



For Immediate Release:

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## **TMG EXPANDS MANAGEMENT TEAM WITH NEW HIRES**

**THE TOBACCO MEDIA GROUP SETS ITS SIGHTS ON GROWTH IN 2017 WITH KEY ADDITIONS TO ITS TEAM.**

January 2017- The Tobacco Media Group (TMG) is starting 2017 with a strong foot forward, announcing the recent hires of Ben Stimpson and Antoine Reid to their Management Team. Their hiring is part of a strategic initiative to grow TMG properties in the coming year, including Tobacco Business magazine and the Tobacco Plus Expo (TPE) tradeshow, which is occurring on Jan 25-26, 2017, in Las Vegas.

Effective January 1, 2017, Ben Stimpson will serve as Managing Director of TMG. Under his direction, Tobacco Business magazine will be receiving a makeover, expanding its team and giving it a renewed focus on growing its digital reach. The magazine, geared toward tobacco retailers, manufacturers, and wholesalers, aims to strengthen its hold as a top industry resource, providing readers multiple ways to access news, insights, trends, interviews, and analyses. Additionally, Stimpson will oversee the transformation of the TPE show, which has expanded and been revamped to become a one-stop tradeshow for all tobacco-related categories, and now includes a new conference series featuring industry experts.

“Kretek continues to make commitments with its media properties,” says Jason Carignan, CMO of Kretek, parent company of TMG. “With these hires, we are showing that we’re serious about growing our reputation as an industry resource. Ben and Antoine bring a wealth of knowledge and experience to the team, and will play a vital part of reinvigorating and integrating our ventures. The market is evolving- we are redoubling our focus on premium cigars, and simultaneously expanding our reach as the tobacco-related industries, like vaping, hookah, and cannabis continue to develop. We are dedicated to growing the platforms by investing in the future, and are excited to be on the forefront of innovation and information.”

Ben Stimpson comes to TMG with over 15 years of experience in the publishing and media industries, where he’s built a solid reputation helping companies grow their brand recognition and bottom line revenues with key business strategies, while also creating thriving communities among tobacco enthusiasts.

With over a decade working with various print and digital magazines, Antoine Reid will assume the position of Director of Digital Design at TMG, playing an integral role in developing the assets and social media engagement for Tobacco Business magazine’s online presence. He aims to create a comprehensive news site as an indispensable resource for retailers, manufacturers, and advertisers

alike. This new website will be continuously updated with the latest news and information from all areas of the tobacco industry, including premium tobacco, vapor, pipe tobacco, and accessories.

“I’m looking forward to this new role at TMG,” says Ben Stimpson “With the many changes the industry is facing- from legislation and litigation, to new categories and customers, I think it’s imperative to be the source of information. Together with Tobacco Business’ Editor-in-Chief, Jennifer Pellet, and Antoine Reid, we will strive to provide consistent, top-quality content in all media outlets- and we’re excited to be paving the way.”

The hiring of Ben Stimpson and Antoine Reid complements TMG’s efforts to create one-stop destinations on various platforms. Whether a tradeshow, a print magazine, a digital news site, or social media, TMG is dedicated to providing invaluable tools to the tobacco community, wherever they are able to receive and consume their content.

“For many years, TMG has successfully led the market in helping specialty tobacco manufacturers and retailers increase their sales and market share with ground-breaking publications and trade shows,” says Stimpson. “In 2017, you will see our renewed commitment to be an industry leader and partner to all sectors in the tobacco industry. My vision is simple: we will provide you- the manufacturer, the retailer, the CEO, the employee, the entrepreneur- with the tools and info you need to break new ground.”

To be on the forefront of TMG’s developing assets, we invite you to visit their newly-launched website [www.tobaccobusiness.com](http://www.tobaccobusiness.com) or join the conversation on social media: Instagram- @tobaccobisonline, Twitter- @tobaccobizmag, and Facebook- facebook.com/tobaccobusiness.



Ben Stimpson, Managing Director of TMG



Antoine Reid, Director of Digital Design, TMG

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### **About Tobacco Media Group**

Tobacco Media Group (TMG) is the publishing and event subsidiary of Kretek International. TMG owns and operates Tobacco Business magazine and the Tobacco Plus Expo (TPE). Tobacco Business magazine is a print and online publication providing industry news, information, and insights to tobacco retailers, manufacturers, and wholesalers. TPE is an annual tradeshow featuring the latest tobacco and tobacco-related merchandise exhibited by manufacturers and suppliers to buyers, retailers, and distributors. The 2017 TPE is scheduled for Jan 25 -26 at the Las Vegas Convention Center.