BPA WORLDWIDE BUSINESS

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2006

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. 999/06-06

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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.

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

STONE BUSINESS

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

Official Publication of: None
Year 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	29
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	867
All Other	960
TOTAL	**1,856**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,143	100.0	16,143	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**16,143**	**100.0**	**16,143**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January	105	127			16,047
February	320	173			15,900
March	174	277			16,003
April	109	373			16,267
May	5,876	6,103			16,494
June	831	483			16,146
TOTAL	**7,415**	**7,536**			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2003	**2004**	***2005**	****2006**
Total Audit Average Qualified: _____	15,776	16,020	15,986	16,143
Qualified Non-Paid: _____	15,779	16,020	15,986	16,143
Qualified Paid: _____	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC
Average Annual Order Price: _____	***NC	***NC	***NC	***NC

***NOTE: The audited average qualified circulation for January-June 2004 = 15,926. The unaudited average qualified circulation for July-December 2004 = 16,045. Yielding an average qualified circulation of 15,986. With each successive year, new data will be added until five years of data is displayed.**

**2006 data is unaudited.

***NC = None Claimed.

10. PAID CIRCULATION DATA

***NC	Average Annual Subscription Order Price for the Period Required (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 276 copies or 1.7% and 637 copies or 3.9%.

Business directories include 1 source of circulation for quantities of 780 copies or 4.7%.

Manufacturer's, distributor's and wholesaler's lists include 4 sources of circulation for quantities of 70 copies or 0.4% to 4,905 copies or 29.7%, including Salem Stone.

Other sources include 3 sources of circulation for quantities of 54 copies or 0.3% to 1,276 copies or 7.7%.

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.

David Anderson,Publisher

Matthew McCulley, Circulation 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 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 17, 2006
State	California
County	Contra Costa
Received by BPA Worldwide	July 17, 2006
Type	PJ
ID Number	S362P0J6

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Recycled Paper

Stone Business/ June 2006

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

This issue is 2.6% or 421 copies above 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	10,071	61.0	2,262	7,100	118	5	38	22	130	2	35	191	168
Architect	212	1.3	103	8	17	39	19	5	1	3	-	4	13
Interior Designer	214	1.3	118	8	5	1	47	4	5	1	1	11	13
Wholesale Distributor/Dealer	3,034	18.4	578	679	28	-	15	7	6	4	37	323	1,357
Commercial Contractor	252	1.5	169	24	15	2	4	2	2	-	5	8	21
High-End Residential Contractor	380	2.3	239	81	16	2	6	4	5	-	5	14	8
Contract Installer	356	2.2	284	13	16	1	4	2	4	-	3	9	20
Building Owner	60	0.4	38	4	4	1	3	3	-	-	3	2	2
Quarrier	549	3.3	211	53	8	-	-	5	-	-	2	29	241
Equipment/Supplies Manufacturer	320	1.9	60	29	7	1	3	15	1	-	2	160	42
Design Center/Showroom Manager	96	0.6	36	17	4	2	10	-	-	-	1	22	4
Retail Store/Home Improvement Center Manager	191	1.2	126	30	4	-	2	-	-	-	4	21	4
*Others Allied to the Field	759	4.6	321	36	16	4	15	8	4	4	6	84	261
Multi-copy	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**16,494**	**100.0**	**4,545**	**8,082**	**258**	**58**	**166**	**77**	**158**	**14**	**104**	**878**	**2,154**

* 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 2006

QUALIFICATION SOURCE	Qualified Within 1 year	Qualified Within 2 years	Qualified Within 3 years	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
I. **TOTAL** – Personal direct request from the recipient:	**4,734**	**1,186**	**1,064**			**6,984**	**42.4**
a. Written	3,119	716	627			4,462	27.1
b. Telecommunication	1	11	5			17	0.1
c. Electronic	1,614	459	432			2,505	15.2
II. **TOTAL** – Request from recipient's company:	**4**	**-**	**-**			**4**	**-**
a. Written	4	-	-			4	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. **TOTAL** – Membership Benefit:	**-**	**-**	**-**			**-**	**-**
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. **TOTAL** – Communication from recipient or recipient's company (other than request):	**-**	**12**	**-**			**12**	**0.1**
a. Written	-	1	-			1	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	11	-			11	0.1
V. **TOTAL** – Sources other than above (listed alphabetically):	**7,377**	**2,117**	**-**			**9,494**	**57.5**
*Association rosters and directories	913	-	-			913	5.5
*Business directories	-	780	-			780	4.7
Independent field reports	-	-	-			-	-
Licensees – National, State or Local Government	-	-	-			-	-
*Manufacturer's, distributor's and wholesaler's lists	5,295	-	-			5,295	32.1
*Other sources	1,169	1,337	-			2,506	15.2
VI. **TOTAL** – Single Copy Sales:	**-**	**-**	**-**			**-**	**-**
***See Paragraph 11** **TOTAL QUALIFIED CIRCULATION**	**12,115**	**3,315**	**1,064**			**16,494**	**100.0**
PERCENT	**73.4**	**20.1**	**6.5**			**100.0**	**-**

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			16,482	99.9
Individuals by name only			-	-
Titles or functions only			12	0.1
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			**16,494**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine			52	
030-038 New Hampshire			73	
050-059 Vermont			79	
010-027 Massachusetts			282	
028-029 Rhode Island			45	
060-069 Connecticut			188	
NEW ENGLAND			719	4.4
100-149 New York			808	
070-089 New Jersey			473	
150-196 Pennsylvania			494	
MIDDLE ATLANTIC			1,775	10.8
430-459 Ohio			474	
460-479 Indiana			214	
600-629 Illinois			618	
480-499 Michigan			428	
530-549 Wisconsin			249	
EAST NO. CENTRAL			1,983	12.0
550-567 Minnesota			296	
500-528 Iowa			92	
630-658 Missouri			220	
580-588 North Dakota			9	
570-577 South Dakota			38	
680-693 Nebraska			66	
660-679 Kansas			86	
WEST NO. CENTRAL			807	4.9
197-199 Delaware			44	
206-219 Maryland			332	
200-205 Washington, DC			20	
220-246 Virginia			407	
247-268 West Virginia			31	
270-289 North Carolina			476	
290-299 South Carolina			189	
300-319 Georgia			875	
320-349 Florida			2,838	
SOUTH ATLANTIC			5,212	31.6

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
400-427 Kentucky			121	
370-385 Tennessee			297	
350-369 Alabama			186	
386-397 Mississippi			67	
EAST SO. CENTRAL			671	4.1
716-729 Arkansas			89	
700-714 Louisiana			142	
730-749 Oklahoma			143	
750-799 Texas			1,059	
WEST SO. CENTRAL			1,433	8.7
590-599 Montana			76	
832-838 Idaho			63	
820-831 Wyoming			22	
800-816 Colorado			434	
870-884 New Mexico			76	
850-865 Arizona			317	
840-847 Utah			166	
889-898 Nevada			154	
MOUNTAIN			1,308	7.9
995-999 Alaska			25	
980-994 Washington			302	
970-979 Oregon			167	
900-961 California			1,980	
967-968 Hawaii			73	
PACIFIC			2,547	15.4
UNITED STATES			16,455	99.8
969 & 004-009 U.S. Territories			39	
Canada			-	
Mexico			-	
Other International			-	
APO/FPO			-	
TOTAL QUALIFIED CIRCULATION			**16,494**	**100.0**