



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2006**



Field Served:

Retailers, wholesalers, manufacturers, and repairers of jewelry, watches, clocks and related merchandise; and others allied to the field.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 25,137

1A	AVERAGE QUALIFIED PAID CIRCULATION		
	Individual	17,850	
	Association		
	Sponsored Individually Addressed		
	Multi-Copy Same Addressee, See Par. 11(a)	1,375	
	Single Copy Sales		
	Total Average Qualified Paid Circulation		19,225

1B	AVERAGE QUALIFIED NON-PAID CIRCULATION		
	Individual	5,912	
	Association		
	Sponsored Individually Addressed		
	Total Average Qualified Non-Paid Circulation		5,912

1C	AVERAGE NON-QUALIFIED CIRCULATION		
	Non-Continuous Market Coverage Copies		
	Allocated For Shows & Conventions	3,654	
	Miscellaneous, Including Staff Copies, See Par. 11(b)	3,384	
	Total Average Non-Qualified Circulation		7,038

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2006 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2006 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	25,739	18,217	7,522	50	724	Apr.	24,916	19,124	5,792	321	146
Feb.	25,556	17,755	7,801	31	310	May	25,000	20,730	4,270	1,822	300
Mar.	24,940	18,973	5,967	2,182	348	June	24,674	20,554	4,120	150	
						Total			4,556	1,828	



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2006 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 7.83% GREATER THAN THE PERIOD AVERAGE
 • QUALIFIED NON-PAID CIRCULATION WAS 27.77% LESS THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid
1. Retailers of Jewelry and Allied Lines.....	17,949	71.80	13,742	4,207
2. Wholesalers of Jewelry and Allied Lines.....	2,367	9.47	2,343	24
3. Manufacturers of Jewelry and Allied Lines.....	2,917	11.67	2,881	36
4. Students, Professors and Officers of Recognized Jewelry and/or Watch Schools.....	90	0.36	89	1
5. Others Allied to the Field.....	458	1.83	456	2
Other Paid Circulation				
Subscriptions.....	1,219	4.87	1,219	
Single Copy Sales.....				
Total Paid Circulation.....	25,000	100.00	20,730	4,270

3B AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	501			501	11.73
Written.....	4			4	0.09
Telecommunication.....	497			497	11.64
Internet and E-mail.....					
Total Direct request from recipient's company:					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Total Communication other than request:					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Association.....					
Business Directories.....					
Lists.....					
Acquired Circulation.....					
Other Sources, See Par. 11(c).....	3,769			3,769	88.27
Total Qualified Non-Paid Circulation.....	4,270			4,270	100.00
Percent.....	100.00			100.00	
Paid Subscription Circulation.....				20,730	
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				25,000	

3C MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation.....	9,841	39.36	9,763	78
Individual by name only.....	11,685	46.74	7,497	4,188
Title or occupation only.....	370	1.48	370	
Company name only.....	1,747	6.99	1,743	4
Multi-Copy Same Addressee.....	1,357	5.43	1,357	
Total Qualified Paid Subscription & Non-Paid Circulation.....	25,000	100.00	20,730	4,270
Single Copy Sales.....				
Total Qualified Circulation.....	25,000			

GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	100		80	20
NH 030-038.....	118		99	19
VT 050-059.....	52		38	14
MA 010-027.....	515		375	140
RI 028-029.....	177		143	34
CT 060-069.....	309		238	71
New England	1,271	5.09	973	298
Middle Atlantic				
NY 100-149.....	2,349		1,984	365
NJ 070-089.....	793		615	178
PA 150-196.....	942		718	224
Middle Atlantic	4,084	16.34	3,317	767
East N. Central				
OH 430-459.....	2,008		1,859	149
IN 460-479.....	304		233	71
IL 600-629.....	828		662	166
MI 480-499.....	571		444	127
WI 530-549.....	327		248	79
East N. Central	4,038	16.15	3,446	592
West N. Central				
MN 550-567.....	335		269	66
IA 500-528.....	154		124	30
MO 630-658.....	355		283	72
ND 580-588.....	32		25	7
SD 570-577.....	49		38	11
NE 680-693.....	90		70	20
KS 660-679.....	170		131	39
West N. Central	1,185	4.74	940	245
South Atlantic				
DE 197-199.....	65		49	16
MD 206-219.....	347		284	63
DC 200, 202-205.....	46		36	10
VA 201, 220-246.....	503		403	100
WV 247-268.....	95		67	28
NC 270-289.....	582		440	142
SC 290-299.....	254		168	86
GA 300-319.....	550		425	125
FL 320-349.....	1,794		1,468	326
South Atlantic	4,236	16.94	3,340	896

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
East S. Central				
KY 400-427.....	207		142	65
TN 370-385.....	366		273	93
AL 350-369.....	264		176	88
MS 386-397.....	130		84	46
East S. Central	967	3.87	675	292
West S. Central				
AR 716-729.....	153		111	42
LA 700-714.....	258		191	67
OK 730-749.....	202		158	44
TX 750-799.....	1,408		1,112	296
West S. Central	2,021	8.08	1,572	449
Mountain				
MT 590-599.....	101		81	20
ID 832-838.....	87		74	13
WY 820-831.....	42		38	4
CO 800-816.....	402		342	60
NM 870-884.....	174		158	16
AZ 850-865.....	518		469	49
UT 840-847.....	125		98	27
NV 889-898.....	185		167	18
Mountain	1,634	6.54	1,427	207
Pacific				
AK 995-999.....	63		56	7
WA 980-994.....	423		366	57
OR 970-979.....	298		274	24
CA 900-961.....	3,297		2,904	393
HI 967-968.....	190		171	19
Pacific	4,271	17.08	3,771	500
Single Copy Sales.....				
U.S. Unclassified.....				
United States	23,707	94.83	19,461	4,246
Poss. & Other Areas				
004-009, 969.....	142	0.57	125	17
U.S. & Poss., etc.	23,849	95.40	19,586	4,263
Canada.....				
Mexico.....	669	2.68	662	7
Military or Civilian Personnel Overseas .	51	0.20	51	
Other International.....	2	0.00	2	
	429	1.72	429	
Total International	1,151	4.60	1,144	7
E-Mail Address Only ...				
Other Unclassified.....				
Grand Total	25,000	100.00	20,730	4,270



JEWELERS' CIRCULAR KEYSTONE

This form, printed on ivory paper, is used by business publications having qualified paid and/or qualified nonpaid circulation.

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2006

5 PRICE DATA See Par. 11(d)

Basic Prices: Subscriptions: U.S., 1 yr. \$59.95. Canada, 1 yr. \$64.95. International, 1 yr. \$144.95.
Single Copy: U.S. and Canada, \$12.00. International, \$15.00.
Sales include Premium Values

Basic & higher than basic:	2,940
75% - 99% of basic:	2,211
50% - 74% of basic:	932
25% - 49% of basic:	2,461
Less than 25% of basic:	1,788
Total	10,332

7 SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	9,982
Ordered through salespeople:	
Catalog agencies and individual agents.	342
Publisher's own and other publishers' salespeople	
Independent agencies' salespeople	8
Association memberships	None
All other channels.	None
Total	10,332

6 TERM DATA

Three years or more	3
Two years or more but less than three	697
One year or more but less than two	1,825
Less than one year	7,807
Total	10,332

8 PREMIUM USAGE

Ordered without premium	10,332
Ordered with reprinted material from this publication	None
Ordered with other premiums	None
Total	10,332

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May, 2006 issue..... 11.20 %

Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement..... 10.30 %

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Optional and not required

11 EXPLANATORY

Audit Cycle: June Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 1,369 copies per issue, represent copies sold in quantities of 2 to 900 to individuals and business concerns at 1 year \$21.00 to \$39.95. 2 copies per issue, represent copies sold in quantities of 2 to individuals and business concerns at 2 years \$67.50. 4 copies per issue, represent copies sold in quantities of 2 to individuals and business concerns at 3 years \$49.95 to \$93.95. Copies were mailed by the publisher in bulk to the purchasers for distribution.

(b) Miscellaneous includes checking and promotion copies, averaging 1,995 copies per issue, served to advertisers and agencies.

(c) Other Sources represent copies served to subscribers obtained from ECMS Magazine Express, a subscription agent.

(d) Authorized prices with 5% or more of total subscription sales:

1 yr. \$0.01	1 yr. \$19.95	1 yr. \$39.95	1 yr. \$49.95	2 yrs. \$34.95
2 yrs. \$72.95				

Definition of Recipient Qualification:
Qualified recipients are: jewelry retailers, including independent and chain jewelry stores, department stores, discount stores and catalog showrooms with jewelry departments; wholesalers and manufacturers of jewelry and related merchandise and their representatives; and jewelry repairmen. Also qualified are others allied to the jewelry field.

<p>We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules</p> <p>Parent Company: Reed Business Information</p> <p>MARIE J. SYLVESTRE MARK SMELZER Associate Circulation Director Publisher</p> <p>Signed: August 1, 2006</p> <p>Copyright © 2006 Audit Bureau of Circulations. All rights reserved.</p>	<p>Frequency: Monthly Format: Standard</p> <p>Established: 1869 ABC Member Since: 1989 Member No. 06-0670-0 SRDS: 74</p> <p>Published by: Reed Business Information 360 Park Avenue South New York, NY 10010 T: (646) 746-6400 • F: (646) 746-6814 www.jckgroup.com Publisher: Mark Smelzer</p>
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