

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011
(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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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BNP Media
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www.ceramicindustry.com

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 _____	93
Advertiser and Agency _____	256
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,290
TOTAL	1,639

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	7,971	99.6	29	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,000	100.0	7,971	99.6	29	0.4

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	28	28	6,146	1,854	8,000
February _____	46	46	6,165	1,835	8,000
March _____	128	128	6,191	1,809	8,000
April _____	63	63	6,246	1,754	8,000
May _____	119	119	6,264	1,736	8,000
June _____	6	6	6,278	1,722	8,000
TOTAL	390	390			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	29,182	17,009	14,668	1.16	01:12	02:07
February _____	27,080	16,427	14,399	1.14	01:13	02:04
March _____	30,609	19,042	16,592	1.15	01:20	02:12
April _____	22,803	13,884	11,882	1.17	01:16	02:08
May _____	23,912	13,612	11,475	1.19	01:07	02:08
June _____	21,446	12,068	10,241	1.18	01:15	02:18
AVERAGE:	25,839	15,340	13,210	1.16	01:14	02:10

*See Additional Data

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3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

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

This is an analysis of 5,351 or 66.9% 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)	RECIPIENTS INVOLVED IN RECOMMENDING, APPROVING, AUTHORIZING OR SPECIFYING MATERIALS AND/OR EQUIPMENT	CLASSIFICATION BY FUNCTION							Other Functions and Functions Not Available
						PURCHASING AUTHORITY	CORPORATE MANAGEMENT	OPERATING MANAGEMENT	RESEARCH AND DEVELOPMENT	ENGINEERING AND PRODUCTION MANAGEMENT	PURCHASING MANAGEMENT	MARKETING AND SALES MANAGEMENT	
							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	1,724	676	1,889	1,053	334	417	489	34	73	-	
2. Glass Manufacturing	1,209	15.1	1,013	196	885	732	139	76	214	24	24	-	
3. Whiteware Manufacturing													
A. Floor & Wall Tile	1,357	16.9	1,181	176	629	992	205	54	76	10	20	-	
B. Dinnerware	137	1.7	93	44	105	52	27	14	31	7	6	-	
C. Vitreous Sanitaryware	213	2.7	158	55	115	112	20	17	51	5	8	-	
D. Artware	293	3.7	237	56	242	179	55	20	27	3	9	-	
E. Other Whiteware	-	-	-	-	-	-	-	-	-	-	-	-	
SUB-TOTAL WHITWARE MANUFACTURING	2,000	25.0	1,669	331	1,091	1,335	307	105	185	25	43	-	
4. Refractories	1,432	17.9	1,194	238	714	923	166	101	144	26	72	-	
5. Porcelain Enamel Products	111	1.4	86	25	82	58	13	10	23	1	6	-	
6. Structural Clay Products	295	3.7	217	78	200	120	55	12	96	6	6	-	
SUB-TOTAL MANUFACTURERS	7,447	93.1	5,903	1,544	4,861	4,221	1,014	721	1,151	116	224	-	
7. Decorating and/or Designing of Whiteware and/or Glass Products	127	1.6	105	22	120	53	25	11	30	2	6	-	
8. Research and Development	141	1.7	70	71	136	26	11	87	15	-	2	-	
9. Libraries, Schools, and Universities	29	0.4	23	6	15	10	4	13	1	1	-	-	
10. Producers and Distributors of Materials, Equipment and Supplies Used in the Manufacturing of Ceramic Products	256	3.2	163	93	219	103	49	21	44	3	36	-	
11. Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	8,000	100.0	6,264	1,736	5,351	4,413	1,103	853	1,241	122	268	-	
PERCENT	100.0		78.3	21.7	66.9	55.2	13.8	10.7	15.5	1.5	3.3	-	

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	3,649	2,000	399	4,312	1,736	6,048	75.6
a. Written	362	266	79	590	117	707	8.8
b. Telecommunication	1,608	919	199	2,355	371	2,726	34.1
c. Electronic	1,679	815	121	1,367	1,248	2,615	32.7
II. TOTAL - Request from recipient's company:	201	-	-	201	-	201	2.5
a. Written	22	-	-	22	-	22	0.3
b. Telecommunication	1	-	-	1	-	1	-
c. Electronic	178	-	-	178	-	178	2.2
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):	1,751	-	-	1,751	-	1,751	21.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,751	-	-	1,751	-	1,751	21.9
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,601	2,000	399	6,264	1,736	8,000	100.0
*See Additional Data	PERCENT	70.0	25.0	5.0	78.3	21.7	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	6,264	1,736	8,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,264	1,736	8,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	25	2	27		Kentucky _____	89	21	110	
New Hampshire _____	39	10	49		Tennessee _____	108	30	138	
Vermont _____	21	4	25		Alabama _____	115	16	131	
Massachusetts _____	118	47	165		Mississippi _____	22	2	24	
Rhode Island _____	17	2	19		EAST SO. CENTRAL	334	69	403	5.0
Connecticut _____	68	18	86		Arkansas _____	42	12	54	
NEW ENGLAND	288	83	371	4.6	Louisiana _____	51	7	58	
New York _____	336	95	431		Oklahoma _____	59	9	68	
New Jersey _____	186	34	220		Texas _____	394	79	473	
Pennsylvania _____	375	106	481		WEST SO. CENTRAL	546	107	653	8.2
MIDDLE ATLANTIC	897	235	1,132	14.2	Montana _____	16	-	16	
Ohio _____	410	147	557		Idaho _____	27	5	32	
Indiana _____	128	31	159		Wyoming _____	6	1	7	
Illinois _____	226	57	283		Colorado _____	114	32	146	
Michigan _____	203	46	249		New Mexico _____	40	9	49	
Wisconsin _____	124	33	157		Arizona _____	104	15	119	
EAST NO. CENTRAL	1,091	314	1,405	17.6	Utah _____	70	10	80	
Minnesota _____	101	26	127		Nevada _____	32	4	36	
Iowa _____	36	9	45		MOUNTAIN	409	76	485	6.1
Missouri _____	128	22	150		Alaska _____	5	1	6	
North Dakota _____	11	2	13		Washington _____	117	39	156	
South Dakota _____	9	3	12		Oregon _____	102	22	124	
Nebraska _____	17	5	22		California _____	660	169	829	
Kansas _____	46	10	56		Hawaii _____	11	-	11	
WEST NO. CENTRAL	348	77	425	5.3	PACIFIC	895	231	1,126	14.1
Delaware _____	14	5	19		UNITED STATES	5,721	1,381	7,102	89.9
Maryland _____	95	15	110		U.S. Territories _____	5	1	6	
Washington, DC _____	6	1	7		Canada _____	19	15	34	
Virginia _____	88	23	111		Mexico _____	22	29	51	
West Virginia _____	32	10	42		Other International _____	495	309	804	
North Carolina _____	173	41	214		APO/FPO _____	2	1	3	
South Carolina _____	78	24	102		TOTAL QUALIFIED CIRCULATION	6,264	1,736	8,000	100.0
Georgia _____	129	28	157						
Florida _____	298	42	340						
SOUTH ATLANTIC	913	189	1,102	13.8					

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
EUROPE	88	111	199	2.5	Japan _____	2	1	3	
AFRICA	34	25	59	0.7	Korea, Republic Of _____	4	4	8	
NORTH AMERICA					Malaysia _____	9	9	18	
Canada _____	5	1	6		Pakistan _____	3	-	3	
United States _____	19	15	34		Philippines _____	2	2	4	
Mexico _____	5,721	1,381	7,102		Singapore _____	3	3	6	
U.S. Territories _____	24	30	54		Sri Lanka _____	2	3	5	
Subtotal	5,769	1,427	7,196	89.9	Taiwan _____	5	4	9	
CENTRAL AMERICA	4	2	6	0.1	Thailand _____	2	3	5	
CARRIBEAN	-	1	1	-	Vietnam _____	1	6	7	
ASIA					Subtotal	317	84	401	5.0
Bangladesh _____	-	1	1		MIDDLE EAST	24	29	53	0.7
China _____	200	12	212		SOUTH AMERICA	19	43	62	0.8
Georgia _____	1	-	1		ASIA PACIFIC	9	14	23	0.3
Hong Kong - SAR _____	-	1	1		TOTAL QUALIFIED CIRCULATION	6,264	1,736	8,000	100.0
India _____	70	26	96						
Indonesia _____	13	9	22						

AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January - June 2011*
6 Month Period Ended:						
Total Audit Average Qualified:	10,000	9,600	8,000	8,000	8,000	8,000
Qualified Non-Paid: ___	9,945	9,546	7,951	7,960	7,964	7,971
Print Version Only: ___	9,945	9,546	6,137	5,855	5,933	6,186
Digital Version Only: ___	-	-	1,814	2,105	2,031	1,785
Qualified Paid: ___	55	54	49	40	36	29
Print Version Only: ___	55	54	49	40	36	29
Digital Version Only: ___	-	-	-	-	-	-
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: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
 **NC = None Claimed

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 300 copies or 3.8% to 819 copies or 10.2%, 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

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 _____	6,215	100.0	6,186	99.5	29	0.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,215	100.0	6,186	99.5	29	0.5

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 _____	1,785	100.0	1,785	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,785	100.0	1,785	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

CERAMIC INDUSTRY

SubscribeForFree.com

FREE Subscription Card

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

2 PLEASE INDICATE THE PRIMARY CERAMIC BUSINESS OF YOUR OPERATION.

3 WHAT IS YOUR FUNCTION?

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

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

PUBLISHER'S AFFIDAVIT

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

Rita M. Fomia, Corporate Strategy Director
 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 6, 2011
 State Michigan
 County Oakland
 Received by BPA Worldwide July 6, 2011
 Type PSD
 ID Number C036S01