

2012

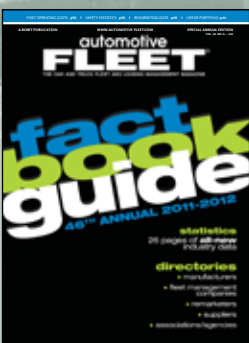
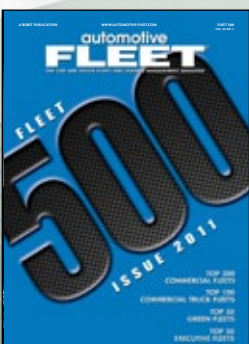
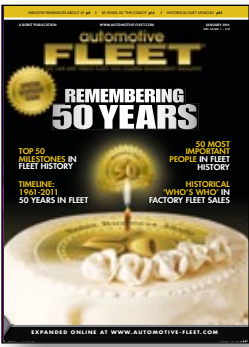


BOBIT BUSINESS MEDIA







3520 Challenger Street
Torrance, CA 90503

phone: 310-533-2400

fax: 310-533-2503



DEFINING THE TIER SEGMENTS FOR THE MARKETERS' STRATEGIC FOCUS

Title	Market Reach	Number of Vehicles**	Demographics**
	print: 20,000* e-newsletter: 15,841*** Visits: 31,141*** Page views: 64,557***	Cars 1,766,669 Trucks 3,200,727 Total 4,967,396	Serving all fleets in all segments operating 15+ vehicles. Since 1961, considered the "Bible" for this medium- to large-size fleet market.
	print: 40,000* e-newsletter: 3,227*** Visits: 5,510*** Page views: 11,334***	Cars 60,722 Trucks 381,503 Total 442,225	Covers universe of 10-50 vehicle fleets in the commercial sector. Predominantly sold, serviced, and financed by factory dealers and regional independent lessors.
	print: 16,000* Visits: 3,692*** Page views: 7,598***	Cars 728,500 Trucks 1,950,000 Total 2,678,500	Designed exclusively for all large (200+) commercial fleets. Circulation includes professional fleet managers and executive corporate management.
	print: 18,000* e-newsletter: 13,365*** Visits: 13,472*** Page views: 42,371***	Cars 1,493,304 Trucks 4,032,310 Total 5,525,614	Providing cutting edge information to government fleet decision-makers at the federal, state and local levels throughout the U.S. market.
	print: 30,000* e-newsletter: 11,508*** Visits: 12,092*** Page views: 21,508***	Cars 444,670 Trucks 1,066,166 Total 1,510,836	Serving the needs of light- and medium-duty truck, van and SUV fleet managers in commercial, delivery, service, vocational, utility, telecom, and public sector fleets.
	print: 20,500 e-newsletter: 12,051*** Visits: 3,678*** Page views: 8,318***	Cars 507,550 Trucks 1,033,247 Total 1,540,797	Serving all commercial, utility, and government fleets operating 10 or more vehicles. Circulation includes fleet managers & executives, with a focus on green issues in fleet management.

Check fleet-central.com for related Website, content, and newsletters. Auto Group of Bobit Business Media also includes *F&I* and *Showroom and Auto Rental News*. Shows and Conferences include Car Rental Show, Conference of Automotive Remarketing, F&I Conference & Expo, Government Fleet Expo, and Green Fleet Conference and Fleet Safety Conference.

*Source: June 2011 BPA Publisher's Statement

**Source: Bobit Research Department

"Trucks" include trucks, vans and SUVs

***Source: Google Analytics

BRAND MAP

DIGITAL EDITIONS

We digitize and distribute every issue, ensuring extended reach of your advertising. The digital version can be linked to your website, and you can insert additional pages in the digital version for custom distribution.



EVENTS

We produce five national events dedicated to meeting the needs of commercial, public sector, and rental fleet operators. Each year we put thousands of fleet buyers in touch with leading fleet industry vendors with our conferences including Green Fleet, GFX, CAR, The Fleet Safety Conference, and the Car Rental Show.



ONLINE

No marketing approach is complete without an online presence. Our family of fleet websites and e-newsletters gives our fleet industry partners an opportunity to get their marketing message in front of over 100,000 fleet industry decision makers.



MAGAZINE

Our 7 dedicated fleet magazines are designed to cover the entire fleet spectrum from cars to light and medium duty trucks, from commercial fleets to public sector and rental fleets, and from fleets of 5 units up to fleets of 50,000 units.



EMAIL MARKETING

We've developed a highly targeted, segmented, and engaged list of potential buyers for your products. Use our email design and deployment services to push your message out. We can develop creative, optimize your creative, or simply deploy your creative to our finely honed list.



ONLINE LEARNING

Avail yourself of our turnkey webinar services. We can handle an online training program from concept to completion, or we can do any component you need our assistance with. Talk to us about the topics our users are most interested in and how to turn that interest into genuine leads for your company.



E-NEWSLETTER

We publish a weekly e-newsletter to push out the latest news, ensuring traffic to your ad on our website and coverage of topics important to you.



FLEET-CENTRAL

The hub of all that is fleet, whether managing a large or small fleet, government or truck fleet, you'll find the audience you're targeting at one of our fleet sites, which include Government-Fleet.com, Automotive-Fleet.com, WorkTruckOnline.com, FleetFinancials.com, BusinessDriver.com, AutoRentalNews.com, and Business-Fleet.com.





Sherb Brown
Vice-President of
Bobit Business Media &
Group Publisher,
Auto Group

PUBLISHER'S LETTER

Bobit Business Media has served the fleet market for 50 years. Beginning with *Automotive Fleet* in 1961, Bobit's Auto Group has grown to **six fleet** magazines, **four** conferences and tradeshows, **eight fleet** industry Web sites, and **six** e-mail newsletters. We cover the fleet market from top to bottom — whether you are targeting commercial or government fleets; fleet managers, fleet drivers, or senior financial executives; fleets of 10 vehicles or fleets of 10,000 vehicles.

OUR PEOPLE — Our editors and publishers collectively have more than 100 years of fleet publishing experience. They have the insight, knowledge, experience, and industry contacts to identify and report market trends. They also serve on many industry association boards and are frequently called on to speak at industry events. They are devoted to producing magazines, tradeshows, and Web sites that deliver high-quality content for the entire fleet market.

OUR MAGAZINES — Our **six** automotive magazines cover the entire spectrum of the fleet market. We reach more than **250,000** fleet industry decision-makers every month with *Automotive Fleet*, *Business Fleet*, *Fleet Financials*, *Government Fleet*, *Green Fleet*, and *Work Truck*. Our magazines have won countless awards for groundbreaking editorial and graphic design.

OUR TRADE SHOWS — Our trade show department has worked for more than a decade to build the highest quality conferences and expositions for the fleet market. CAR, **The Conference of Automotive Remarketing**, is the largest annual gathering of fleet and remarketing professionals from across North America. GFX, **The Government Fleet Expo & Conference** is the largest national show designed for federal, state, and local fleet decision-makers. **The Green Fleet Conference** is designed to deliver cutting edge information to fleet decision-makers on alternative fuels and environmental responsibility. **Fleet Safety Conference** is our newest conference and trade show.

OUR WEB SITES — fleet-central.com, which includes Web sites for *Automotive Fleet*, *Business Fleet*, *Fleet Financials*, *Government Fleet*, *Work Truck*, *Auto Rental News*, and *Green Fleet* is the fleet industry's most popular portal for current events and information. Our Web-dedicated editorial staff spends hours each day searching for, developing, and posting current fleet and automotive industry news and analysis on fleet-central.com. Each month, there are over 150,000 user sessions on fleet-central.com.

OUR NEWSLETTERS — Our **six** e-newsletters are delivered via e-mail each week to more than 70,000 fleet industry decision-makers. Our newsletters provide current events and late-breaking news to the desktops of the market leaders.

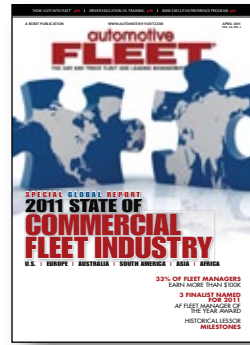
Our readers and our marketers have come to trust us to provide them with the highest quality print, electronic, and interactive media. We pride ourselves on providing the most effective integrated marketing solutions to the fleet industry's suppliers and vendors. We look forward to working with you on all your fleet marketing needs.

Sincerely,

Sherb Brown
Vice-President of Bobit Business Media
& Group Publisher, Auto Group

PUBLICATIONS

Automotive Fleet
 Business Fleet
 Fleet Financials
 Government Fleet
 Green Fleet
 Work Truck



TRADE SHOW AND CONFERENCES

Conference of Automotive Remarketing
www.carconference.com



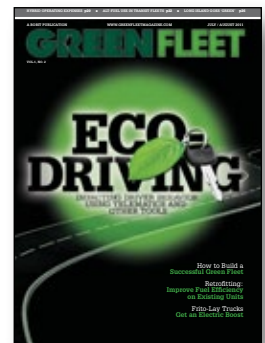
Government Fleet Expo & Conference
www.governmentfleetexpo.com



Green Fleet Conference
www.greenfleetconference.com



Fleet Safety Conference
www.fleetsafetyconference.com



WEB SITES

www.fleet-central.com
www.automotive-fleet.com
www.businessfleet.com
www.fleetfinancials.com

www.government-fleet.com
www.vehicleremarket.com
www.worktruckonline.com
www.greenfleetmagazine.com



Top 5 Industry Segments

- **Contractors and Construction** — Plumbing, heating, ventilation and air-conditioning, electrical work, residential and non-residential construction, highway and street construction, water, sewer, and utility lines.
- **Business & Personal Services** — Business services, repair services, education, engineering.
- **Wholesale Trade** — Industrial machinery and equipment, farm supplies.
- **Transportation, Communication and Utilities** — Local and long-distance trucking, local passenger transportation, electric services, telephone communication.
- **Retail Trade** — Lumber and other building materials, automotive and home supply stores, grocery stores.

Special Segment Dealer Sold & Serviced

- **The 10-50 fleet segment** is primarily the domain of the manufacturer's dealer network. Major lessors have aggressively entered this market which has created a need for promotional support.

Business Fleet
covers the universe of
U.S. fleets with 10-50 vehicles

Smaller Fleet Advantages

- Commercial buyers are more aware of value and appreciate personal relationships with manufacturers through local dealers.
- Small- and medium-size businesses are aggressively expanding.
- Highline, full-size cars, and executive luxury and near luxury vehicles are more prevalent than in larger fleets.
- Niche marketing via *Business Fleet* is a very effective way to reach this less competitive segment of the fleet market.
- 69% have executive/luxury vehicles in service.

MAGAZINE PROFILE

DISTRIBUTION: 7 times per year

Editorial Focus: To educate the target audience on more economical and efficient ways of operating small fleets, and inform the audience of the latest vehicles, products, and services available to small companies. *Business Fleet* covers the universe of the United States' fleets of 10-50 vehicles.

Business Fleet Subscribers: Primarily business owners or managers in charge of their company's fleets of cars, trucks, and vans.

AVERAGE FLEET SIZE: 18.3**

CIRCULATION

Local commercial companies: **40,000***

Fleet range: **10-50 Vehicles***

Total vehicles in operation: **1,707,000****

Total new purchases per year: **590,000****

(180,000 cars, 410,000 trucks, vans, and SUVs.)

Local commercial business fleets are managed by **business owners and executives with purchasing power.**

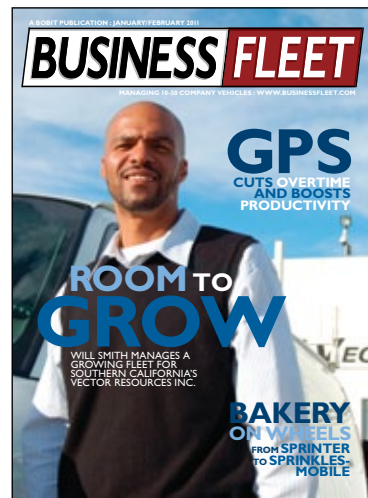
e-newsletter: 3,277***

Visits: 5,510***

Page views: 11,334***

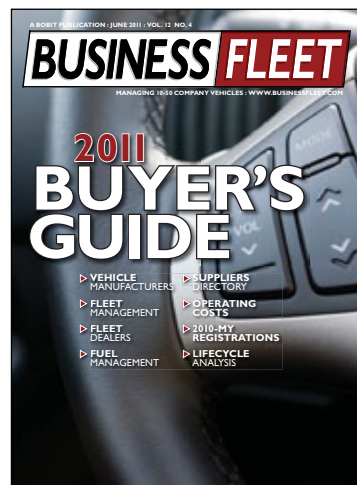


*June 2011 BPA Publisher's Statement
***Source: Google Analytics



**Publisher's own data

ISSUE	EDITORIAL FOCUS	AD CLOSE/ MATERIAL DUE
Jan/Feb 12	<ul style="list-style-type: none"> Your fleet – mobile billboards! How not to hate your DPF filter New Truck is where? How to Avoid Fleet Nighmares with GPS 	12/13/11 12/16/11
Mar/Apr 12	<ul style="list-style-type: none"> Preventive maintenance: Outsource vs. DIY New technologies revolutionize mobile resource management How to negotiate price with your fleet dealer 	2/15/12 2/21/12
May/June 12	<ul style="list-style-type: none"> Electric Vehicles - an ROI analysis Tire survey Truck preventive maintenance for the severe duty cycle 	4/18/12 4/23/12
Buyer's Guide 12	<ul style="list-style-type: none"> Listing of auto manufacturers, fleet management, fuel management, remarketers, suppliers Statistics/Operating Costs 	5/17/12 5/22/12
Jul/Aug 12	<ul style="list-style-type: none"> Proven fuel savings strategies Insuring your fleet – how does it impact your P&L? Alt-fuel choices: what's right for your fleet? 	6/18/12 6/21/12
Sep/Oct 12	<ul style="list-style-type: none"> New remarketing trends Optimal cycle times for trucks and vans Best practices, new technologies to combat distracted driving 	8/17/12 8/22/12
Nov/Dec 12	<ul style="list-style-type: none"> Creating a fleet safety manual Comprehensive fuel card comparison New truck upfits increase job efficiency 	10/18/12 10/23/12



2012 4-COLOR AD RATES

	6x rate	3x rate	1x rate
1 page	\$15,900	\$16,310	\$16,530
1/2 page hor.	\$9,510	\$9,900	\$10,260
1/3 page	\$8,140	\$8,290	\$8,370
1/4 page	\$6,970	\$7,090	\$7,190



BusinessFleet.com

Designed just for companies that operate 10-50 vehicles. The audience is primarily business owners or managers in charge of their company's fleets of cars, trucks and vans. Breaking news highlights the latest stories, while Executive Showroom features a new selection of vehicles for each issue. Our Fuel Management page shows easy and efficient ways to reduce fuel costs, and the Selector Index helps you determine the actual cost of owning and running a particular vehicle.

For a full list of online advertising opportunities and rates, go to <http://mediakit.businessfleet.com/>.

VISIT: **businessfleet.com**

GREEN FLEET

Conference 2012



Renaissance Schaumburg Convention Center and Hotel • Schaumburg, IL
October 2-3 2012

WHERE PUBLIC AND COMMERCIAL FLEET PROFESSIONALS LEARN AND DISCUSS SOLUTIONS TO **GREENING THEIR FLEETS**

Green Fleet Conference is the only national show to address real green opportunities and solutions solely designed for fleet management.

This unique conference and exposition has been specifically designed to cover the latest issues related to clean fuel technologies, green fleet vehicles and equipment, and green infrastructures. Green Fleet is the most cost effective and efficient way to reach buyers and suppliers. We do all of the legwork to bring the buyers to you.

WHO SHOULD EXHIBIT AT GREEN FLEET?

- Vehicle Manufacturers
 - Cars
 - Light- and Medium-Duty Trucks
 - Alternative/Green/Electric Vehicles
- Fleet Management and Motorpool Software
- Green Fleet/Alternative Fuels
- Fuel Management/Cards
- GPS/Telematics Providers
- Fleet Consultants
- Leasing and Finance Companies
- Navigation Systems
- Safety and Driver Training

**TO LEARN MORE ABOUT OUR UNIQUE EXHIBIT AND SPONSORSHIP OPPORTUNITIES,
 PLEASE CONTACT YOUR SALES REPRESENTATIVE.**

VISIT: greenfleetconference.com





THE GOVERNMENT FLEET MANAGER'S SHOW

GFX is the only national conference designed solely for public-sector fleet managers at the municipal, county, state and federal levels.

This unique conference and exposition has been specifically designed to address the latest issues impacting the entire public sector fleet arena.

June 18-20, 2012

Denver

Colorado Convention

Center

Colorado, CO



WHO SHOULD EXHIBIT AT GFX?

■ Vehicle Manufacturers

- Cars
- Light- and Medium-Duty Trucks
- Alternative/Green/Electric Vehicles

■ Equipment Manufacturers

- Grounds Maintenance
- Street Sweepers
- Construction Equipment
- Maintenance Equipment
- Vehicle Lifts

■ Fleet Management and Motorpool Software

■ Green Fleet/Alternative Fuels

- Fuel Management/Cards
- GPS/Telematics Providers
- Maintenance Shop Suppliers
- Truck Equipment Suppliers
- Fleet Consultants
- Remarketers and Auto Auctions
- Leasing and Finance Companies
- Accident and Risk Mgmt.
- Navigation Systems
- Safety and Driver Training

WHAT THEY SAID

"The conference was a success for me. I learned new methods and ideas regarding managing the fleet. Working with only individuals who were in the fleet industry was very beneficial in both time and knowledge learned. I joined a new association (MEMA) and met new contacts. The sessions were helpful with providing real solutions to some of the issues I am currently facing."

— **Chuck Forman, senior facilities and fleet services supervisor for the Orange County Sanitation District**

"GFX conference sessions addressed exactly what I needed to know as an internal service division of a Government Municipality. For example: What are KPI's for like-fleets; how my fleet mea-

sure up; how to sell new technologies to upper management; how colleagues solve like-problems such as green technology infrastructure. More importantly, what isn't working and why."

— **Stephen Kibler, fleet manager for the City of Loveland, CO**

"One of the most focused and efficient government fleet events I have ever attended! I returned home with three pages of ideas and contacts,"

— **Richard Battersby, fleet manager for Contra Costa County**

"Great networking with peers. Specific material for my fleet needs."

— **George Baker, director of central services for the County of Volusia, FL**

"This is the first conference that I have attended that had such a high caliber audience that seemed to be cohesive and supportive of each other."

— **Chick Aday, inventory control manager for the Southern California Regional Rail Authority**



VISIT: governmentfleetexpo.com

NAAA • Bobit Business Media • IARA

CAR

CONFERENCE of AUTOMOTIVE REMARKETING

March 14-15, 2012

Caesars Palace, Las Vegas



LEARN, SHARE, AND NETWORK!

The **Conference of Automotive Remarketing (CAR)** brings together key dealers and remarketers, as well as consignors managing institutional, fleet, and factory portfolios for the most effective networking and educational event of the year.

CAR focuses on the current and future state of vehicle remarketing in the U.S and Canada. It is the only remarketing event that covers the full spectrum of information and technology for the remarketing industry. CAR attracts over 500 remarketing professionals from auctions, banks, manufacturers, technology providers, and many more.

CAR brings the industry together to discuss today's relevant topics:

■ **Processes**

Streamlining and refining the used-car sales process.

■ **Technology**

The latest products revolutionizing the industry.

■ **Benchmarking**

Determining the right data to use.

■ **People**

Connecting personally with customers to "take the pulse of the marketplace" remains critical to understanding it.

WHO SHOULD EXHIBIT AT THE CONFERENCE OF AUTOMOTIVE REMARKETING?

If your company is involved in any of the following areas, then the one event you need to be seen at the Conference of Automotive Remarketing is the one event you need to exhibit at!

■ **Auctions**

■ **Auction Networks**

■ **Banks**

■ **Body Shop Equipment Manufacturers**

■ **Car Rental Companies**

■ **Captive Acceptance Companies**

■ **Commercial Leasing Companies**

■ **Fleet Resale Dealers**

■ **Insurance Companies**

■ **Independent Used Car Dealers**

■ **Manufacturer Certified Used Car Programs**

■ **Non-Prime Finance Companies**

■ **New Car & Truck Dealers**



■ **On-Line Buying Services**

■ **Residual Value Underwriters**

■ **Recon & Appearance Marketers**

■ **Remarketing Technology Vendors**

■ **Sub-Prime Automotive Lenders**

■ **Suppliers of Automotive Products**

■ **Systems and Software Companies**

■ **Used Car Guide Book Companies**

■ **Vehicle Transportation Companies**

VISIT: carconference.com



AMERICA'S FIRST

FLEET SAFETY
CONFERENCE



MARK YOUR
CALENDAR!

MAY 22-23, 2012

RENAISSANCE SCHAUMBURG CONVENTION CENTER HOTEL
SCHAUMBURG, IL

FSC10-36:11

FLEETSAFETYCONFERENCE.COM



WEB SITES



Fleet-Central.com serves as the central portal to Bobit Business Media's Auto Group Web sites. It features the latest news and stories from all Bobit's leading fleet magazines – *Automotive Fleet*, *Business Fleet*, *Fleet Financials*, *Government Fleet*, *Work Truck*, *Auto Rental News*, and *Business Driver*. A one-stop site for fleet managers and industry professionals, www.fleet-central.com provides timely information for all aspects of the fleet industry — from commercial and rental fleets to utility and government fleets.

THE FLEET WEB SITE FEATURES:

- Comprehensive archives
- Up-to-the-minute news
- Targeted fleet channels
- Blogs and forums
- Online seminars and events
- Targeted eNewsletters
- Fleet TV
- Statistics and trends
 - Case studies on best practices
 - Vehicle depreciation calculator
 - Fuel cost calculator
 - Lease versus buy analysis
 - Lifecycle cost calculator



Automotive-Fleet.com

With daily news and feature updates from all faces of the fleet industry, www.automotive-fleet.com, is your comprehensive site for the most recent happenings in the market. Packed with useful statistics, fleet incentives, a fuel cost calculator, a directory of key fleet suppliers, industry calendar, executive vehicle showroom, in-depth vehicle specifications, and how-to articles, www.automotive-fleet.com is an essential tool for anyone allied to the fleet industry.

E-NEWSLETTERS



Automotive Fleet's eNews

Frequency: every Tuesday and Friday
Number of Sends: 15,841



Business Fleet Driving Force

Frequency: every Thursday
Number of Sends: 3,277



Government Fleet's eWeekly

Frequency: every Monday and Thursday
Number of Sends: 13,365



Work Truck Weekly

Frequency: every Wednesday
Number of Sends: 11,508



Green Fleet eNewsletter

Audience Demographics: Reaches ALL FLEET AUDIENCES delivering the latest trends, products and information on alternative fuels.

Frequency: every Wednesday

Number of Sends: 12,051



Safety and Accident Management Weekly

Audience Demographics: Reaches ALL FLEET AUDIENCES delivering the latest trends, products, services and news relating fleet/driver safety and accident management every week.

Frequency: every Thursday

Number of Sends: 10,931



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