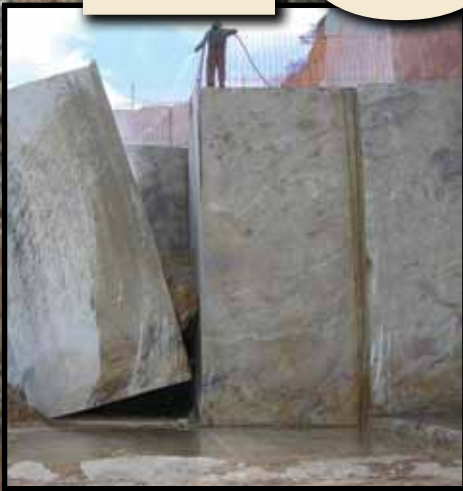


# Stone World

# 2011



## **NEW in 2011**

- Virtual Trade Shows
- Custom eNewsletters
- Online Video Bonus

## **INTEGRATED MEDIA PLANNING GUIDE**

The Most Requested and Largest Audited Circulation  
Reaching the Dimensional Stone Industry\*

[www.stoneworld.com](http://www.stoneworld.com)



## ABOUT STONE WORLD

Celebrating our 27th year in print, *Stone World* is recognized worldwide as the leading source of information on stone use in architecture and interior design, as well as stone production, distribution, installation and maintenance. *Stone World* is designed for, and received by, the top buyers and decision makers who specify, quarry, fabricate, import, distribute, design, sell and install stone and stone-related equipment and supplies.<sup>1</sup> Primarily circulated in the U.S., *Stone World* is received by key stone industry buyers and producers in more than 90 countries and is distributed at trade shows around the world.<sup>1</sup>

A BPA Worldwide audited publication, *Stone World* ensures you're reaching a qualified audience. *Stone World* offers the first and largest audited circulation of any dimensional stone magazine in the world.<sup>1</sup>

Offering undisputed coverage of the stone market by experienced editors and publishers, *Stone World* believes its package is the best, most cost-effective available to advertisers.<sup>1</sup>



1 Publisher's own data.

## CIRCULATION & MARKET COVERAGE

### STONE WORLD IS MAILED TO 17,530 BPA-AUDITED STONE PROFESSIONALS.<sup>2</sup>

#### PASS-ALONG READERSHIP<sup>3</sup>

In addition to reaching 17,530 subscribers,<sup>2</sup> *Stone World* offers an average **pass-along readership** of 2.3 readers per subscriber —for a total projected readership of 57,849.<sup>3</sup>

#### READERS PREFER STONE WORLD<sup>4</sup>

Research shows *Stone World* is the **magazine most preferred** among publications serving the industry. In a recent study, 93% of respondents chose to read *Stone World* over other industry publications.

#### PURCHASE ACTIONS<sup>3</sup>

90% of survey respondents took one or more of the following actions as a result of an article or advertisement found in *Stone World*:

- Purchased the products and/or services advertised.
- Requested additional information directly from a company or representative.
- Recommended the purchase of products and/or services.
- Saved an ad/article for future reference.
- Discussed an ad or article with someone in their company.
- Visited an advertiser's Web site.

CIRCULATION BY BUSINESS/INDUSTRY <sup>2</sup>	TOTAL QUALIFIED	PERCENT OF TOTAL
Stone Fabrication	8,700	49.6%
Distributor/Dealer/Wholesaler	2,414	13.8%
Architecture	2,097	12.0%
Contracting/Installation	1,502	8.6%
Interior Design	641	3.6%
Retailer/Home Improvement Center	589	3.4%
Quarrier	352	2.0%
Building Contractor	350	2.0%
Importing	242	1.4%
Equipment & Supplies	228	1.3%
Restoration & Renovation	212	1.2%
Building Owner/Developer	108	0.6%
Others Allied to the Field	95	0.5%

2 December 2010 BPA Circulation Statement.  
3 AdScore Readership Study, May 2007.  
4 Reader Preference Study, March 2007.

# 2011 INTEGRATED MEDIA

## PRINT. DIGITAL ADVERTISING. DIRECT MAIL.

You may be using one of these vehicles as part of a lead-generation initiative. You may want to use all of them — but haven't found a strategy for generating more revenue with minimal wasted resources.

Stone World's 2011 Integrated Media can help. Contact your sales rep for pricing and custom program information.



### PRINT ADVERTISING

The foundation of any successful integrated media program aimed at stone professionals.



### ONLINE ADVERTISING

Generate brand awareness and drive traffic to your Web page from [www.stoneworld.com](http://www.stoneworld.com). Advertise on our home page or on targeted pages within our site.



### STONE WEBINAR SPONSORSHIP

Educate buyers and generate a powerful sales lead database when you sponsor a unique Stone Webinar.



### 2012 STONE GUIDE PREMIUM LISTING

Includes boldface listing, logo in print and online, plus online enhancements including 3 Spec Sheets, 3 Product Shots, e-mail link subject line and Premium search ranking.



### LIST RENTAL

The most powerful direct mail list in the industry. Up to 10,000 names. Rent mailing addresses and/or e-mail addresses.



### ONLINE STREAMING VIDEO

Your streaming video ad (up to 3 minutes) will be hosted by and linked from [www.stoneworld.com](http://www.stoneworld.com).



### PRODUCT eBLAST

Target our responsive database of stone professionals via e-mail with your product and sales message.



### FABRICATOR eNEWS ADVERTISING

Show off new products and drive traffic to your site through ads in our popular eNewsletter — delivered monthly via e-mail to fabricator inboxes.



### DIGITAL EDITION SPONSORSHIPS

Reach Stone World digital subscribers in this popular electronic format. Enhance your digitized print ads with multi-media. Or reserve a Full Digital Sponsorship for maximum visibility.



### CUSTOM eNEWSLETTER

Engage stone buyers with your own dedicated eNewsletters loaded with specialized content. Includes an introduction by Stone World's publisher or editor.



### NEW! SOCIAL MEDIA SPONSORSHIPS

Reach Stone World social media followers with your product messages. Sponsored logos, tweets and notes on our Twitter and Facebook pages will boost your visibility online.



### CUSTOM INSERTS

Target stone professionals with ads bound into the issue on heavy paper stock. Tip-on inserts may be pulled from the magazine for easy reference.

# 2011 EDITORIAL CALENDAR

## FABRICATOR CASE STUDIES IN EVERY ISSUE

Every issue of *Stone World Magazine* includes our popular "Fabricator Case Studies." These in-depth articles cover stone fabricators of all sizes, and they report on all aspects of the operation, including machinery types, production rates, fabrication methods, templating and general business practices. To submit a prospective fabricator to be covered in our Fabricator Case Studies, contact *Michael Reis, Editor*, at [michael@stoneworld.com](mailto:michael@stoneworld.com).

	EDITORIAL	SHOW DISTRIBUTION	ADVERTISER BONUSES	EDITORIAL DEADLINE	ADVERTISING DEADLINE*
<b>JANUARY</b>	<ul style="list-style-type: none"> <li>Fabricating Technology Roundup – Equipment</li> <li>Fabricator Market Forecast</li> <li>Residential Design</li> </ul>	<ul style="list-style-type: none"> <li>StonExpo, Jan. 25-27, Las Vegas</li> <li>Surfaces, Jan. 25-27, Las Vegas</li> </ul>	<b>StonExpo 2-issue Show Package</b> <ul style="list-style-type: none"> <li><b>FREE</b> Print &amp; Online Booth Preview</li> <li><b>FREE</b> StonExpo Preview eBlast Ad</li> <li><b>FREE</b> Digital Edition Ad</li> </ul>	Oct. 15, 2010	Dec. 7, 2010
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>Report from Latin America</li> <li>Fabricating Technology Roundup – Tooling &amp; Accessories</li> </ul>	<ul style="list-style-type: none"> <li>Vitoria Stone Fair, Feb. 15-18, Espirito Santo, Brazil</li> </ul>	<b>Coverings 2-issue Show Package</b> <ul style="list-style-type: none"> <li><b>FREE</b> Print &amp; Online Booth Preview</li> <li><b>FREE</b> Coverings Preview eBlast Ad</li> <li><b>FREE</b> Digital Edition Ad</li> </ul>	Nov. 12, 2010	Jan. 7, 2011
<b>MARCH</b>	<ul style="list-style-type: none"> <li>Commercial Architecture</li> <li>Fabricator Forum</li> </ul>	<ul style="list-style-type: none"> <li>Coverings, March 14-17, Las Vegas</li> </ul>		Dec. 15, 2010	Feb. 7, 2011
<b>APRIL</b>	<ul style="list-style-type: none"> <li>Report from Europe</li> <li>Shop &amp; Warehouse Safety</li> <li>Architectural Achievements</li> </ul>	<ul style="list-style-type: none"> <li>AIA National Convention, May 12-14, New Orleans</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Bonus Ad in Digital Edition</li> </ul>	Jan. 14, 2011	March 7, 2011
<b>MAY</b>	<ul style="list-style-type: none"> <li>Report from Brazil</li> <li>CNC Technology</li> </ul>		<ul style="list-style-type: none"> <li><b>FREE</b> Online Video Ad</li> </ul>	Feb. 15, 2011	April 7, 2011
<b>JUNE</b>	<ul style="list-style-type: none"> <li>Thin Stone</li> <li>Waterjet Fabrication</li> </ul>	<ul style="list-style-type: none"> <li>Stone+tec Nuremberg, June 22-25, Nuremberg, Germany</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Product eBlast Ad</li> </ul>	March 15, 2011	May 6, 2011
<b>JULY</b>	<ul style="list-style-type: none"> <li>Stone in Architecture</li> <li>Fabricator Issues &amp; Solutions</li> </ul>		<ul style="list-style-type: none"> <li><b>FREE</b> Full-page Ad with Paid Full-page Ad</li> </ul>	April 15, 2011	June 7, 2011
<b>AUGUST</b>	<ul style="list-style-type: none"> <li>Report on Stone from India</li> <li>Installation &amp; Maintenance</li> </ul>		<ul style="list-style-type: none"> <li><b>FREE</b> Online Product &amp; Literature Guide</li> </ul>	May 13, 2011	July 7, 2011
<b>SEPTEMBER</b>	<ul style="list-style-type: none"> <li>Green Products</li> <li>Report from Europe</li> </ul>	<ul style="list-style-type: none"> <li>Marmomacc, Sept. 29-Oct. 2, Verona, Italy</li> </ul>		June 15, 2011	Aug. 5, 2011
<b>OCTOBER</b>	<ul style="list-style-type: none"> <li>The Digital Shop</li> <li>Renovation &amp; Restoration</li> </ul>	<ul style="list-style-type: none"> <li>SFA MEGA-WORKSHOP, Oct. 20-22, St. Louis</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Web Ad with Full-page Ad</li> </ul>	July 15, 2011	Sept. 7, 2011
<b>NOVEMBER</b>	<ul style="list-style-type: none"> <li>Recycling in the Shop</li> <li>Interior Stone Applications</li> </ul>		<ul style="list-style-type: none"> <li><b>FREE</b> Product eBlast Ad</li> </ul>	Aug. 15, 2011	Oct. 7, 2011
<b>DECEMBER</b>	<ul style="list-style-type: none"> <li><i>2012 Stone Guide:</i> The Directory for Stone, Equipment and Supplies</li> </ul>		<ul style="list-style-type: none"> <li><b>FREE</b> Boldface Listing &amp; Company Logo in Annual Stone Guide Directory Edition</li> </ul>	Sept. 15, 2011	Nov. 7, 2011

\*Advertising material **MUST** be received one week after ad space deadline.

## BONUS OPPORTUNITIES

### STONEXPO TWO-ISSUE SHOW PACKAGE

Run a ½-page or larger ad in the November 2010 and January 2011 issues to qualify for **THREE FREE** bonuses:



- **FREE** Booth Preview published in January.
- **FREE** Online Booth Preview for the month of January.
- **FREE** Bonus ad in our *Stone World* January Digital Edition.

**NEW!** Package advertisers also receive a **FREE** listing in our special **StonExpo Pre-show eBlast**. Includes 50 words, URL link, one 4/c image and your booth number. Non-advertisers may purchase eBlast space for \$600 net.



### NEW! ONLINE VIDEO AD

Place a full-page display ad in May and get **FREE** video exposure on our Web site. Your supplied Video Ad rotates on our home page throughout the month of May.

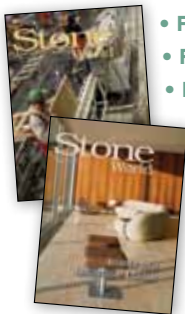
### PREMIUM WEB AD



Promote your product online **FREE** for one month when you advertise a full page in the October issue. Your **FREE** Premium Tile Ad will rotate throughout [www.stoneworld.com](http://www.stoneworld.com) on every page excluding the home page.

### COVERINGS TWO-ISSUE SHOW PACKAGE

Run a ½-page or larger ad in the February and March issues and qualify for **THREE FREE** bonuses:



- **FREE** Booth Preview published in March.
- **FREE** Online Booth Preview for the month of March.
- **FREE** Bonus ad in our *Stone World* March Digital Edition.

**NEW!** Package advertisers also receive a **FREE** listing in our special **Coverings Pre-show eBlast**. Includes 50 words, URL link, one 4/c image and your booth number. Non-advertisers may purchase eBlast space for \$600 net.

### PRODUCT eBLAST AD

*Stone World* will e-mail your low-resolution 4/c image and 50-word product description to 1,000 fabricators and architects as part of our Product eBlast eNewsletter special edition. Run a ½-page or larger ad to qualify.

### BONUS DISTRIBUTION

*Stone World* magazine is distributed at more shows nationally and internationally than any other magazine of its kind in the world.<sup>1</sup>

<sup>1</sup> Publisher's own data.

## ADVERTISING SERVICES

### CLEAR SEAS RESEARCH —MAKING THE COMPLEX CLEAR



[www.clearseasresearch.com](http://www.clearseasresearch.com)

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools.

For more information contact Beth Surowiec at 248/786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).

### INSERTS

Consult your sales representative or the publisher for details on using this targeted method to provide an added boost to your advertising campaign.

### CUSTOM MEDIA DIVISION —PERSONALIZED MEDIA SOLUTIONS

<http://custommedia.bnpmmedia.com>



Are you thinking of starting your own magazine, Web site, or white paper? Creating an advertorial, blog, podcast or video program to engage your audience? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with *Stone World's* readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Alex Bachrach at (201) 291-9001 ext. 8615 or e-mail [alex@stoneworld.com](mailto:alex@stoneworld.com).

### REPRINTS & ePRINTS

Use reprints of your advertisement or even articles from *Stone World* as marketing tools, and have *Stone World* do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request. Contact Jill DeVries at 248/244-1726 or [devriesj@bnpmmedia.com](mailto:devriesj@bnpmmedia.com).

### DIRECT MAIL LIST RENTAL

The most responsive list of qualified professionals in the stone industry is available for rental.

**POSTAL NAMES**, Robert Liska



800/223-2194 x726 • [robert.liska@eraepd.com](mailto:robert.liska@eraepd.com)

**E-MAIL NAMES**, Shawn Kingston



800/409-4443 x828 • [shawn.kingston@eraepd.com](mailto:shawn.kingston@eraepd.com)

# 2011 PRINT ADVERTISING RATES

## BLACK & WHITE

	1X	3X	6X	12X	24X	36X
<b>Full Page</b>	\$3,870	\$3,610	\$3,275	\$3,020	\$2,565	\$2,485
<b>2/3 Page</b>	\$3,050	\$2,970	\$2,590	\$2,310	\$2,165	\$2,040
<b>1/2 Page</b>	\$2,225	\$2,080	\$1,915	\$1,655	\$1,500	\$1,420
<b>1/3 Page</b>	\$1,630	\$1,510	\$1,390	\$1,295	\$1,200	\$1,110
<b>1/4 Page</b>	\$1,330	\$1,245	\$1,170	\$1,080	\$1,025	\$970

## 2 - COLOR PROCESS\*

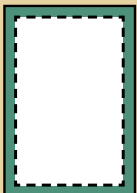
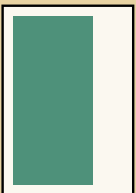
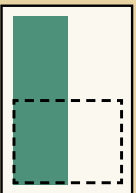
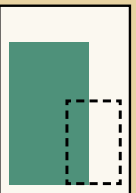

	1X	3X	6X	12X	24X	36X
<b>Full Page</b>	\$4,480	\$4,195	\$3,845	\$3,475	\$3,120	\$3,035
<b>2/3 Page</b>	\$3,625	\$3,545	\$3,180	\$2,920	\$2,745	\$2,605
<b>1/2 Page</b>	\$2,820	\$2,655	\$2,495	\$2,215	\$2,060	\$1,965
<b>1/3 Page</b>	\$2,225	\$2,095	\$1,985	\$1,875	\$1,770	\$1,700
<b>1/4 Page</b>	\$1,905	\$1,830	\$1,775	\$1,680	\$1,595	\$1,540

## 4 - COLOR PROCESS (FULL COLOR)

	1X	3X	6X	12X	24X	36X
<b>Full Page</b>	\$5,150	\$4,895	\$4,530	\$4,140	\$3,770	\$3,670
<b>2/3 Page</b>	\$4,380	\$4,285	\$3,920	\$3,580	\$3,430	\$3,290
<b>1/2 Page</b>	\$3,545	\$3,390	\$3,205	\$2,925	\$2,745	\$2,620
<b>1/3 Page</b>	\$2,965	\$2,835	\$2,710	\$2,595	\$2,480	\$2,470
<b>1/4 Page</b>	\$2,665	\$2,580	\$2,480	\$2,385	\$2,325	\$2,240

## AD SIZES

Visit us online for complete print ad specifications: [www.stoneworld.com](http://www.stoneworld.com).  
 Magazine Trim Size 8" x 10.75" (203mm x 273mm).  
 Please keep all live matter .375" (9.5mm) from the trim.

				
<b>FULL PAGE BLEED</b> 8.25" x 11" 209mm x 279mm	<b>2/3 VERTICAL</b> 4.5" x 10" 114mm x 254mm	<b>1/2 VERTICAL</b> 3.375" x 10" 86mm x 254mm	<b>1/2 ISLAND</b> 4.5" x 7.5" 114mm x 190mm	<b>1/3 SQUARE</b> 4.5" x 4.875" 114mm x 124mm
<b>FULL PAGE NON-BLEED</b> 7" x 10" 178mm x 254mm		<b>1/2 HORIZONTAL</b> 7" x 4.875" 178mm x 124mm	<b>1/4 VERTICAL</b> 3.375" x 4.875" 86mm x 124mm	<b>1/3 VERTICAL</b> 2.125" x 10" 54mm x 254mm

## \*MATCHED COLOR

Add \$165 to the standard 2-color rates if you require a matched PMS color.

## AGENCY COMMISSION

Agencies can deduct 15% commission from the gross prices.

Please send all advertising material to:

Pam Deneau, BNP Media/Stone World  
 2401 West Big Beaver, Suite 700, Troy, MI 48084  
 P: +1-248/244-6257 | F: +1-248/244-3918  
 E: [deneaup@bnpmedia.com](mailto:deneaup@bnpmedia.com)

Space orders, ad insertions and editorial material instruction should be sent to:

BNP Media/Stone World  
 210 Route 4 East, Suite 203, Paramus, NJ 07652  
 P: +1-201/291-9001 | F: +1-201/291-9002  
 E: [info@stoneworld.com](mailto:info@stoneworld.com)  
 FTP UPLOAD ADDRESS: <http://upload.bnpmedia.com>

## MARKETPLACE ADS



An affordable way to reach buyers and specifiers with effective frequency. Reach the market for six months for \$1,220 (prepaid), or for a whole year for only \$1,990 (prepaid).

## CLASSIFIED ADS



Display classified ads are available to sell products or services to the entire industry at only \$135 per column inch (minimum: 1 column inch ad). Blind box numbers are available for confidential replies for only \$36 for handling. Add red letters and accents to your classified ad for only \$52 more. Classified ads can also be placed

on the Stone World Web site for only \$155/month for up to 100 words, or just \$57 when you run your ad in the magazine.

## TERMS & CONDITIONS

**Payment Terms:** Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

# ONLINE & DIGITAL ADVERTISING



## WWW.STONEWORLD.COM

BPA-audited for more precise audience traffic, Stone World's Web site is the industry's premier online source for information. Visit [portfolio.bnppmedia.com](http://portfolio.bnppmedia.com) for a complete rich media advertising menu, including live and interactive samples.

SIZE	
BUTTON AD	125 x 125 PIXELS
BANNER AD	468 x 60 PIXELS
SKYSCRAPER AD	120 x 600 PIXELS

File size 40k or less, 256 colors or less, .jpg or .gif

**AVERAGE MONTHLY  
UNIQUE BROWSERS: 12,878\***

**AVERAGE MONTHLY  
PAGE IMPRESSIONS: 30,340\***



## DIGITAL EDITION SPONSORSHIPS

Reach electronic subscribers by sponsoring one or all 12 Digital Editions in 2011. Your ad will be featured adjacent to the Digital Edition front cover and will also appear in our Digital Edition e-mail cover note. Other advertising opportunities are available...

### — SPONSORSHIP POSITIONS

Presentation Page, Toolbar Logo, Skyscraper Ad, Banner Ads, Tab Page Markers

### — LEAD GENERATION TOOLS

Call Back Card, Business Reply Card

### — OTHER DIGITAL OPPORTUNITIES

Blow-in Cards, Belly-Band, Gatefolds, Audio, Video, and more!



## 2012 ONLINE STONE GUIDE

[www.stoneworld.com/StoneGuide](http://www.stoneworld.com/StoneGuide)

Make sure your customers can find your company and product in our extensive, searchable online directory. Tap into a Web site generating more than 30,300 average monthly page impressions\* with the Stone Guide: *The Directory for Stone, Equipment and Supplies.*

### — SEARCHABLE BY KEYWORD

More exposure for your directory listing.

### — PREFERENTIAL RESULTS

Premium Package advertisers appear at the top of your product category with a "star" designation.

### — COMPANY DETAIL PAGES

Post specification sheets, product photos, color logos, video and more. Also includes live Web and e-mail links for identifiable Stone World sales leads.

**Contact your sales rep for more information.**

# eNEWSLETTER ADVERTISING



## FABRICATOR eNEWSLETTER

Stone World's monthly Fabricator eNewsletter is your digital link to 14,100+ stone professionals\* who prefer their information electronically. Distributed 12 times per year, eNews Buttons, Banners and Skyscraper Ads give you additional brand exposure between print issues. Video Ads are available!

	SIZE
BUTTON AD	125 x 125 PIXELS
BANNER AD	468 x 60 PIXELS
SKYSCRAPER AD	160 x 600 PIXELS

**CLICK-THROUGH RATE: 5.83%\***

File size 40k or less, 256 colors or less, .jpg or .gif



## NEW! CUSTOM eNEWSLETTERS

Engage stone buyers with your own eNewsletters loaded with specialized content. We manage the entire project for you and deploy your message with a publisher introduction. All open and clickthrough rates are trackable for maximum sales leads.

**Contact us for rates and editorial topic ideas.**

# NEW! VIRTUAL EVENT SPONSORSHIP



Virtual trade events gather stone consumers together in a unique interactive online environment. As a sponsor, you generate hundreds of sales leads without traditional trade show travel expenses. Plus, you receive logo exposure in attendee promotional efforts. Call anytime for demo and event sponsorship details.

# STONE WEBINAR SPONSORSHIPS

## EDUCATE CUSTOMERS | BUILD BRANDS | GENERATE LEADS

Since 2006, BNP Media has produced more than 450 Webinars averaging 500 lead opportunities.\* You choose the content and speakers, and Stone World Webinar specialists will market and execute your event. Sponsor benefits:

- Registration list providing high-quality sales prospects, includes names, companies, phone numbers and e-mail addresses
- Credibility with customers/prospects
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls
- Sole sponsorship - you choose the content/speakers/date
- Multi-sponsorship - you're one of several sponsors of an exclusive Stone World editorial Webinar event



**Schedule your customized Webinar program today!**

\*Publisher's own data.

## ADVERTISING & EDITORIAL OFFICES

Stone World / BNP Media  
210 Route 4 East, Suite 203,  
Paramus, NJ 07652  
P: +1-201/291-9001 | F: +1-201/291-9002  
E: info@stoneworld.com  
I: www.stoneworld.com



**ALEX BACHRACH**  
Publisher, ext. 8615  
Alex@stoneworld.com

**MICHAEL REIS**  
Editor/Associate Publisher, ext. 8613  
Michael@stoneworld.com

**JENNIFER ADAMS**  
Managing Editor, ext. 8611  
Jennifer@stoneworld.com

**ALEXIS FISHER**  
Associate Editor, ext. 8612  
Alexis@stoneworld.com

**JANELLE MINGHINE**  
Regional Advertising Manager  
& Classified Sales  
P: 734/340-5211 | F: 734/340-5212  
Minghinej@bnpmedia.com

**STEVE SMITH**  
Regional Advertising Manager  
P: 406/522-4163 | F: 248/283-6531  
Steve@stoneworld.com

**DEE WAKEFIELD**  
European Sales  
P: +44-207/937-4488 | F: +44-207/792-3331  
Mphbulaun@hotmail.com

## CORPORATE OFFICE

**TIM A. FAUSCH**  
Publishing Director,  
Architecture & Construction Group  
Fauscht@bnpmedia.com

**PAM DENEAU**  
Production Manager  
P: 248/244-6257 | F: 248/244-3918  
Deneaup@bnpmedia.com

**WENDY ZAREMBA-JUST**  
Senior Art Director  
P: 248/244-6476 | F: 248/502-2029  
Zaremba-justw@bnpmedia.com

BNP Media Helps People  
Succeed in Business  
with Superior Information



BNP Media  
2401 W. Big Beaver Rd.  
Suite 700, Troy, MI 48084  
www.bnpmedia.com