT</b>	<b>36.2</b>	<b>26.3</b>	<b>37.5</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			11,301	86.3
Individuals by name only _____			-	-
Titles or functions only _____			1,794	13.7
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>13,095</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	41		400-427 Kentucky _____	87	
030-038 New Hampshire _____	66		370-385 Tennessee _____	218	
050-059 Vermont _____	42		350-369 Alabama _____	124	
010-027 Massachusetts _____	243		386-397 Mississippi _____	66	
028-029 Rhode Island _____	38		<b>EAST SO. CENTRAL</b>	<b>495</b>	<b>3.8</b>
060-069 Connecticut _____	157		716-729 Arkansas _____	85	
<b>NEW ENGLAND</b>	<b>587</b>	<b>4.5</b>	700-714 Louisiana _____	183	
100-149 New York _____	496		730-749 Oklahoma _____	130	
070-089 New Jersey _____	324		750-799 Texas _____	1,027	
150-196 Pennsylvania _____	373		<b>WEST SO. CENTRAL</b>	<b>1,425</b>	<b>10.9</b>
<b>MIDDLE ATLANTIC</b>	<b>1,193</b>	<b>9.1</b>	590-599 Montana _____	60	
430-459 Ohio _____	380		832-838 Idaho _____	80	
460-479 Indiana _____	188		820-831 Wyoming _____	21	
600-629 Illinois _____	552		800-816 Colorado _____	440	
480-499 Michigan _____	377		870-884 New Mexico _____	69	
530-549 Wisconsin _____	233		850-865 Arizona _____	295	
<b>EAST NO. CENTRAL</b>	<b>1,730</b>	<b>13.2</b>	840-847 Utah _____	154	
550-567 Minnesota _____	281		889-898 Nevada _____	119	
500-528 Iowa _____	104		<b>MOUNTAIN</b>	<b>1,238</b>	<b>9.5</b>
630-658 Missouri _____	201		995-999 Alaska _____	26	
580-588 North Dakota _____	11		980-994 Washington _____	262	
570-577 South Dakota _____	33		970-979 Oregon _____	175	
680-693 Nebraska _____	65		900-961 California _____	1,610	
660-679 Kansas _____	93		967-968 Hawaii _____	83	
<b>WEST NO. CENTRAL</b>	<b>788</b>	<b>6.0</b>	<b>PACIFIC</b>	<b>2,156</b>	<b>16.5</b>
197-199 Delaware _____	37		<b>UNITED STATES</b>	<b>13,042</b>	<b>99.6</b>
206-219 Maryland _____	231		969 & 004-009 U.S. Territories _____	47	
200-205 Washington, DC _____	10		Canada _____	6	
220-246 Virginia _____	335		Mexico _____	-	
247-268 West Virginia _____	20		Other International _____	-	
270-289 North Carolina _____	395		APO/FPO _____	-	
290-299 South Carolina _____	146		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,095</b>	<b>100.0</b>
300-319 Georgia _____	488				
320-349 Florida _____	1,768				
<b>SOUTH ATLANTIC</b>	<b>3,430</b>	<b>26.2</b>			