

2014 MEDIA KIT

PRINT - ONLINE - DIGITAL

The #1 Brand for Reaching Sheet Metal, Heating, Cooling and Ventilation Contractors.



snips


www.snipsmag.com



LEADING THE WAY

in the Sheet Metal and HVAC Industry for More Than 80 Years!

SNIPS positions your products and services in front of the top companies and decision-makers who drive innovation in the sheet metal and HVAC industry. Through a comprehensive platform of print, online and digital communication, SNIPS can help you develop and execute a marketing strategy that connects with exactly the right people.

IN PRINT

SNIPS delivers in-depth, insightful journalism that covers the sheet metal, heating, air conditioning, ventilation, indoor air quality, architectural sheet metal and metal roofing industries. In each and every issue, SNIPS provides contractors with the information they need to run their businesses more effectively.

ONLINE

The SNIPS website has been completely redesigned for a faster, easier online experience. Containing all the latest industry news, feature stories, archived articles, new products, Buyers Guide and Wholesalers & Manufacturer's Rep directory, Snipsmag.com is a great place to target the customers you want to reach the most.

DIGITAL

Engage with SNIPS readers through targeted digital media solutions, including eNewsletters, videos, webinars and our digital edition. Increase your brand awareness and drive traffic to your website with these cost-effective marketing options.



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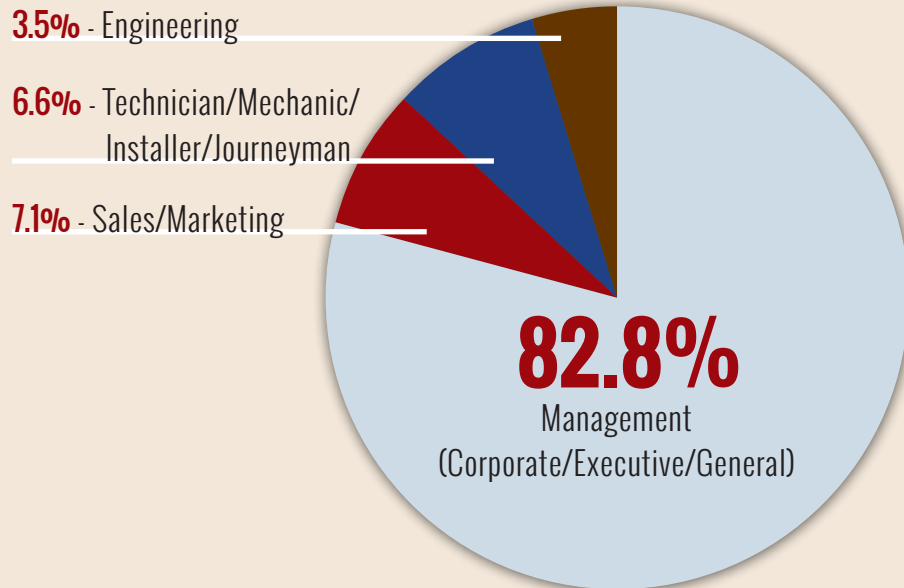
AUDIENCE

SNIPS can put your brand in front of an important and influential audience of sheet metal and HVAC contractors and wholesalers. Our subscription base is 85.5%* direct request so you'll be reaching an active and engaged audience who turn to SNIPS for the information they need the most.

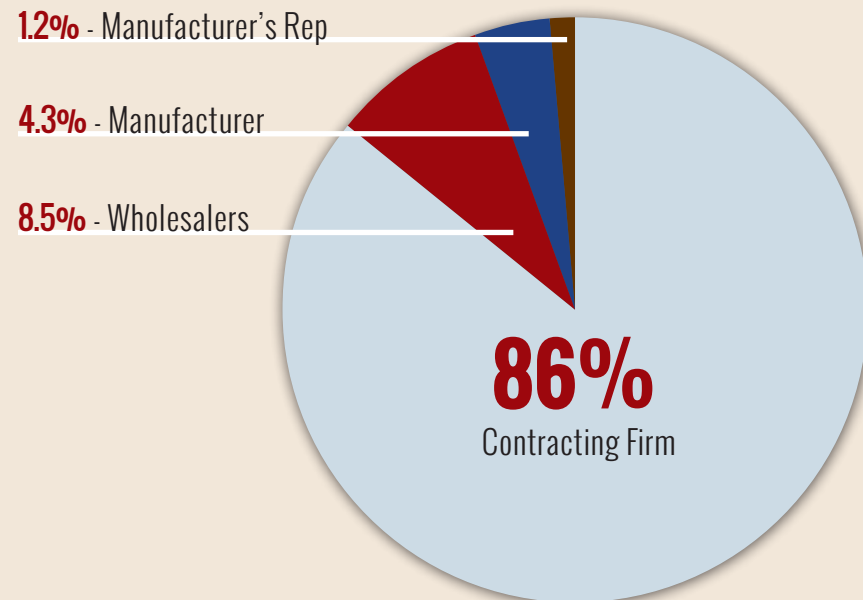
TOTAL CIRCULATION 20,000*

Connect to the entire sheet metal and HVAC industry – SNIPS is the premier monthly publication reaching this powerful and influential group.

JOB FUNCTION*



BUSINESS & INDUSTRY*



*Source: December 2013 BPA Brand Report

READERSHIP STUDY RESULTS

SNIPS is the #1 Media Brand in the Sheet Metal Industry

In a blind readership study over the SNIPS audience, readers choose SNIPS as the best media brand for producing results.

96% OF READERS TAKE ACTION AS A RESULT OF SEEING AN ADVERTISEMENT IN SNIPS.



Trade Magazines are Preferred for Obtaining Industry Info

89% have used print trade magazines within the last 6 months.

71% prefer print trade magazines for obtaining industry information.

Advertisements in SNIPS Produce Results

81% consider ads in SNIPS useful to the industry.

64% visited an advertiser's website after viewing an ad.

69% rely on ads in SNIPS to inform them of new products/services available.

67% stated that advertisements are useful in informing them of new products

The SNIPS Audience Goes Digital

55% of mobile/smartphone users are likely to download a free sheet metal and HVAC app.

30% used mobile tags/QR codes within the last six months.

Videos Produce Results with SNIPS

71% viewed online videos in the last 6 months

78% viewed product demonstration videos

69% viewed instructional videos

Most Useful Editorial Topics

Duct Fabrication/Installation - **62%**

Indoor Air Quality - **61%**

Duct Sealing - **55%**

Sheet Metal Machinery - **50%**

Green Building - **44%**

BIM - **34%**

Duct Cleaning - **34%**

EDITORIAL

For more than 80 years, SNIPS' informative editorial has been the trusted source for the sheet metal industry, providing contractors with the information, insight and analysis to run their businesses effectively and make sound product decisions.

THE EDITORIAL TEAM



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Delivering Informative Editorial

SNIPS delivers in-depth, insightful journalism that covers the sheet metal, heating, air conditioning, ventilation, indoor air quality, architectural sheet metal and metal roofing industries. SNIPS has been regarded as the sheet metal industry's most trusted and definitive information resource. Our readers are loyal and continually engage with SNIPS each and every month.

Inside Every Issue of SNIPS

Each month, SNIPS contains details about the latest local, state and national happenings in the sheet metal and HVAC industry, including:

- News about suppliers, contractors & wholesalers
- Association meetings
- Personnel moves
- Indoor air quality issues
- New products & projects
- Tips on working smarter

GIVING ODDS
FABTECH TACKLES STATE OF MANUFACTURING IN A POST-ELECTION AMERICA

LAS VEGAS — Manufacturing executives were depressed over Mitt Romney's loss in the presidential election a week earlier, it didn't show at Fabtech. Close to 26,000 people came here Nov. 12-14 for the annual metal forming and fabrication show. It was Fabtech's first time back in Las Vegas since 2008. The trade show floor was busy, and if people still had politics on their minds, they didn't let that stop them from buying.

"If you can take the pulse of the economy by what's happening in manufacturing, then you have to be optimistic that we are headed for economic growth," said Mark Hoyer, a Fabtech co-sponsor. "A concern there I heard both on the show floor and at the seminars was that, while challenges and uncertainties remain, most manufacturers believe that their businesses are headed for a bright future."

Protects air ducts & thermal insulation exposed to the weather!

Bright White, 89% Solar Reflectance Value, Made in the USA.

rcdmastics.com

SPIRAL-HELIX
The Original
www.spiral-helix.com

The original machines for production of spiral ducts and fittings since 1956

Stitchwelder, Roll Rubber, Spiral Tubeformer, Conductor Spool, Outdoor

FABTECH

i-Fold 516(N)
Full Wrap Coil Line
New work center

Advances Cutting Systems
The i-Fold can: Produce Flat Blanks

STRATEGIC MARKETING SOLUTIONS

Position your company as an industry leader and generate high-quality sales leads by reaching customers across multiple platforms.



PRINT

20,000 BPA-audited monthly subscribers*



WEBSITE

Redesigned with highly visible and dynamic ads



eNEWSLETTER

Delivered monthly to 13,000+ subscribers*



CONVENTION DAILIES

Official publisher of SMACNA & HARDI Dailies



WEBINARS

Educational webinars delivering high-quality sales leads



DIGITAL EDITION

An exact replica of the print issue with interactivity



CUSTOM MEDIA

Helping marketers with content marketing campaigns



BUYERS GUIDE

An exclusive print, online and digital directory



PODCASTS

Short audio presentations available on demand online



SOCIAL MEDIA

Engage and share your views with the SNIPS audience

*Source: December 2013 BPA Brand Report

2014 EDITORIAL CALENDAR

Month/Issue	Editorial	Related Products	Bonus Distribution
JANUARY AHR Expo Show Issue Ad Closing: Dec. 2 Materials Due: Dec. 4	<ul style="list-style-type: none"> • Previewing the new products to be shown at the 2014 AHR Expo • Issues to be discussed at the show • The latest industry news 	Sheet metal and HVAC equipment, plasma cutters, coil lines, welding equipment, Pittsburgh machines, air handling and ventilation products, humidification and dehumidification units, insulation, hand and power tools, air conditioners, controls, fabric duct, duct board and zoning technology.	AHR Expo: Jan. 21-23, New York, NY
FEBRUARY Residential HVAC Service and Metal Roofing Ad Closing: Jan. 2 Materials Due: Jan. 6	<ul style="list-style-type: none"> • Tips on solving home HVAC problems • Preview of the International Roofing Expo in Las Vegas • The latest developments in metal roofing 	HVAC systems, accessories, controls, sensors, thermostats, humidification-dehumidification equipment, meters, instruments and tools, metal roofing, copper, roofing accessories, chimney liners and caps, curbs, ladders and lifts.	International Roofing Expo: Feb. 26-28, Las Vegas, NV
MARCH Indoor Air Quality, Duct Cleaning and Energy Efficiency Ad Closing: Feb. 3 Materials Due: Feb. 5	<ul style="list-style-type: none"> • Trends in duct cleaning • Issues affecting IAQ • Previews of NADCA, ACCA and MCAA conventions 	Air curtains, air filters, purifiers, air cleaners, fans, dampers, coil cleaners, duct cleaning equipment, inspection devices and ozone generators, coils, air-handling units, diffusers, grilles, registers, blowers, makeup-air units, leak detectors, thermostats, gaskets, UV filtration and zoning equipment.	NADCA: Mar. 3-6, San Antonio, TX MCAA: Mar. 9-13, Scottsdale, AZ ACCA: Mar. 17-20, Nashville, TN SMACNA Chicago: March 25, Oak Brook Terrace, IL
APRIL Sheet Metal Machinery Ad Closing: Mar. 3 Materials Due: Mar. 5	<ul style="list-style-type: none"> • The newest equipment for the HVAC and sheet metal industries • Applications and designs • Report on machines shown at the 2014 AHR Expo in New York 	Fabricating equipment, plasma cutters, benders, coil lines, press brakes, welding equipment, bead-ers, notchers, presses, tools (hand and power), roll formers, Pittsburgh machines, seam formers and software.	
MAY Duct Design & Estimating Ad Closing: Apr. 1 Materials Due: Apr. 4	<ul style="list-style-type: none"> • A focus on creating the HVAC system's ductwork • The importance of using BIM in duct design • Duct estimating tips 	Software, computers, machinery, CAD systems, price-estimating systems, building information modeling.	
JUNE Duct Fabrication Ad Closing: May 1 Materials Due: May 5	<ul style="list-style-type: none"> • The latest in metal and non-metal duct products • Suggestions on making better ductwork • Project profiles 	Duct fabrication equipment, duct—rectangular, round, spiral, oval, flex, duct board, insulation, hangers, connectors, elbows, flanges, fittings, fabric duct, corner machines, seam closers, clinchers, notchers.	

CORPORATE SPOTLIGHT

MUST SEE INTEGRATED PRODUCTS
 Complete Sales Leads Provided



2014 EDITORIAL CALENDAR

Month/Issue	Editorial	Related Products	Bonus Distribution
JULY Sustainable/Green Products & HVAC Marketing Ad Closing: Jun. 2 Materials Due: Jun. 4	<ul style="list-style-type: none"> • A listing of environmentally friendly products, manufacturers and associations • Profiles of U.S. Green Building Council LEED-certified projects • Tips on marketing heating and cooling products 	Cool metal roofing panels, anti-microbial coatings, sealants, air curtains, filters, purifiers, air cleaners, coil cleaners, fans, dampers.	Florida Roofing and Sheet Metal Expo: July 9-12, Orlando, FL
AUGUST Buyers Guide Ad Closing: July 1 Materials Due: July 3	<ul style="list-style-type: none"> • Annual listing of industry suppliers • Cross-referenced with sheet metal and HVAC products • Buyers Guide available online and in digital format 	Sheet metal components, furnaces, air conditioners, heat pumps, burners, PTACs, heat exchangers, insulation, registers, grilles, diffusers, access doors, ductwork, duct board, piping, fasteners and fittings.	
SEPTEMBER Air Distribution, Ventilation and Duct Installation Ad Closing: Aug. 1 Materials Due: Aug. 5	<ul style="list-style-type: none"> • Products that move air • Tips on proper duct placement • Projects with critical airflow needs 	Air curtains, air filters, purifiers, air cleaners, fans, dampers, coil cleaners, duct cleaning equipment, inspection devices and ozone generators, coils, air-handling units, diffusers, grilles, registers, blowers, makeup-air units, zoning equipment, duct fabrication equipment, ductrectangular, round, spiral, oval, flex, duct board, insulation, hangers, connectors, elbows, flanges, fittings, fabric duct, corner machines, seam closers, clinchers, notchers.	
OCTOBER SMACNA Convention, Commercial & Institutional Work, Training Ad Closing: Sept. 2 Materials Due: Sept. 4	<ul style="list-style-type: none"> • Trends in commercial and institutional projects • A preview of the SMACNA convention and Metalcon trade show • A snapshot of industry training 	Sheet metal and HVAC equipment, plasma cutters, coil lines, welding equipment, Pittsburgh machines, air handling and ventilation products, humidification and dehumidification units, insulation, hand and power tools, air conditioners, controls, fabric duct, duct board and zoning technology.	Metalcon: Oct. 1-3, Denver, CO SMACNA: Oct. 12-15, San Antonio, TX Greenbuild: Oct. 22-24, New Orleans, LA
NOVEMBER Architectural Sheet Metal Ad Closing: Oct. 1 Materials Due: Oct. 3	<ul style="list-style-type: none"> • Profiles of architectural sheet metal projects and companies • A preview of Atlanta's Fabtech • Getting into specialized metalwork 	Copper, sheet and rolled steel, metal shingles, fasteners, ladders and lifts, safety equipment, roof curbs, hand and power tools and sheet metal fabricating equipment.	Fabtech: Nov. 4-6, Atlanta, GA
DECEMBER 2015 Industry Forecast Ad Closing: Nov. 3 Materials Due: Nov. 4	<ul style="list-style-type: none"> • Where sheet metal will be in 2015 • A preview of HARDI's annual wholesalers convention • Economic trends affecting the industry 	HVAC systems and accessories, controls, sensors, thermostats, humidification/dehumidification equipment, meters, instruments and tools.	HARDI: Dec. 6-9, San Antonio, TX

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MARKETING OPPORTUNITIES



NEW! MUST SEE INTEGRATED PRODUCTS MARCH, JULY, SEPT, NOV

SNIPS' Must See Integrated Products offers you a truly integrated opportunity for your advertising message. Available four times a year, you can promote your new products and literature in print, online and in an email blast we send to our print and e-news subscribers.

- **PRINT:** 1/6 page, 4-color print ad in SNIPS magazine that includes photo, 50 words of text plus your company information
- **ONLINE:** Ads are posted to a special page online at snipsmag.com
- **EMAIL:** Message is then converted into an email blast and deployed to all SNIPS print and e-news subscribers

LEAD PROGRAM: After the eblast is sent out you will receive all the lead information: name, job, title, company, email address, phone number (if supplied) and street address of who clicked on your ad.

3 Great Ways to Get Your New Products Seen by Sheet Metal and HVAC Contractors & Wholesalers!

CORPORATE SPOTLIGHT



FREE! FEBRUARY AD BONUS

Free 1/3 page Corporate Spotlight for all half page or larger advertisers. Includes one 4-color image, logo, contact information and 250 words of copy.



SPECIAL ISSUES



INDUSTRY CALENDAR DECEMBER ISSUE

If you're looking for a place to showcase your products – look no further. With SNIPS' Industry Calendar, your products/services will be in front of potential buyers every day for an entire month. Polybagged with the December issue of SNIPS, this calendar will be distributed to our entire circulation.

With only 12 spaces available, space is limited in this once-a-year opportunity.



SMACNA CONVENTION DAILIES

The official publication of the 2014 SMACNA convention. The SMACNA Convention Dailies give convention attendees up-to-date news on convention happenings, plus insightful articles of interest to the industry. Published in two editions, the SMACNA Convention Dailies will be delivered to attendees' hotel rooms in the evening, allowing them to leisurely read it. Reinforce your sales message and develop new leads by advertising in the Convention Dailies.

- Published in two editions
- Delivered to attendees' hotel rooms
- One low ad rate covers an ad in both editions

SMACNA CONVENTION SHOW DIRECTORY

- Easy-to-read pocket-sized guide
- Features exhibitor list and floor plan
- Ad opportunities available



HARDI CONFERENCE DAILIES

Advertise in the 2014 Conference Dailies, the official publication of the annual HARDI conference, to reach a serious buying audience of HARDI wholesalers. The HARDI Conference Dailies give attending wholesalers up-to-date news on the conference happenings and articles of interest to the industry. Plus, each edition is distributed to attendees' hotel rooms.

- Published in three editions
- One low ad rate covers an ad in all editions
- Delivered to attendees' hotel rooms and distributed from the registration area

HARDI CONFERENCE POCKET GUIDE

- Easy-to-read pocket-sized guide
- Features exhibitor list and floor plan
- Ad opportunities available



WHOLESALER & MANUFACTURER'S REP DIRECTORY - JANUARY

When sheet metal and HVAC contractors need to find wholesalers and manufacturers' rep, they turn to the SNIPS Wholesaler & Manufacturer's Rep Directory. Published in January 2014 and available online in a searchable format,

the SNIPS Rep Directory is the #1 place to search and find sheet metal and HVAC wholesalers. Purchase a listing and it will appear in print and online and includes company name, address, website, and up to 15 lines of text. Listing enhancements are available – add a logo, mobile tag or social media icons to make your company stand out. **Listings start as low as \$50 with print and online enhancements available.** Check out the NEW Interactive Buyers Guide online at www.findahvacwholesalerorrep.com



BUYERS GUIDE AUGUST ISSUE

The SNIPS Buyers Guide is the one place your customers can find you – in print, online and digital formats! Stand out in this key reference guide for the sheet metal and HVAC industry. You can purchase a premium listing, deluxe listing, leaderboard ad, video or logo to help your company stand out. **Get year-round exposure for your company - enhance your free listing today.** Visit our online guide at www.snipsmag.com/buyersguide

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SNIPSMAG.COM

The SNIPS website is the sheet metal industry's resource for the latest industry news, feature stories, archives articles, expert knowledge, educational information and so much more!

SNIPSMAG.COM
IS BPA-AUDITED

10,790
Average Monthly
Page Impressions



2,720
Average Monthly
Unique Browsers

(Source: December 2013 BPA Brand Report)

READERS PREFER SNIPSMAG.COM!

Which one website is most useful to you
in your sheet metal and HVAC work?

42% - SnipsMag.com

17% - HVACinsider.com

13% - ContractingBusiness.com

9% - TheSheetMetalShop.com

(Source: 2013 Reader Preference/Profile Study)

Leaderboard (728 x 90)

Rotation of up to 10 ads, located above the fold (ROS)

Medium Rectangle (300 x 250)

Rotation of up to 15 ads, minimal ad competition (ROS)

Rectangle (180 x 150)

2 adjacent spots, rotation available

Wide Skyscraper (160 x 600)

Run of site, except home page, rotation up to 15 ads

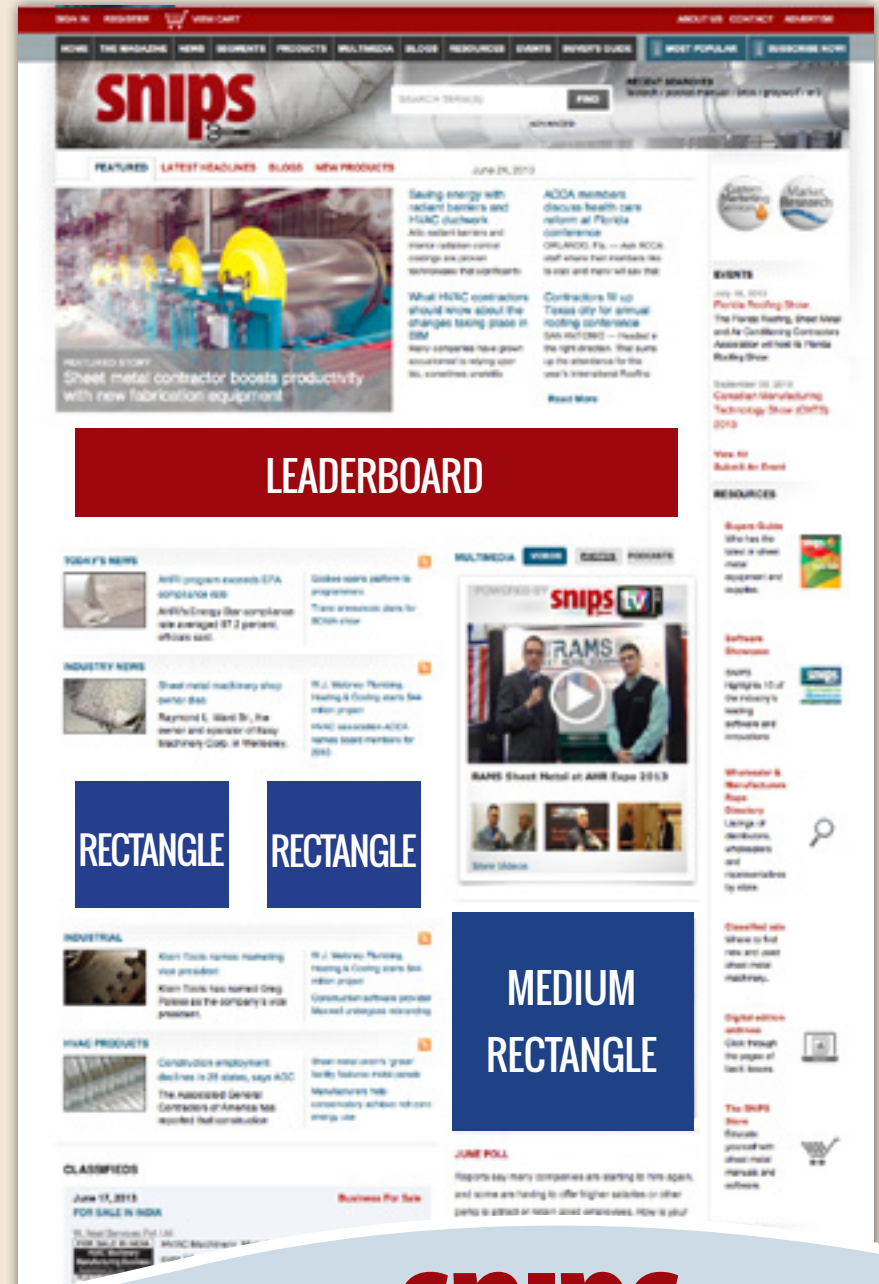
Topic Sponsorship

Ad package for targeted editorial, includes wide skyscraper and medium rectangle ads

Article Sponsorship

Sponsor an article and your rectangle ad appears with the article for life

Additional website advertising opportunities are available. Please contact Sally Fraser for more information.



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eMEDIA



DIGITAL EDITION

Combine the look of a print edition with the interactivity of the web! Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable web links, ad view tracking and of course access to view on a laptop or PC.

Digital editions are deployed via email and posted to the SNIPS website for one year – opening your ad up to a wider audience of potential buyers. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation, video or audio to your ad.

DIGITAL AD ENHANCEMENTS INCLUDE:

- Article Text View
- Index Tab
- Audio
- Blow-in Card
- Tool Bar Button
- Video
- Belly Band
- Margin Ads
- Gatefold/Barn Door



PODCASTS

Podcasts provide educational and promotional information to industry professionals through audio interviews and presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast. For more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/podcasts>.



eNEWSLETTER

The SNIPS eNewsletter provides complete market coverage directly from key industry professionals and gives our subscribers unique industry analysis and hard-to-get industry trend information. Emailed every month to more than 13,000* e-subscribers, the SNIPS eNewsletter can generate sales leads, promote new products or drive traffic to your website. Place your leaderboard, medium rectangle or skyscraper in our eNewsletter for maximum exposure.

CUSTOM eNEWSLETTERS

Become a news leader for the industry by developing your own eNewsletter. Stay in touch with your past, present and future customers, educate the sheet metal industry with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems. Contact Sally Fraser today for a quote.



VIDEOS

Use the high engagement factor of video to attract customers like never before. Promote your brand, drive buyers to your website, demo products and experience a lift in sales through online video advertising. With a simple click, your video message can stream to the entire sheet metal and HVAC industry. Contact Sally Fraser for more information.

*Source: December 2013 BPA Brand Report

eMEDIA



ONLINE BUYERS GUIDE

The SNIPS Online Buyers Guide has an expanded, user-friendly format where customers can quickly and easily search and find the information they are looking for. More sophisticated search capabilities, along with enhanced advertising and listing options, the SNIPS Online Buyers Guide gives unique exposure for your company. Receive preferred placement when you purchase the Premium Package. You'll appear at the top of the search results.

VIRTUAL EVENTS

Virtual events are more than just an event. It is a centralized location for sharing content among people. Execution of this "content sharing" comes in many forms:

- Internal sales training
- Annual summits
- Product highlights or launches
- Career recruitment
- Supplier/partner showcase
- Lead nurturing events

93% of event planners who organized a virtual event say it met or exceeded their objectives. (Source: Hybrid Meeting & Events, MPI and Mediasite, 2012)



SOCIAL MEDIA

Collaborate together with SNIPS to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! SNIPS offers a number of opportunities for audience engagement through Facebook, Twitter, LinkedIn, YouTube and QR codes. Partner with SNIPS to build a social presence for your brand! Not yet involved in social media? Let us build, design, and organize the accounts for you with social startup plans! Contact your sales representative for more information.



WEBINARS

Through a turnkey solution, our educational webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

WEBINAR BENEFITS

- Establish your brand as a thought-leader
- Receive qualified registration leads with demographics
- Engage a captive audience with Q&A sessions, polling and survey reporting
- Event promotions across our multiple platforms – print, online, newsletter, emails and social media

Lots of people can produce a webinar. But only SNIPS offers the expertise, audience, and tools to help your webinar succeed.

Our industry-leading webinars draw big numbers!

- 200 attendees
- 400 registrants

(Source: 2013 BNP Media Corporate Webinar Averages)

"The execution and professionalism was outstanding with the Webinar. We were very pleased with the results. Great communication and attention to detail made everything very easy."

- Joseph Heinzelmann, Market Development Manager, Neogen Corporation

For webinar tips, samples and more information, contact your sales rep or visit: <http://portfolio.bnpsmedia.com/webinars>.

MARKETING SERVICES

SALES LEADS

NEW! Final Cut email blast sent to subscribers every month

We understand that sales leads are very important. That's why we're creating a new lead-generating email blast, "Final Cut," that will be sent to our subscribers every month. This email will contain logos and descriptions of each company that advertises in SNIPS for the month. Subscribers will be able to click on the names and logos to contact advertisers, and the advertisers will receive the leads. This blast is free for our display advertisers!

LIST RENTAL

Reach SNIPS subscribers by mail, email or phone

BNP Media's postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists, please contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or 402.836.6265.

EDITORIAL REPRINTS

Use articles from SNIPS to complement your sales, promotion or educational programs.

Use them as trade show handouts, direct mail to customers and sales training aids. Reprints are available in four-color or black-and-white in quantities of 500 or more. Contact Renee Schuett at 248.786.1661 or schuett@bnpmedia.com for more information.

CLASSIFIED ADVERTISING

Promote where contractors & wholesalers look to buy

Available in print and online, classified advertising is a great way to gain exposure on a repetitive basis. There are a variety of classified sections to choose from. Contact Mike O'Connor at 610.354.9552 or oconnorm@bnpmedia.com.



orangetap

CONTENT MARKETING SERVICES

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services...we've got you covered.

To learn more about our services or to quote out a project, please contact Kim Paulson, Content Marketing Planner, paulsonk@bnpmedia.com, 248.225.9177.

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 Beth Surowiec at 248.786.1619 or surowiecb@clearseasresearch.com. www.clearseasresearch.com.

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**BNP Media Helps People Succeed in Business
with Superior Information.**

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