

# floor trends

The Authority on Residential and Commercial Flooring

EST. 1952



DEDICATED RESIDENTIAL AND COMMERCIAL  
COVERAGE IN EVERY ISSUE!

INDUSTRY-LEADING CIRCULATION

FLOORTRENDSMAG.COM



2020 INTEGRATED MEDIA PLANNER



## SHOWCASING THE BEST OF RESIDENTIAL AND COMMERCIAL



**DAVID A. MADONIA**  
GROUP PUBLISHER

Many flooring products have one foot in residential and one in commercial. Home and contract design have always existed together, and much of today's flooring offers performance characteristics that have multiple applications. We see this crossover happening in every aspect of the flooring business.

Each issue of *Floor Trends* helps flooring retailers, contractors, and specifiers make better flooring decisions. We accomplish this by cultivating a thriving community of professionals who care passionately about flooring, from subfloor to surface and product ideation to implementation.

Our content explores flooring trends, technologies and best practices that enable decision makers to succeed in today's hyper-competitive global economy. Our verified audience includes leading flooring retailers, contractors and members of the International Interior Design Association (IIDA), American Society of Interior Designers (ASID) and the American Institute of Architects (AIA).

We have evolved to meet the needs and preferences of our readers who consume our information in print, digital, and social formats. Thank you for your continued support and we look forward to helping you grow your business in 2020 and beyond.

## MEET THE EDITORIAL STAFF:



### **TANJA KERN: GROUP EDITORIAL DIRECTOR/ASSOCIATE PUBLISHER**

Tanja Kern became group editorial director of *Floor Trends* and *Floor Covering Installer* in 2016. With more than 17 years of editorial and strategic communications experience in the architecture and design community, Tanja combines her journalistic acumen with a passion for flooring. She has a master's degree in journalism from Northwestern University's Medill School of Journalism.



### **DANIELLE CLAIR SIMPSON: MANAGING EDITOR**

Danielle Clair Simpson has worked with BNP Media's flooring publications in various capacities since 2012. Currently as managing editor of *Floor Trends* and *Floor Covering Installer*, she continues to learn and grow within the industry. Danielle has a degree in journalism from Eastern Michigan University and a master's degree in public relations and organizational communication from Wayne State University.



### **MORGAN LAIDLAW: DIGITAL EDITOR**

Morgan Laidlaw joined *Floor Trends* and *Floor Covering Installer* in 2017 as digital content editor, having previously worked for another BNP Media brand for two years. She has a master's degree in English from Wayne State University and also teaches composition courses at the University of Detroit Mercy.



### **DAVE FOSTER: EDITORIAL DIRECTOR**

A pioneer in the industry's digital media, Dave Foster launched the industry's first news and information websites, culminating with *TalkFloor.com*. Now as editorial director of *TalkFloor*, through daily audio and video interviews, he brings flooring industry professionals the most current industry news and highlights how retailers operate their businesses.

**BPA AUDITS OUR PRINT AND ONLINE AUDIENCE.**

**AS A RESULT, YOU KNOW EXACTLY WHO YOUR ADS ARE REACHING!**

Floor Trends has

**20,000**

qualified, BPA-audited subscribers<sup>^</sup>

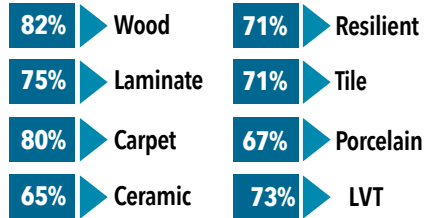
the **HIGHEST** of all its industry competitors!<sup>^</sup>

- Every month, 20,000 BPA-audited subscribers rely on *Floor Trends* for flooring industry news, product introductions, industry trends and problem/solution columns.
- All of our subscribers have qualified within the past two years, with over 50% within one year.

**CIRCULATION BY BUSINESS/INDUSTRY**



**TOP AREAS OF PURCHASING INVOLVEMENT\***



**SOCIAL MEDIA<sup>^</sup>**



Twitter Followers.....9,596  
 Facebook Likes.....3,098  
 LinkedIn Members.....1,958

**INDUSTRY-LEADING CIRCULATION<sup>+</sup>**

With a total qualified circulation of 20,000, *Floor Trends* reaches more industry professionals than *Floor Covering News* (13,084), *Floor Focus* (15,068) or *Floor Covering Weekly* (18,501).

CIRCULATION COMPARISON	<b>floor trends</b>	<i>Floor Covering News</i>	<i>Floor Focus</i>	<i>Floor Covering Weekly</i>
Total Average Qualified Circulation	<b>20,000</b>	13,084	15,068	18,501
Direct Request Subscribers	<b>15,300</b> 76.5% of total circulation	5,002 Just 41.5% of total circulation	10,355 Just 68.7% of total circulation	11,170 Just 63% of total circulation
1-year Direct Request	<b>10,300</b>	2,548	4,652	8,998
2-years Direct Request	<b>5,000</b>	1,482	3,081	1,762
3-years Direct Request	<b>0</b> All <i>Floor Trends</i> subscribers qualify within 2 years	972	2,622	410

<sup>^</sup> June 2019 BPA Statement  
<sup>\*</sup>2019 Reader Preference/Profile Study  
<sup>+</sup>*Floor Trends*, BPA June 2019 Brand Report Average TQ (18,672 print + 1,328 digital),  
*Floor Covering News*, BPA December 2018 Brand Report Average TQ 13,084,  
*Floor Focus*, BPA June 2019 Brand Report Average TQ 15,068,  
*Floor Covering Weekly*, AAM June 2019 Statement TQ 18,501 (15,895 print + 2,606 digital).  
 All information current as of 7/31/2019

Issue & Ad Close	Residential Focus	Commercial Focus	Bonus Distribution	Value Added
<b>JANUARY</b> Ad Close: 12/11 Material Due: 12/16	TISE 2020  2020 Product Trends Forecast	2020 Product Trends Forecast	<ul style="list-style-type: none"> <li>• <b>Carpet One and Flooring America Winter Convention 2020</b> Phoenix, AZ</li> <li>• <b>The International Surface Event</b> Las Vegas, NV</li> </ul>	
<b>FEBRUARY</b> Ad Close: 01/15 Material Due: 01/17	Multilayer Flooring Outlook  Design Details that Make the Project (trims, moldings, stair treads)	Main Street Commercial	<ul style="list-style-type: none"> <li>• <b>Alliance Flooring</b> Tucson, AZ</li> </ul>	<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• FREE bonus digital distribution to 5,000 architects &amp; designers</li> </ul>
<b>MARCH</b> Ad Close: 02/14 Material Due: 02/19	Flooring Technologies for Easier Installation  Tile Trends for the Home	Advances in Retail Flooring	<ul style="list-style-type: none"> <li>• <b>FCICA 2020</b> Nashville, TN</li> </ul>	<b>DIGITAL SUPPLEMENT:</b> <ul style="list-style-type: none"> <li>• <i>The Flooring Contractor</i> – Spring Issue</li> </ul>
<b>APRIL</b> Ad Close: 03/12 Material Due: 03/19	Hardwood Forecast  Subfloor Prep Technologies	Wood for Commercial Spaces	<ul style="list-style-type: none"> <li>• <b>Coverings</b> New Orleans, LA</li> <li>• <b>NWFA</b> Milwaukee, WI</li> <li>• <b>Starnet Spring Meeting</b> Scottsdale, AZ</li> <li>• <b>NFA</b></li> </ul>	<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• FREE bonus digital distribution to 5,000 architects &amp; designers</li> </ul>
<b>MAY</b> Ad Close: 04/09 Material Due: 04/14	Selling Luxury Floors (LVT, High-End Carpet, Wood, Tile and Stone)  What's Really Selling Coast to Coast	Trends in Hospitality Design	<ul style="list-style-type: none"> <li>• <b>HD Expo</b> Las Vegas, NV</li> <li>• <b>CARE</b></li> <li>• <b>Fuse Alliance</b> Boston, MA</li> </ul>	<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• FREE deluxe listing in the Online Buyer's Guide</li> </ul> <b>WITH THIS ISSUE:</b> <ul style="list-style-type: none"> <li>• <i>Floor Trends</i> Online Buyer's Guide</li> </ul>
<b>JUNE</b> Ad Close: 05/13 Material Due: 05/15	What's Next for Waterproof Floors  Game-Changing Installation Solutions	Top 50 Architects & Designers	<ul style="list-style-type: none"> <li>• <b>Neocon</b> Chicago, IL</li> </ul>	<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• FREE full-page product declaration sheet for full-page advertisers</li> <li>• FREE bonus digital distribution to 10,000 architects &amp; designers</li> </ul> <b>DIGITAL SUPPLEMENT:</b> <ul style="list-style-type: none"> <li>• <i>The Flooring Contractor</i> – Summer Issue</li> </ul>

**Editorial Excellence**

*Floor Trends* provides retail flooring executives, contractors, architects and designers authoritative news and information that enables them to specify and design residential and commercial flooring more efficiently. We offer timely information, commentary, analysis and best practices that empowers these flooring professionals to succeed in today's global economy. Along with providing relevant information on topics of interest, each issue of *Floor Trends* contains a number of regular features all designed to help our readers be more successful.

Issue & Ad Close	Residential Focus	Commercial Focus	Bonus Distribution	Value Added
<b>JULY</b> Ad Close: 6/12 Material Due: 6/18	American Made  How Wood and Carpet are Competing for Market Share	Multifamily Flooring	<ul style="list-style-type: none"> <li>• <b>Carpet One and Flooring America Summer Convention 2020</b></li> </ul>	<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• FREE bonus digital distribution to 5,000 architects &amp; designers</li> </ul>
<b>AUGUST</b> Ad Close: 7/13 Material Due: 7/17	What Consumers Want in Flooring (waterproof, pet-friendly, dent- and scratch-resistant)  Everything New in Resilient	Commercial Design Trends		<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• Buy a full-page ad, receive a full-page ad FREE</li> </ul>
<b>SEPTEMBER</b> Ad Close: 8/14 Material Due: 8/20	Tips for Successful Multilayer Sales and Installation  Specialty Wood Floors	Builder Market Opportunities		<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• FREE deluxe listing in the Wood Flooring Guide</li> </ul> <b>DIGITAL SUPPLEMENT:</b> <ul style="list-style-type: none"> <li>• <i>The Flooring Contractor</i> – Fall Issue</li> </ul> <b>WITH THIS ISSUE:</b> <ul style="list-style-type: none"> <li>• Wood Flooring Guide</li> </ul>
<b>OCTOBER</b> Ad Close: 9/14 Material Due: 9/17	Consumer Credit Update  Tips for Successful Wood Flooring Sales and Installation	Waterproof Update	<ul style="list-style-type: none"> <li>• <b>Total Solutions</b></li> <li>• <b>FCICA</b></li> <li>• <b>Starnet</b></li> </ul>	
<b>NOVEMBER</b> Ad Close: 10/15 Material Due: 10/19	Tips for Successful Carpet Sales & Installation  Digital and In-Store Promotions for More Sales	Eco Focus: Sustainable Flooring Products & Initiatives	<ul style="list-style-type: none"> <li>• <b>NAFCD/NBMDA</b></li> <li>• <b>Greenbuild</b></li> </ul>	
<b>DECEMBER</b> Ad Close: 11/11 Material Due: 11/16	Best of the Year  Tips for Successful Tile Sales and Installation	Best of the Year		<b>AD BONUS:</b> <ul style="list-style-type: none"> <li>• Full-page advertisers receive a FREE case study</li> </ul> <b>DIGITAL SUPPLEMENT:</b> <ul style="list-style-type: none"> <li>• <i>The Flooring Contractor</i> – Winter Issue</li> </ul>

**MONTHLY EDITORIAL FEATURES INCLUDE:**

**TALKFLOOR WITH DAVE FOSTER**

Flooring industry icon Dave Foster, who has been interviewing executives, retailers and economists for nearly 40 years, uses his experience to analyze market challenges and opportunities.

**CONTRACTOR'S CORNER**

Leading contractors from the Fuse and Starnet flooring buying groups share insights and best practices for successful commercial projects.

**RETAIL INSIGHT**

As the modern-day retail landscape changes, specialty flooring retailers are faced with a new set of challenges. Top flooring retailers share their secrets to success.

**INSTALLATION INSIGHT**

Learn the details specialty flooring retailers and A&D specifiers need to know about installation to sell or flooring projects correctly every time.

FLOORTRENDSMAG.COM

FloorTrendsMag.com is the flooring professional's go-to resource for the latest industry news, feature stories, archived articles, expert knowledge, educational information and so much more!

AVG. MONTHLY UNIQUE USERS\*:

21,344

AVG. MONTHLY PAGEVIEWS\*:

45,132



ONLINE DISPLAY ADS

Size (pixels)	Desktop	Tablet	Mobile
Super Leaderboard	970 x 90	728 x 90	320 x 50
Half Page	300 x 600	300 x 600	300 x 250
Medium Rectangle	300 x 250	300 x 250	300 x 250

Pushdown and Billboard upgrades also available.

TALKFLOOR eNEWSLETTER

As a trusted resource for professionals, eNewsletters are an ideal place to promote products and services to drive traffic to your site, generate sales leads and build awareness for your brand.



CO-SPONSORED BY: FCI FLOOR COVERING Installer floor trends TILE

**TalkFloor** is the premier daily eNewsletter for the flooring industry, providing the information needed to thrive in today's fast-paced environment. Delivered each weekday morning to flooring professionals and members of the A&D community, *TalkFloor* features the most current industry news and information that directly impacts businesses.

Each issue also includes audio and video interviews from Dave Foster of FloorRadio. Position yourself as an industry leader and be a partner in the knowledge sharing by advertising with *TalkFloor* today!

1. LEADERBOARD (728 x 90 pixels)
2. MEDIUM RECTANGLE (300 x 250 pixels)
3. TEXT ADS (230 x 141 pixels; 50 words or less)
4. VIDEO (350 x 196 pixels)



AVERAGE DELIVERED\*:

14,284

AVERAGE OPEN RATE \*\*:

16.78%

\*\* Media Owner's Data, Spring 2019  
\* June 2019 BPA Statement

**TALKFLOOR VIDEOS**



**TALK FLOOR TV**

With TalkFloor videos, we not only produce high quality, professional videos but we create a customized marketing strategy to get your video message in front of thousands of qualified buyers. Videos are promoted in eNewsletters, Social Media, Brand Websites, and Digital Editions. Video opportunities include: Case Study, Product Demo/How-To, Booth/Event Coverage, Pre-Roll Editorial Sponsorship and more.

**DIGITAL EDITION SPONSORSHIP**

*Floor Trends'* digital edition combines the look of a print edition, with the added benefit of interactive options. Sponsor a digital edition and increase readers' engagement with your ad! Sponsor one or all twelve digital editions in 2020.



Product offerings include:

- Issue sponsorship
- Margin ad
- Video
- Insert

**CUSTOM eNEWS**

Custom eNewsletters help you market your own proprietary or industry-related editorial or educational-based content. Or send readers an eNewsletter containing a brief description of your eBook, white paper, or digital supplement, providing direct access to your content. All Custom eNewsletters are cobranded with *Floor Covering Installer* to increase deliverability, views, and clicks.



**FOR MORE INFORMATION, PLEASE VISIT:  
CE.BNPMEDIA.COM**

**CONTINUING EDUCATION CENTER**  
ARCHITECTURE + CONSTRUCTION

*Floor Trends* provides continuing education to professionals across multiple industries through our print publications, websites, live events and webinars. Increase brand awareness and generate high-quality leads through CE sponsorships.

<b>70,300+</b>	ACTIVE USERS
<b>175,000+</b>	TESTS TAKEN ANNUALLY
<b>49,100+</b>	AVERAGE MONTHLY VISITS
<b>343,300+</b>	AVERAGE MONTHLY PAGE VIEWS

SOURCE: Media Owner's Data, Spring 2019



**WEBINARS**

Webinars are a great way to showcase your knowledge and expertise on industry related topics - giving attendees the information they need all while you collect 250 leads\*. Webinar types include:

- **Editorial:** Content created and moderated by Floor Trends' editorial team
- **Sponsored:** Content provided and presented by you, the sponsor
- **CEU:** Editorial or sponsored content with CE credits available
- **Sponsored CEU:** Content provided and presented by the sponsor, with CE credits available

**eBLAST OPTIONS**

Boost your sales with the assistance of the lead retrieval available with the following offerings! Both exclusive and multi-sponsorships are available. Contact your sales rep to discover even more benefits these eBlasts can provide you and what the sponsorships include.



**MUST SEE**

Showcase your company's product and/or services with a Must See eBlast targeting industry professionals. These eBlasts must include some of *Floor Trends'* content.



**SNEAK PEEK**

Sponsor an upcoming Floor Trends editorial publication with a Sneak Peek eBlast, showcasing your ads to help maximum visibility with our audience. Sneak Peeks include a link to the upcoming article on the brand's website, and the content is all coming from *Floor Trends*.



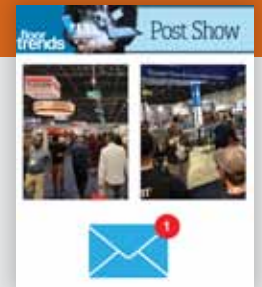
**FOCUS ON**

Position your company as a thought leader and showcases articles on one specific industry topic with a Focus On eBlast. Focus On eBlasts allow you to place yourself among our trusted editorial content.



**POST SHOW**

Catch the attention of those unable to attend a show with a Post Show eBlast. This eBlast features highlights from a show that has already taken place for additional brand awareness.



\*Media Owner's Data - Webinar Registrants, Spring 2019



## INTERACTIVE DIGITAL DEPLOYMENTS



Unlike traditional press releases, Interactive Digital Deployments fuse the creative and storytelling aspects of advertising in an engaging, interactive experience that is promoted to a targeted email list of industry professionals. They include: Interactive Product Spotlights (IPS), Editorial Infographics, and Conversion Infographics.

CHOOSE FROM THE FOLLOWING INTERACTIVE DIGITAL DEPLOYMENTS:

- Interactive Product Spotlight
- Conversion Infographic
- Editorial Infographic

**Contact your Sales Representative to start your Interactive Digital Deployment campaign.**

## CONTENT AS A SERVICE (CaaS)

*Floor Trends* can help you create fresh, industry-relevant assets such as articles, white papers, case studies and more for all of your marketing needs (print & digital). This valuable content can be generated with your timeline in mind, equipping your company with the editorial and publishing resources needed so you can continue to do what you do best.

## ADVANCED MARKETING SOLUTIONS

Looking to take your marketing efforts to the next level? Leverage our advanced capabilities to directly impact the bottom line by aligning your marketing needs with your sales strategies.

Opportunities include:

- Generating Sales-Qualified Leads
- Growing your marketing reach
- Feeding leads directly into your CRM
- And MORE!



## CLEAR SEAS RESEARCH

**Making the Complex Clear** Your industry-focused market research partner – providing clear insights to complex business questions focused on:

- Brand positioning • Marketing effectiveness • New product development • Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups or bulletin boards); we present results that are easily understood, insightful and actionable.

**GET STARTED NOW. Contact Clear Seas Research at 248-786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com). [www.clearseasresearch.com](http://www.clearseasresearch.com)**



## myCLEARopinion

myCLEARopinion specializes in high-quality B-to-B industry samples, providing access to a unique and powerful audience of decision makers for your research projects. Our industry expertise includes:

- Architecture/Construction/Maintenance • HVACR & Plumbing • Flooring/Floor Maintenance • Manufacturing & Logistics • Food Product & Development • Packaging, and more!

**GET STARTED NOW. Contact myCLEARopinion at 248-633-4930 or [info@myclearopinionpanel.com](mailto:info@myclearopinionpanel.com). [www.myclearopinionpanel.com](http://www.myclearopinionpanel.com)**



### FLOOR TRENDS ONLINE BUYER'S GUIDE

The *Floor Trends* Buyer's Guide is here to help your potential customers to source floor covering installation products. By listing your company in the *Floor Trends* Online Buyer's Guide, you have quick access to a targeted audience of potential buyers in your industry.

#### BENEFITS INCLUDE:

- Top-of-the-line Search Engine Optimization (SEO)
- Online ad opportunities to drive traffic to your website
- Request for Proposal (RFP) program to connect you to buyers
- Listing can include product photos, videos, spec sheets & more!

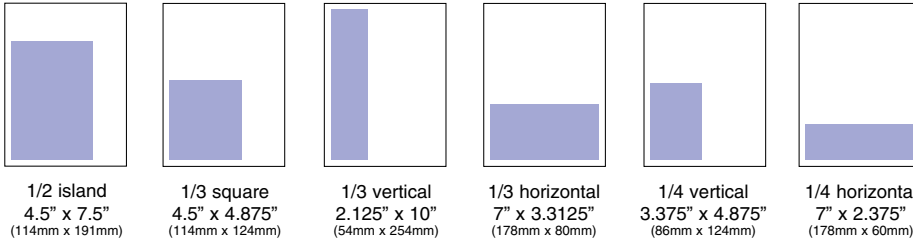
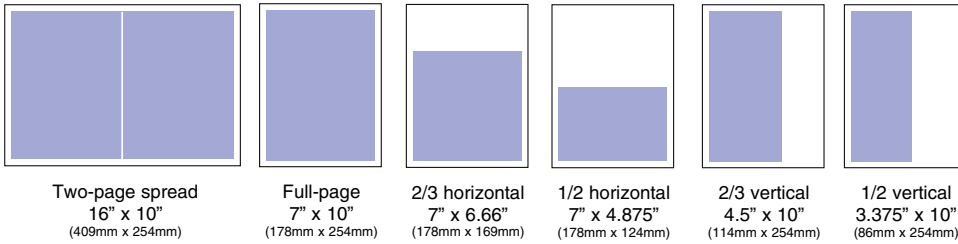
**For more info, visit the online directory at [www.floortrendsmag.com/buyingguide](http://www.floortrendsmag.com/buyingguide) or contact Renee Schuett at [schuett@bnpmedia.com](mailto:schuett@bnpmedia.com)**



### THE WOOD FLOORING GUIDE 2020

Don't miss out on this great opportunity to be included in this very specialized annual Wood Flooring Guide from *Floor Trends* in both print and digital. Our online platform is user friendly and device responsive.

**For more info, visit the online directory at [www.floortrendsmag.com/woodflooring](http://www.floortrendsmag.com/woodflooring) or contact Renee Schuett at [schuett@bnpmedia.com](mailto:schuett@bnpmedia.com)**



**CLASSIFIED RATES**

Your classified ad will be posted on [www.floortrendsmag.com](http://www.floortrendsmag.com) for 30 days. A maximum of 300 characters and one graphic for \$345/net.

**EDITORIAL REPRINTS**

If you would like a FREE, no obligation quote, please contact Jill DeVries 248-244-1726 [DevriesJ@bnpmedia.com](mailto:DevriesJ@bnpmedia.com)

**FORMATS AND PROGRAMS**

Ads should be submitted electronically, a hi-res pdf is the preferred format. Other acceptable formats include Adobe InDesign, Adobe Illustrator .EPS, Adobe Photoshop or .TIFF for Mac. All support files should be included (.EPS, .TIFF, etc.) along with font data if submitted in InDesign. All fonts should be converted to paths if submitting an .EPS. Fonts and images need to be embedded if submitting a high-res PDF. All disks and files must be readable by a Mac computer. Images must be saved as a .TIFF, .EPS or Hi-Res .JPEG. Images must be 300 dpi or greater, and in CMYK, Grayscale, or Bitmap. Images cannot be used if a LZW compression is applied. We cannot be held responsible for color variations if a color proof is not submitted.

Contact Jenny Allen with any questions. 248-833-7347

**4/COLOR RATES (GROSS)**

Size	1x	3x	6x	9x	12x	18x
Page	\$6,760	\$6,500	\$6,150	\$5,820	\$5,250	\$4,780
2/3 page	\$6,170	\$5,760	\$5,410	\$4,380	\$4,910	\$4,470
1/2 page	\$5,345	\$5,005	\$4,800	\$4,715	\$4,335	\$3,930
1/3 page	\$4,250	\$4,060	\$3,920	\$3,790	\$3,510	\$3,200
1/4 page	\$3,730	\$3,510	\$3,380	\$3,250	\$3,010	\$2,710

**DISPLAY SPECIFICATIONS**

Page Trim Size	8" x 10.75" (203.2mm x 273.05mm)
Live Matter	7" x 10" (177.8mm x 254mm)
Page Bleed	8.25" x 11" (209.55mm x 279.4mm)
Spread Trim Size	16" x 10.75" (406.4mm x 273.05mm)
Spread Live Matter	15.5" x 10.25" (393.7mm x 260.35mm)
Spread Gutter Bleed	6.25" x 11" (412.75mm x 279.4mm)
Spread Full Bleed	16.5" x 11" (419.1mm x 279.4mm)

Ad Size	VERTICAL		HORIZONTAL	
	Width	Depth	Width	Depth
1 page	7"	10"	-	-
2/3 page	4 1/2"	10"	7"	6 2/3"
1/2 page	3 3/8"	10"	7"	4 7/8"
1/2 island	4 1/2"	7 1/2"	-	-
1/3 page	2 1/8"	10"	7"	3 5/16"
1/3 square	4 1/2"	4 7/8"	-	-
1/4 page	3 3/8"	4 7/8"	7"	2 3/8"

**ACCEPTABLE DISK MEDIA**

All ads should be submitted on CD, DVD or FTP site. <http://upload.bnpmedia.com/>

All rates subject to change.



BNP Media helps people succeed  
in business with superior information.

# floor trends

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