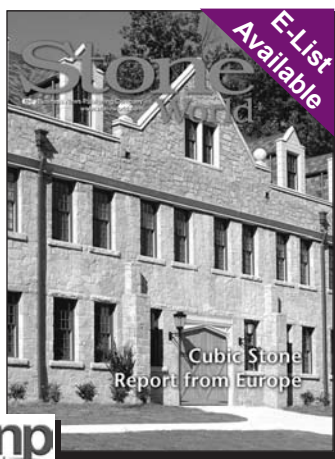


Stone World

Stone World is recognized as the leading source of information on stone use in architecture and interior design, as well as stone production, distribution, installation and maintenance.

- ◆ With a direct marketing list from *Stone World*, you can reach over 21,000 professionals with titles such as:
 - ◆ Architect
 - ◆ Designer
 - ◆ Building Owner/Developer
 - ◆ Fabricator
 - ◆ Installer
 - ◆ And More!

Stone World is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



A BNP Media Publication

Size of List: 21,050

Base Price: \$125/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Buying Influence	\$10/M
Canadian Names	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
 Mailing/Telemarketing: \$215/M
 Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
5,567**

**E-List Base Price:
\$425/M**

SEE ALSO:

- Architectural Specifier (Former Subscribers)**
- Ceramic Industry**
- Contemporary Stone & Tile Design**
- Industrial Safety & Hygiene News**
- Interior Design**
- National Floor Trends**
- Professional Builder**
- Professional Remodeler**
- Reed Construction Data – Architecture Firm Database**
- Reed Construction Data – Regional Publication Group**
- Quality**

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	71
NH	030-038	102
VT	050-059	126
MA	010-027	496
RI	028-029	88
CT	060-069	341
New England		5.8% 1,224
NY	100-149	1,326
NJ	070-089	668
PA	150-196	891
Middle Atlantic		13.7% 2,885
OH	430-458	775
IN	460-479	340
IL	600-629	945
MI	480-499	694
WI	530-549	366
East North Central		14.8% 3,120
MN	550-567	447
IA	500-528	162
MO	630-658	406
ND	580-588	35
SD	570-577	49
NE	680-693	144
KS	660-679	194
West North Central		6.8% 1,437
DE	197-199	56
MD	206-219	373
DC	200-205	76
VA	220-246	480
WV	247-268	72
NC	270-289	584
SC	290-299	235
GA	300-319	628
FL	320-349	1,643
South Atlantic		19.7% 4,147
KY	400-427	185
TN	370-385	310
AL	350-369	221
MS	386-397	93
East South Central		3.8% 809
AR	716-729	147
LA	700-714	187
OK	730-749	190
TX	750-799	1,359
West South Central		8.9% 1,883
MT	590-599	109
ID	832-838	112
WY	820-831	53
CO	800-816	530
NM	870-884	129
AZ	850-865	378
UT	840-847	211
NV	889-898	161
Mountain		8.0% 1,683
AK	995-999	39
WA	980-994	544
OR	970-979	265
CA	900-961	2,666
HI	967-968	138
Pacific		17.3% 3,652
United States	99.0%	20,840
U.S. Territories	0.2%	37
Canada	0.1%	19
Mexico	0.0%	2
Other International	0.7%	150
APO/FPO	0.0%	2
Unknown	—	—
Total	100.0%	21,050

Business Type

Architecture	6,220
Building Contractor	961
Building Owner/Developer	932
Contracting/Installation	1,500
Distributor/Dealer/Wholesaler	2,700
Equipment & Supplies	419
Importing	318
Interior Design	1,800
Quarrier	350
Restoration/Renovation	400
Retailer/Home Improvement Center	410
Stone Fabrication	5,029

Job Function

Architecture	5,302
Building Owner/Developer	708
Corporate Management	6,066
Design	2,708
Fabrication/Manufacturing	
Management	1,901
Installation/Contracting	1,587
Purchasing	392
Sales/Marketing	2,328

Employee Size

20 or less	14,161
21-50	2,530
More than 50	2,917

Buying Influence*

Stone or Stone/Materials	
Approve	10,406
Recommend	14,046
Specify	10,833

Sales Volume

Less than \$1 Million	5,261
\$1 Million-\$9 Million	2,209
\$10 Million-\$49 Million	499
More than \$50 Million	129

Source: Publisher's own data

* Multiple Response