



# BOBIT BUSINESS MEDIA

IN BUSINESS FOR YOUR BUSINESS

## Markets We Serve

Automotive  
Automotive Aftermarket  
Ground Transportation  
Protection  
Beauty

## Magazines

Automotive Fleet  
Auto Dealer Today  
Auto Rental News  
Auto Service Professional  
Business Driver  
Business Fleet  
F&I and Showroom  
Fleet Financials  
Government Fleet

Green Fleet Magazine  
Heavy Duty Trucking  
Limousine, Charter & Tour  
Metro Magazine  
Modern Salon  
Modern Tire Dealer  
NAILS  
Police  
Police Recruit  
Salon Today  
School Bus Fleet  
Special Finance Insider  
VietSALON  
Work Truck

## Websites

AutoDealerMonthly.com  
Automotive-Fleet.com  
AutoRentalNews.com  
AutoServiceProfessional.com  
BusinessFleet.com  
ConstructionFleets.com  
FI-Magazine.com  
FleetFinancials.com  
FleetJobFinder.com  
FleetToolBox.com  
GFMAlliance.com  
Government-Fleet.com  
GreenFleetCoalition.com  
GreenFleetMagazine.com  
LCTConnect.com  
LCTMag.com

LimoForSale.com  
Metro-Magazine.com  
ModernSalon.com  
ModernTireDealer.com  
NailsMag.com  
PoliceMag.com  
SalonToday.com  
SchoolBusFleet.com  
SpecialFinanceInsider.com  
TransitJobFinder.com  
TruckingInfo.com  
VehicleRemarket.com  
WorkTruckOnline.com

## Events

Agent Summit  
Auto Rental Summit

BusCon  
International Car Rental Show  
Conference of  
Automotive Remarketing  
Dealer Summit  
Fleet Safety Conference  
Fleet Technology Expo  
Global Fleet Conference  
Government Fleet Expo  
& Conference  
Hair+ Summit  
Heavy Duty Trucking eXchange  
International LCT Show  
LCT-NLA East  
LCT Leadership Summit  
Industry Summit  
School Bus eXchange  
Work Truck eXchange



## OUR MISSION & GOALS

For more than 50 years, Bobit Business Media has built a reputation as a prominent business-to-business media company that anticipates and meets customer needs with superior quality content in print, online, and at in-person events. We provide a wide menu of products and services, delivering our extensive industry knowledge directly into the hands of our clients.

We run on creativity, and we cultivate a positive, rewarding work environment that promotes teamwork, professionalism and excellence while stimulating personal growth and fulfillment.

Bobit Business Media is committed to making its print, digital and online presence, events, and services indispensable to industry leaders while encouraging corporate expansion, profitability, and stability.





OUR VALUES

**At Bobit, we adhere to seven basic values:**

**1) Customer Satisfaction.**

In our company, we cater to the client by providing outstanding customer satisfaction to advertisers, readers and internal customers. We aim to be known as the company that delivers “service with a smile.”

**2) Superior Level of Quality.**

We are only as good as the products and services that we provide. We are committed to outstanding quality, innovation, and value. We believe that being the best requires strict attention to details and an in-depth knowledge of our respective industries.

**3) Individualism.**

We believe in the dignity and worth of the individual. Every job is important and every associate is important. We encourage independent thinking as a benefit to the bigger picture. We treat fellow associates with fairness and respect.

**4) Teamwork.**

Together, we work stronger, wiser, and more efficiently than any of us individually. To succeed, we must assume responsibility, cooperate with fellow associates and with departments, effectively communicate with one another, foster enthusiasm and participate in decision-making.

**5) Productivity and Performance.**

Our business must earn an attractive return on investments in order to ensure our corporate future and reinvest in growth. The key to corporate performance is achieving steady improvement in the productivity of our work. We strive for better efficiencies, cost containment, and up-to-date equipment technologies.

**6) Corporate Character.**

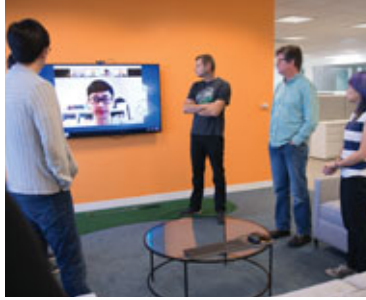
Great corporations, like great individuals, carry themselves with integrity and character. We are committed to the highest ethical standards in all of our relationships. We hold ourselves to making the right decisions and to staying true to our word.

**7) Citizenship.**

We provide the community with educational tools that help influence decisions both big and small and thereby contribute to global prosperity and harmony. We maintain good citizenship in every community in which we have a presence.







We believe in having fun, too. Our quarterly parking lot picnics allow people to relax outdoors while enjoying sunshine, food, and drinks. The annual Holiday Party brings associates of all departments together for laughter, cheer, and celebration. We incorporate plenty of spontaneous seasonal fun as well, because we acknowledge and appreciate that hard work takes place here year-round.

The difference Bobit Business Media associates make is quantifiable in the countless lives that are touched by their everyday contributions to the workplace. Through providing updated information on the safe transportation of children to and from school (with our School Bus Fleet brand), reviewing the latest technology employed by law enforcement (with our Police brand), and supporting American industry by uniting buyers and sellers all across the country, we are committed to the markets we serve and the benefits of the people involved.

# PROFESSIONALISM

**At Bobit Business Media, our success depends on two things: the satisfaction of our customers and the well-being of our associates. We foster a professional environment that provides training, encourages growth, recognizes outstanding achievement, and rewards a job well done.**

## **What's the environment like at Bobit?**

We strive for an open atmosphere that provides transparency about our business operations to our associates so that we share in our success. We conduct quarterly financial status meetings for associates to learn about the progress the company is making in achieving its yearly goals. When the company does well, so do our associates, in a profit-sharing program that rewards all.





# OUR BENEFITS

## **Bobit Business Media offers outstanding benefits.**

- Paid holidays (11)
- Paid time off (PTO)
- Paid summer half-day Fridays
- Health insurance — medical, dental & vision
- Medical waiver allowance
- Life and Accidental Death & Dismemberment (AD&D) — company paid
- Long term disability (LTD) — company paid
- Supplemental life & LTD plans
- Voluntary short term disability
- Flexible Spending Account - health & dependent care reimbursement
- 401(k) with company match
- Education reimbursement
- Paid bereavement leave
- Paid jury duty leave
- Charitable donation matching program
- Bobit University (learning lunches)
- Discount programs (auto, computer, movies, etc.)
- Credit union membership





## TESTIMONIALS

Quality is an important part of what Bobit Business Media does, whether it pertains to our magazines, conventions or websites. Embedded within our culture, every associate strives to make the best quality communications available. Bobit Business Media publications have won numerous Maggie Awards, a national acknowledgment for excellence in a publication. As Ed Bobit would say, "Quality is not necessarily a by-product of work one does. It is something we strive for every day!"

## TESTIMONIALS

### Here's what some of our associates say about working at Bobit Business Media:



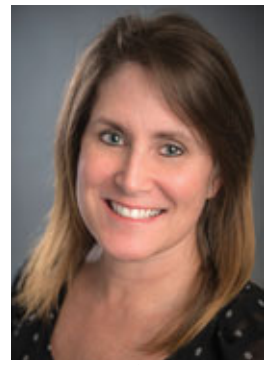
*"Bobit has the unique feel of a family business that many companies of its size seem to lose as they grow. This is complemented by the stability and professionalism that come from nearly five decades of success. My nine years have been filled with constant opportunity for growth and support for new ideas. I can't imagine working anywhere else."*

**Eric Bearly**  
Publisher, Gov't Fleet  
Bobiteer since 2000



*"Bobit has a family feel but still maintains corporate professionalism. It's like a second home to me, but without the Mexican food."*

**Michelle Mullen**  
Publisher, NAILS & VietSALON  
Bobiteer since 1993



*"One of the things that I love most is that every day is different here at Bobit. But, what remains constant is that it's a wonderful place to work with a fantastic group of people!"*

**Lori Branch**  
Production Manager  
Bobiteer since 2005

*"Many companies pledge their commitment to innovation, but Bobit puts it into practice. New ideas are encouraged, which fosters an entrepreneurial culture that's rewarding and fun."*

**Paul Clinton**  
Sr. Web Editor, AutoGroup  
Bobiteer since 2008



*"I have been here since I was a kid and I have grown from being receptionist to the director of accounting. I've always been a hard worker and have moved up through the ranks, and the Bobits have noticed that and have helped make me who I am today. I truly love Ed and Ty Bobit, and feel that they are my family."*

**Chris Strain**  
Director of Accounting  
Bobiteer since 1986

