

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009
(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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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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Official Publication of: None
Established: 1923
Issues per Year: 10
(See Paragraph 9)

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 _____	111
Advertiser and Agency _____	233
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	433
TOTAL	777

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,000	100.0	7,951	99.4	49	0.6
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,000	100.0	7,951	99.4	49	0.6

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	88	88	8,000	-			8,000
August/September _____	279	279	5,425	2,575			8,000
October _____	691	691	5,596	2,404			8,000
November _____	1,900	1,900	5,867	2,133			8,000
December _____	29	29	6,041	1,959			8,000

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	27,401	16,296	14,399	1.13	01:20	02:15
August _____	29,163	16,928	14,805	1.14	01:20	02:20
September _____	27,358	16,649	14,498	1.15	01:25	02:19
October _____	29,183	17,275	15,273	1.13	01:27	02:29
November _____	27,052	16,513	14,586	1.13	01:23	02:16
December _____	22,946	13,855	12,274	1.13	01:25	02:22
AVERAGE:	27,184	16,253	14,306	1.14	01:23	02:21

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is equal to the average of the other 4 issues reported in Paragraph two.

This is an analysis of 4,826 or 60.3% 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 AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	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 Engineers, 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)	2,400	30.0	1,618	782	1,180	1,037	347	399	490	40	87	-
2. Glass Manufacturing	1,200	15.0	923	277	700	807	108	91	139	22	33	-
3. Whiteware Manufacturing												
A. Floor & Wall Tile	1,552	19.4	1,322	230	1,161	1,257	174	43	59	15	4	-
B. Dinnerware	97	1.2	57	40	52	40	21	9	19	6	2	-
C. Vitreous Sanitaryware	97	1.2	50	47	45	21	17	11	45	2	1	-
D. Artware	252	3.2	175	77	119	157	33	22	24	5	11	-
E. Other Whiteware	2	-	1	1	1	1	1	-	-	-	-	-
SUB-TOTAL WHITEWARE MANUFACTURING	2,000	25.0	1,605	395	1,378	1,476	246	85	147	28	18	-
4. Refractories	1,472	18.4	1,128	344	1,082	1,017	187	94	127	26	21	-
5. Porcelain Enamel Products	120	1.5	99	21	45	58	9	24	12	5	12	-
6. Structural Clay Products	320	4.0	227	93	147	184	69	14	34	9	10	-
SUB-TOTAL MANUFACTURERS	7,512	93.9	5,600	1,912	4,532	4,579	966	707	949	130	181	-
7. Decorating and/or Designing of Whiteware and/or Glass Products	128	1.6	96	32	59	74	15	26	10	1	2	-
8. Research and Development	120	1.5	42	78	92	32	6	79	2	-	1	-
9. Libraries, Schools, and Universities	40	0.5	29	11	31	27	6	6	1	-	-	-
10. Producers and Distributors of Materials, Equipment and Supplies Used in the Manufacturing of Ceramic Products	200	2.5	100	100	112	102	49	10	20	3	16	-
11. Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,000	100.0	5,867	2,133	4,826	4,814	1,042	828	982	134	200	-
PERCENT	100.0		73.3	26.7	60.3	60.2	13.0	10.3	12.3	1.7	2.5	-

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request:	3,631	2,000	399	3,897	2,133			6,030	75.4
a. Written	667	378	11	731	325			1,056	13.2
b. Telecommunication	1,257	954	338	1,945	604			2,549	31.9
c. Electronic	1,707	668	50	1,221	1,204			2,425	30.3
II. TOTAL - Request from recipient's company:	166	-	-	166	-			166	2.1
a. Written	30	-	-	30	-			30	0.4
b. Telecommunication	-	-	-	-	-			-	-
c. Electronic	136	-	-	136	-			136	1.7
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):	1,804	-	-	1,804	-			1,804	22.5
Association rosters and directories	-	-	-	-	-			-	-
*Business directories	1,804	-	-	1,804	-			1,804	22.5
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-			-	-
Other sources	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	5,601	2,000	399	5,867	2,133			8,000	100.0
*See Paragraph 9 PERCENT	70.0	25.0	5.0	73.3	26.7			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	5,615	2,133			7,748	96.9
Individuals by name only _____	-	-			-	-
Titles or functions only _____	223	-			223	2.8
Company names only _____	29	-			29	0.3
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	5,867	2,133			8,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	27	3	30	
030-038 New Hampshire _____	38	20	58	
050-059 Vermont _____	21	6	27	
010-027 Massachusetts _____	108	62	170	
028-029 Rhode Island _____	14	2	16	
060-069 Connecticut _____	65	25	90	
NEW ENGLAND	273	118	391	4.9
100-149 New York _____	302	136	438	
070-089 New Jersey _____	179	54	233	
150-196 Pennsylvania _____	369	164	533	
MIDDLE ATLANTIC	850	354	1,204	15.1
430-459 Ohio _____	352	214	566	
460-479 Indiana _____	127	47	174	
600-629 Illinois _____	195	67	262	
480-499 Michigan _____	191	65	256	
530-549 Wisconsin _____	98	57	155	
EAST NO. CENTRAL	963	450	1,413	17.7
550-567 Minnesota _____	84	35	119	
500-528 Iowa _____	34	10	44	
630-658 Missouri _____	112	37	149	
580-588 North Dakota _____	6	3	9	
570-577 South Dakota _____	7	4	11	
680-693 Nebraska _____	22	7	29	
660-679 Kansas _____	43	13	56	
WEST NO. CENTRAL	308	109	417	5.2
197-199 Delaware _____	9	6	15	
206-219 Maryland _____	78	20	98	
200-205 Washington, DC _____	5	1	6	
220-246 Virginia _____	86	35	121	
247-268 West Virginia _____	40	13	53	
270-289 North Carolina _____	156	55	211	
290-299 South Carolina _____	72	37	109	
300-319 Georgia _____	132	51	183	
320-349 Florida _____	301	60	361	
SOUTH ATLANTIC	879	278	1,157	14.5

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	66	34	100	
370-385 Tennessee _____	103	47	150	
350-369 Alabama _____	102	30	132	
386-397 Mississippi _____	25	3	28	
EAST SO. CENTRAL	296	114	410	5.1
716-729 Arkansas _____	29	12	41	
700-714 Louisiana _____	61	10	71	
730-749 Oklahoma _____	66	14	80	
750-799 Texas _____	321	110	431	
WEST SO. CENTRAL	477	146	623	7.8
590-599 Montana _____	15	2	17	
832-838 Idaho _____	24	7	31	
820-831 Wyoming _____	5	1	6	
800-816 Colorado _____	114	46	160	
870-884 New Mexico _____	37	11	48	
850-865 Arizona _____	87	29	116	
840-847 Utah _____	55	23	78	
889-898 Nevada _____	30	6	36	
MOUNTAIN	367	125	492	6.2
995-999 Alaska _____	3	-	3	
980-994 Washington _____	103	36	139	
970-979 Oregon _____	87	29	116	
900-961 California _____	598	213	811	
967-968 Hawaii _____	10	1	11	
PACIFIC	801	279	1,080	13.5
UNITED STATES	5,214	1,973	7,187	90.0
969 & 004-009 U.S. Territories _	5	1	6	
Canada _____	16	6	22	
Mexico _____	15	14	29	
Other International _____	615	138	753	
AP0/FPO _____	2	1	3	
TOTAL QUALIFIED CIRCULATION	5,867	2,133	8,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
China _____	332	6		
Hong Kong - SAR _____	-	1		
India _____	7	6		
Indonesia _____	6	4		
Japan _____	8	1		
Korea, Republic Of _____	4	-		
Malaysia _____	7	5		
Pakistan _____	2	1		
Philippines _____	1	-		
Singapore _____	1	4		
Sri Lanka _____	3	2		
Taiwan _____	3	5		
Thailand _____	3	1		
Vietnam _____	1	6		
Subtotal	378	42	420	5.3
MIDDLE EAST				
Subtotal	12	12	24	0.3

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
EUROPE				
Subtotal	163	40	203	2.5
AFRICA				
Subtotal	21	10	31	0.4
NORTH AMERICA				
Canada _____	16	6	22	
United States _____	5,214	1,973	7,187	
Mexico _____	15	14	29	
unspecified North America _____	7	2	9	
Subtotal	5,252	1,995	7,247	90.6
SOUTH AMERICA				
Subtotal	32	27	59	0.7
ASIA PACIFIC				
Subtotal	8	7	15	0.2
TOTAL QUALIFIED CIRCULATION	5,867	2,133	8,000	100.0

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009*	July-December 2009*
6 Month Period Ended:	2006	2007	January-June 2008	July-December 2008	January-June 2009*	July-December 2009*
Total Audit Average Qualified:	10,000	9,929	10,000	10,000	9,600	8,000
Qualified Non-Paid: ___	9,910	9,855	9,936	9,945	9,546	7,951
Print Only: _____	9,910	9,855	9,936	9,945	9,546	6,137
Digital Only: _____	-	-	-	-	-	1,814
Qualified Paid: _____	90	74	64	55	54	49
Print Only: _____	90	74	64	55	54	49
Digital Only: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

* NOTE: 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
 **NC = None Claimed

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	6,186	100.0	6,137	99.2	49	0.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,186	100.0	6,137	99.2	49	0.8

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,814	100.0	1,814	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,814	100.0	1,814	100.0	-	-

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

CHANGE IN FREQUENCY:

Effective with the August/September 2009 issue, CERAMIC INDUSTRY changed its frequency from 11 issues per year to 10 issues per year.

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 479 copies or 6.0% to 903 copies or 11.3%, including Dun & Bradstreet and InfoUSA.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

SubscribeForFree.com

FREE Subscription Card

1 DO YOU WISH TO RECEIVE CERAMIC INDUSTRY FREE? YES NO

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
- 05 Advanced Ceramics: Defense
- 06 Advanced Ceramics: Other (specify)
- 07 Glass Containers
- 08 Flat/Glass
- 09 Pressed & Blow Glass
- 10 Electronic Glass
- 11 Fibers
- 12 Fibers: Glass
- 13 Fibers: Kevlar, Carbon, Aramid, etc.
- 14 Fibers: Other (specify)
- 15 Fibers: Other (specify)
- 16 Fibers: Other (specify)
- 17 Fibers: Other (specify)
- 18 Fibers: Other (specify)
- 19 Fibers: Other (specify)
- 20 Fibers: Other (specify)
- 21 Fibers: Other (specify)
- 22 Fibers: Other (specify)
- 23 Fibers: Other (specify)
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- 96 Fibers: Other (specify)
- 97 Fibers: Other (specify)
- 98 Fibers: Other (specify)
- 99 Fibers: Other (specify)
- 100 Fibers: Other (specify)

3 WHAT IS YOUR FUNCTION?

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

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

- 01 Ceramic Capacitors
- 02 Ceramic Cores
- 03 Ceramic Tiles
- 04 Ceramic Tiles
- 05 Ceramic Tiles
- 06 Ceramic Tiles
- 07 Ceramic Tiles
- 08 Ceramic Tiles
- 09 Ceramic Tiles
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5 MY JOB INVOLVES RECOMMENDING, APPROVING, AUTHORIZING OR SPECIFYING MATERIALS AND/OR EQUIPMENT.

- 01 Raw Materials
- 02 Manufacturing Materials
- 03 Manufacturing Equipment
- 04 Manufacturing Equipment
- 05 Manufacturing Equipment
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- 07 Manufacturing Equipment
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Name/Title _____ SUBCARD
 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.		
Christine A. Baloga, Corporate Audience Development Director	Date signed	January 7, 2010
Catherine M. Ronan, Corporate Audience Audit Manager	State	Michigan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Oakland
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