

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008
(Including Supplementary Data)**

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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Official Publication of: None
Established: 1923
Issues Per Year: 12

FIELD SERVED

CERAMIC INDUSTRY serves manufacturers of advanced ceramics, including structural/composites/components, glass, whitewares, refractories, porcelain enamel products, structural clay products; decorating and/or designing of whiteware and/or glass products; research and development, libraries, schools, and universities, producers and distributors of materials, equipment and supplies used in the manufacturing of ceramic products, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who are in corporate management, operating management, research & development, engineering and production management, purchasing management, marketing, sales management and other functions and functions not available.

PURPOSE

Included herein is an analysis of recipients in the manufacturing industry, who in the performance of their job, are involved in recommending, approving, authorizing or specifying materials and/or equipment.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	154
Advertiser and Agency _____	374
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,304
TOTAL	1,832

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,998	100.0	9,936	99.4	62	0.6
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	9,936	99.4	64	0.6

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 _____	21	21			10,000	April _____	16	16			10,000
February _____	118	118			10,000	May _____	109	109			10,000
March _____	12	12			10,000	June _____	62	62			10,000
						TOTAL	338	338			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

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

This is an analysis of 6,574 or 65.7% respondents who are involved in recommending, approving, authorizing or specifying materials and/or equipment.

(See questionnaire used to elicit this data on the back page of this report). This data is presented for statistical and marketing purposes only.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION							
			PURCHASING AUTHORITY	CORPORATE MANAGEMENT	OPERATING MANAGEMENT	RESEARCH AND DEVELOPMENT	ENGINEERING AND PRODUCTION MANAGEMENT	PURCHASING MANAGEMENT	MARKETING AND SALES MANAGEMENT	Other Functions and Functions Not Available
			RECIPIENTS INVOLVED IN RECOMMENDING, APPROVING, AUTHORIZING OR SPECIFYING MATERIALS AND/OR EQUIPMENT	Chairmen, Presidents, General Managers, Vice Presidents, Directors, Owners, Controllers, and Other Corporate Executives	Divisional Managers, Department Managers, Group Managers, Planning Managers, Operations Managers, Plant Managers, and Other Operation Managers	Directors, Managers and Supervisors of Research, Scientists, and Other Research and Development Managers	Directors of Engineering, Engineering Managers, Chief Engineers, Manufacturing Managers, Production Managers, Program Managers, Materials Managers, Design Engineers, Ceramic Engineers, and Other Engineering and Production Managers	Purchasing Managers, Purchasing Agents and Other Purchasing Managers	Marketing Directors, Marketing Managers, Vice Presidents of Sales and Sales Managers	
INDIVIDUALS ENGAGED IN THE MANUFACTURE OF:										
1. Advanced Ceramics Manufacturing (Note 1) _	3,000	30.0	1,948	1,654	341	348	464	43	150	-
2. Glass Manufacturing _____	1,700	17.0	1,102	1,306	125	81	123	24	41	-
3. Whiteware Manufacturing										
A. Floor & Wall Tile _____	1,730	17.3	936	1,251	263	38	56	38	84	-
B. Dinnerware _____	168	1.7	159	101	21	12	25	6	3	-
C. Vitreous Sanitaryware _____	395	3.9	238	278	55	11	40	8	3	-
D. Artware _____	201	2.0	191	140	30	7	19	1	4	-
E. Other Whiteware _____	6	0.1	6	2	1	-	1	1	1	-
SUB-TOTAL WHITEWARE MANUFACTURING	2,500	25.0	1,530	1,772	370	68	141	54	95	-
4. Refractories _____	1,760	17.6	1,127	1,051	281	89	153	42	144	-
5. Porcelain Enamel Products _____	147	1.5	127	75	20	14	20	4	14	-
6. Structural Clay Products _____	404	4.0	296	262	70	29	22	7	14	-
SUB-TOTAL MANUFACTURERS	9,511	95.1	6,130	6,120	1,207	629	923	174	458	-
7. Decorating and/or Designing of Whiteware and/or Glass Products _____	160	1.6	139	112	20	8	10	4	6	-
8. Research and Development _____	81	0.8	80	28	4	40	8	-	1	-
9. Libraries, Schools, and Universities _____	-	-	-	-	-	-	-	-	-	-
10. Producers and Distributors of Materials, Equipment and Supplies Used in the Manufacturing of Ceramic Products _____	248	2.5	225	152	16	44	24	2	10	-
11. Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	6,574	6,412	1,247	721	965	180	475	-
PERCENT	100.0		65.7	64.1	12.5	7.2	9.6	1.8	4.8	-

Note 1: Advanced Ceramics includes: Structural/Composites/Components

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. TOTAL – Personal direct request from the recipient: _____	4,614	2,500	-			7,114	71.1
a. Written _____	1,080	534	-			1,614	16.1
b. Telecommunication _____	1,709	1,533	-			3,242	32.4
c. Electronic _____	1,825	433	-			2,258	22.6
II. TOTAL – Request from recipient's company: _____	36	-	-			36	0.4
a. Written _____	36	-	-			36	0.4
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	2,850	-	-			2,850	28.5
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,850	-	-			2,850	28.5
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,500	2,500	-			10,000	100.0
*See Paragraph 11	PERCENT	75.0	25.0	-		100.0	

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 _____			10,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			10,000	100.0

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 _____	39		400-427 Kentucky _____	110	
030-038 New Hampshire _____	70		370-385 Tennessee _____	206	
050-059 Vermont _____	32		350-369 Alabama _____	149	
010-027 Massachusetts _____	202		386-397 Mississippi _____	27	
028-029 Rhode Island _____	20		EAST SO. CENTRAL	492	4.9
060-069 Connecticut _____	91		716-729 Arkansas _____	46	
NEW ENGLAND	454	4.5	700-714 Louisiana _____	80	
100-149 New York _____	518		730-749 Oklahoma _____	86	
070-089 New Jersey _____	252		750-799 Texas _____	595	
150-196 Pennsylvania _____	566		WEST SO. CENTRAL	807	8.1
MIDDLE ATLANTIC	1,336	13.4	590-599 Montana _____	21	
430-459 Ohio _____	673		832-838 Idaho _____	43	
460-479 Indiana _____	192		820-831 Wyoming _____	10	
600-629 Illinois _____	341		800-816 Colorado _____	201	
480-499 Michigan _____	284		870-884 New Mexico _____	51	
530-549 Wisconsin _____	196		850-865 Arizona _____	163	
EAST NO. CENTRAL	1,686	16.9	840-847 Utah _____	91	
550-567 Minnesota _____	149		889-898 Nevada _____	45	
500-528 Iowa _____	63		MOUNTAIN	625	6.2
630-658 Missouri _____	157		995-999 Alaska _____	1	
580-588 North Dakota _____	7		980-994 Washington _____	152	
570-577 South Dakota _____	21		970-979 Oregon _____	119	
680-693 Nebraska _____	46		900-961 California _____	841	
660-679 Kansas _____	67		967-968 Hawaii _____	2	
WEST NO. CENTRAL	510	5.1	PACIFIC	1,115	11.2
197-199 Delaware _____	26		UNITED STATES	8,475	84.8
206-219 Maryland _____	124		969 & 004-009 U.S. Territories _____	8	
200-205 Washington, DC _____	7		Canada _____	39	
220-246 Virginia _____	126		Mexico _____	24	
247-268 West Virginia _____	46		Other International _____	1,452	
270-289 North Carolina _____	239		APO/FPO _____	2	
290-299 South Carolina _____	126		TOTAL QUALIFIED CIRCULATION	10,000	100.0
300-319 Georgia _____	261				
320-349 Florida _____	495				
SOUTH ATLANTIC	1,450	14.5			

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Poland _____	9	
China _____	543		Portugal _____	16	
Hong Kong - SAR _____	1		Ireland _____	2	
India _____	9		Romania _____	6	
Indonesia _____	17		Russian Federation _____	12	
Japan _____	35		San Marino _____	1	
Korea, Republic Of _____	6		Serbia and Montenegro _____	1	
Malaysia _____	19		Slovakia _____	4	
Philippines _____	4		Spain _____	74	
Singapore _____	7		Sweden _____	7	
Sri Lanka _____	9		Switzerland _____	11	
Taiwan _____	8		Ukraine _____	4	
Thailand _____	6		United Kingdom _____	83	
Vietnam _____	2		Subtotal	582	5.8
Subtotal	666	6.7	AFRICA		
MIDDLE EAST			Subtotal	35	0.3
Subtotal	56	0.6	NORTH AMERICA		
EUROPE			Canada _____	39	
Austria _____	8		United States _____	8,475	
Belarus _____	1		Mexico _____	24	
Belgium _____	28		969 & 004-009 U.S. Territories _____	10	
Bosnia and Herzegovina _____	2		Subtotal	8,548	85.5
Croatia _____	5		CARIBBEAN		
Czech Republic _____	25		Subtotal	3	-
Denmark _____	3		CENTRAL AMERICA		
Finland _____	3		Subtotal	4	-
France _____	46		SOUTH AMERICA		
Germany _____	48		Subtotal	81	0.8
Greece _____	7		ASIA PACIFIC		
Italy _____	165		Subtotal	25	0.3
Lithuania _____	1		TOTAL QUALIFIED CIRCULATION	10,000	100.0
Netherlands _____	5				
Norway _____	5				

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	10,953	9,997	10,000	9,929	10,000
Qualified Non-Paid Total	10,828	9,889	9,910	9,855	9,936
Qualified Paid Total	125	108	90	74	64
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

* NOTE: 2008 data is unaudited.
**NC=None Claimed.

11. ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 4 sources of circulation for quantities of 716 copies or 7.2% to 1,217 copies or 12.1%, including Dun & Bradstreet.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



SubscribeForFree.com

1 DO YOU WISH TO RECEIVE CERAMIC INDUSTRY FREE?

YES No

Signature/Date _____

WOULD YOU LIKE TO RECEIVE THE CERAMIC INDUSTRY E-NEWSLETTER FOR FREE? YES No

Signature/Date _____

2 PLEASE INDICATE THE PRIMARY CERAMIC BUSINESS OF YOUR OPERATION.

Check only one

MANUFACTURERS OF:

- 01 Advanced Ceramics: Electronic/Electrical
- 02 Advanced Ceramics: Structural/Composites/Components
- 03 Advanced Ceramics: Biomedical
- 04 Advanced Ceramics: Optical Fibers
- 31 Advanced Ceramics: Defense
- 05 Advanced Ceramics: Other _____ (specify)
- 06 Glass Containers
- 07 Flat/Float Glass
- 08 Pressed & Blown Glass
- 09 Electronic Glass
- 10 Fibrous Glass
- 11 Products made from purchased glass
- 30 Automotive Glass
- 12 Floor & Wall Tile
- 13 Dinnerware
- 14 Vitreous Sanitaryware
- 15 Artware/Giftware/Production Pottery
- 17 Refractories
- 18 Porcelain Enameled Products
- 19 Structural Clay Products
- OTHER CERAMIC BUSINESSES:
- 32 Whiteware/Glassware Decorating and/or Designing
- 25 Libraries, Schools, Universities
- 28 Research & Development
- 26 Producers, Distributors of equipment, materials, and supplies
- 27 Other _____ (specify)

3 WHAT IS YOUR FUNCTION?

- 1 Corporate Management
- 2 Operating Management
- 3 Research & Development
- 4 Engineering & Production Mgmt.
- 5 Purchasing Management
- 6 Marketing & Sales Management
- 7 Other _____ (specify)

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)

FREE Subscription Card

4 IF YOU ANSWERED "ADVANCED CERAMICS" IN QUESTION 2, PLEASE CHECK EACH OF THE FOLLOWING PRODUCTS MANUFACTURED AT THIS LOCATION.

- 01 Ceramic Capacitors
- 02 Electronic Substrates & Packages
- 03 Ceramic Seals
- 04 Ferrites/Ferromagnetics
- 05 Piezoelectrics
- 06 Sensors (Thermistors, Varistors)
- 07 Electrical Porcelain Insulators
- 08 Automotive Components
- 09 Aerospace Components
- 10 Ceramic-Metal Composites
- 11 Ceramic-Ceramic Composites
- 21 Other Ceramic Composites
- 12 Ceramic Cutting Tools
- 13 Ceramic Cores
- 14 Wear Resistant Parts
- 15 Corrosion Resistant Parts
- 16 Biomedical Ceramics
- 17 Optical Fibers
- 19 Wafers/Disks
- 20 Fuel Cells/Fuel Cell Development
- 22 Ceramic Coatings
- 23 Grinding Media
- 24 Ceramic Armour
- 25 Nuclear Ceramics
- 18 Other _____ (specify)

5 MY JOB INVOLVES RECOMMENDING, APPROVING, AUTHORIZING OR SPECIFYING MATERIALS AND/OR EQUIPMENT.

- 01 Raw Materials
- 02 Manufactured Materials
- 03 Material Handling Equipment
- 04 Batching & Processing Equip.
- 05 Forming Equipment
- 06 Refractories
- 07 Kilns
- 08 Furnaces
- 09 Dryers
- 10 Auxiliary Equipment
- 11 Instrumentation & Controls
- 12 Testing Equipment & Supplies
- 13 Finishing Equipment & Supplies
- 14 Decorating Equipment & Supplies
- 17 Cleaning/Pollution Control Equipment
- 15 Other _____ (specify)
- 16 None of the above

SubCARD

Name/Title _____

Company _____

Mailing Address _____

City/State/Zip+4 _____

Work Phone _____ Work Fax _____

E-Mail Address _____

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PUBLISHER'S AFFIDAVIT

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

Teresa Owens, Group Audience Development Manager

Catherine M. Ronan, Corporate Audience Audit Manager

(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 02, 2008

State Michigan

County Oakland

Received by BPA Worldwide July 02, 2008

Type PSD

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