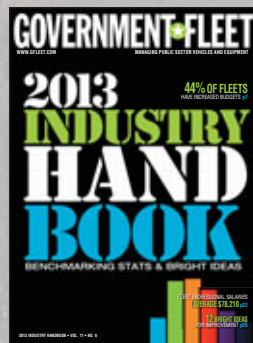
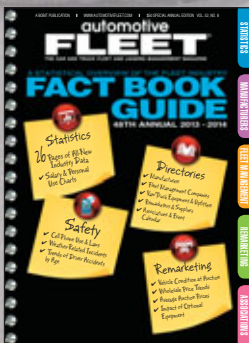
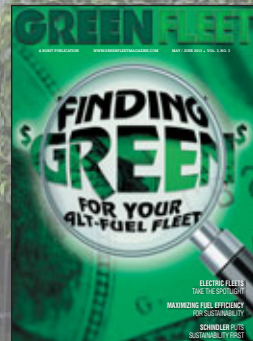
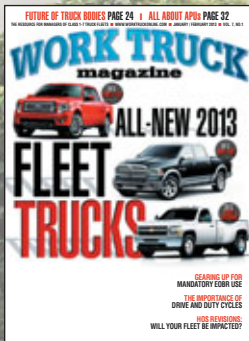
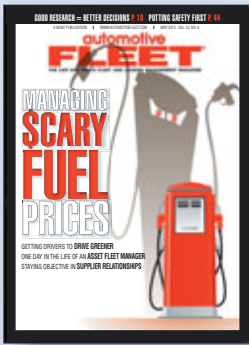


# 2014 MEDIA KIT & PLANNING GUIDE



**Bobit**  
Business Media

## WORLD'S LARGEST FLEET PUBLISHER

### BOBIT BUSINESS MEDIA

3520 Challenger Street  
Torrance, CA 90503

phone: 310-533-2518

fax: 310-533-2503

[www.fleet-central.com](http://www.fleet-central.com)


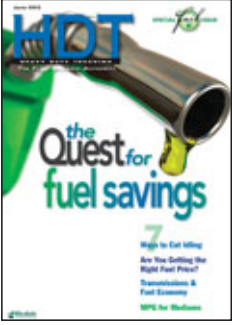
[www.bobitbusinessmedia.com](http://www.bobitbusinessmedia.com)



## DEFINING THE TIER SEGMENTS FOR THE MARKETERS' STRATEGIC FOCUS

Title	Market Reach	Number of Vehicles <sup>2</sup>		Demographics <sup>2</sup>
	Circulation: <b>20,000<sup>1</sup></b> e-newsletter: <b>21,375<sup>4</sup></b> Visits: <b>59,624<sup>1</sup></b> Page views: <b>137,735<sup>1</sup></b>	Cars	<b>2,588,330</b>	Serving all fleets in all segments operating 15+ vehicles. Since 1961, considered the "Bible" for this medium- to large-size fleet market.
		Trucks	<b>3,813,390</b>	
		Total	<b>6,401,720</b>	
	Circulation: <b>40,000<sup>1</sup></b> e-newsletter: <b>4,385<sup>4</sup></b> Visits: <b>11,692<sup>3</sup></b> Page views: <b>27,323<sup>3</sup></b>	Cars	<b>60,722</b>	Covers universe of 10-50 vehicle fleets in the commercial sector. Predominantly sold, serviced, and financed by factory dealers and regional independent lessors.
		Trucks	<b>381,503</b>	
		Total	<b>442,225</b>	
	Circulation: <b>16,000<sup>1</sup></b> Visits: <b>3,442<sup>3</sup></b> Page views: <b>8,103<sup>3</sup></b>	Cars	<b>728,500</b>	Designed exclusively for all large (200+) commercial fleets. Circulation includes professional fleet managers and executive corporate management.
		Trucks	<b>1,950,000</b>	
		Total	<b>2,678,500</b>	
	Circulation: <b>18,000<sup>1</sup></b> e-newsletter: <b>14,200<sup>4</sup></b> Visits: <b>35,821<sup>1</sup></b> Page views: <b>90,969<sup>1</sup></b>	Cars	<b>1,493,304</b>	Providing cutting edge information to government fleet decision-makers at the federal, state and local levels throughout the U.S. market.
		Trucks	<b>4,032,310</b>	
		Total	<b>5,525,614</b>	

Check [fleet-central.com](http://fleet-central.com) for related Web site, content, and newsletters. Fleet Group of Bobit Business Media also includes *F&I* and *Showroom and Auto Rental News*. Shows and Conferences include Car Rental Show, Auto Rental Summit, Conference of Automotive Remarketing, Industry Summit, Government Fleet Expo, Green Fleet Conference, Fleet Safety Conference and Global Fleet Management Conference..

Title	Market Reach	Number of Vehicles <sup>2</sup>	Demographics <sup>2</sup>
	Circulation: <b>30,000<sup>1</sup></b> e-newsletter: <b>6,115<sup>4</sup></b> Visits: <b>33,950<sup>3</sup></b> Page views: <b>70,293<sup>3</sup></b>	Cars <b>444,670</b> Trucks <b>1,066,166</b> Total <b>1,510,836</b>	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.
	Circulation: <b>20,500<sup>4</sup></b> e-newsletter: <b>13,645<sup>4</sup></b> Visits: <b>6,060<sup>3</sup></b> Page views: <b>11,751<sup>3</sup></b>	Cars <b>507,550</b> Trucks <b>1,033,247</b> Total <b>1,540,797</b>	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.
	Circulation: <b>10,006<sup>1</sup></b> e-newsletter: <b>7,595<sup>4</sup></b> Visits: <b>24,846<sup>3</sup></b> Page views: <b>58,709<sup>3</sup></b>	Cars <b>925,411</b> Trucks <b>726,347</b> Total <b>1,651,758</b>	Reaches the \$21 billion car, truck and van rental industry in the U.S. comprised of nearly 1.8 million cars and trucks in rental use today.
	Circulation: <b>115,130<sup>1</sup></b> e-newsletter: <b>63,500<sup>4</sup></b> Visits: <b>189,457<sup>3</sup></b> Pageviews: <b>364,420<sup>3</sup></b>	Trucks: <b>14,270,174</b> Trailers: <b>3,704,171</b> Total <b>17,974,345</b>	Reaches fleet owners, managers and executives that operate more than 14 million light-, medium- and heavy-duty trucks, tractors and vans, and more than 3.7 million trailers.

<sup>1</sup> Source: June 2013 BPA Publisher's Statement

<sup>2</sup> Source: Bobit Research Department


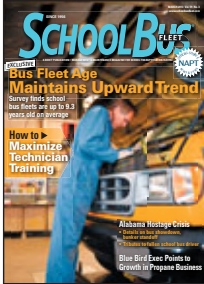

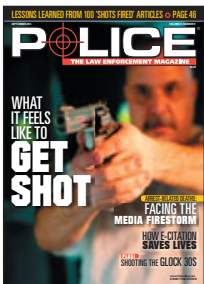
"Trucks" include trucks, vans and SUVs

<sup>3</sup> Source: Google Analytics

<sup>4</sup> Publisher's own data



## DEFINING THE TIER SEGMENTS FOR THE MARKETERS' STRATEGIC FOCUS

Title	Market Reach	Demographics <sup>2</sup>
	<p>Circulation: <b>10,474<sup>4</sup></b></p> <p>e-newsletter: <b>8,665 (Q2)<sup>4</sup></b></p> <p>Visits: <b>30,142<sup>3</sup></b></p> <p>Page views: <b>76,341<sup>3</sup></b></p>	<p>Serves the luxury ground transportation industry, including chauffeured transportation and charter &amp; tour bus industries.</p>
	<p>Circulation: <b>24,000<sup>1</sup></b></p> <p>e-newsletter: <b>23,959<sup>1</sup></b></p> <p>Visits: <b>67,999<sup>1</sup></b></p> <p>Page views: <b>181,550<sup>1</sup></b></p>	<p>Serves the field of pupil transportation - to public and private schools; contractor companies; government agency; Head Start agency; associations; consulting firm; manufacturer/supplier, and school bus distributors.</p>
	<p>Circulation: <b>21,500<sup>1</sup></b></p> <p>e-newsletter: <b>23,479<sup>4</sup></b></p> <p>Visits: <b>32,424<sup>3</sup></b></p> <p>Page views: <b>64,410<sup>3</sup></b></p>	<p>Serves the fields of public bus systems, private/specialty/tour &amp; charter bus companies, public multi-modal systems, passenger rail transit, local, regional, state, provincial, and federal government; consultants, engineers, and architects. related to the industry, and manufacturers or suppliers of urban transportation equipment.</p>
	<p>Circulation: <b>46,137<sup>1</sup></b></p> <p>e-newsletter: <b>50,820<sup>4</sup></b></p> <p>Visits: <b>377,936<sup>1</sup></b></p> <p>Page views: <b>887,734<sup>1</sup></b></p>	<p>Serving the law enforcement community, including Municipal, County, State, Federal, Private/Security, Academy/School/Training Center, Police Equipment Manufacturer/Dealer and Corrections.</p>

## BRAND MAP

### ONLINE

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



### 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, Fleet Safety Conference, Car Rental Show, Auto Rental Summit, and Global Fleet Management Conference.



### 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.



### MAGAZINE

Our 8 dedicated fleet magazines are designed to cover the entire fleet spectrum from cars to light, medium and heavy 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 multiple e-newsletters 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, Business-Fleet.com, and TruckingInfo.com





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

**BOBIT BUSINESS MEDIA** has served the fleet market for over 50 years. Beginning with Automotive Fleet in 1961, Bobit's Auto Group has grown to **eight fleet** magazines, **five** conferences and tradeshow, **nine fleet** industry web sites, and **seven** 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, tradeshow, and web sites that deliver high-quality content for the entire fleet market.

### OUR MAGAZINES

Our **eight** fleet 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, Work Truck, and Heavy Duty Trucking. Our magazines have won countless awards for groundbreaking editorial and graphic design.

### OUR EVENTS

Our events 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** brings together top fleet industry safety experts. The **Global Fleet Management Conference** is our newest conference.

### 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 E-NEWSLETTERS

Our **seven** 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,

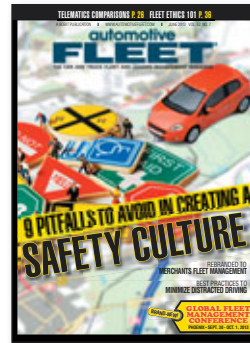


**Sherb Brown**  
Vice-President of Bobit Business Media  
& Group Publisher, Fleet Group

VISIT US AT: **[www.fleet-central.com](http://www.fleet-central.com)**

## PUBLICATIONS

Automotive Fleet  
Fleet Financials  
Business Fleet  
Work Truck  
Government Fleet  
Green Fleet  
Heavy Duty Trucking  
Auto Rental News



## TRADE SHOWS AND CONFERENCES

Conference of Automotive Remarketing  
[www.carconference.com](http://www.carconference.com)



Government Fleet Expo & Conference  
[www.governmentfleetexpo.com](http://www.governmentfleetexpo.com)



Green Fleet Conference  
[www.greenfleetconference.com](http://www.greenfleetconference.com)



Fleet Safety Conference  
[www.fleetsafetyconference.com](http://www.fleetsafetyconference.com)



Global Fleet Management Conference  
[www.globalfleetconference.com](http://www.globalfleetconference.com)



Car Rental Show  
[www.carrentalshow.com](http://www.carrentalshow.com)



Auto Rental Summit  
[www.autorentalsummit.com](http://www.autorentalsummit.com)



## WEB SITES

[www.fleet-central.com](http://www.fleet-central.com)  
[www.automotive-fleet.com](http://www.automotive-fleet.com)  
[www.businessfleet.com](http://www.businessfleet.com)  
[www.fleetfinancials.com](http://www.fleetfinancials.com)  
[www.government-fleet.com](http://www.government-fleet.com)

[www.vehicleremarket.com](http://www.vehicleremarket.com)  
[www.worktruckonline.com](http://www.worktruckonline.com)  
[www.greenfleetmagazine.com](http://www.greenfleetmagazine.com)  
[www.truckinginfo.com](http://www.truckinginfo.com)  
[www.autorentalnews.com](http://www.autorentalnews.com)

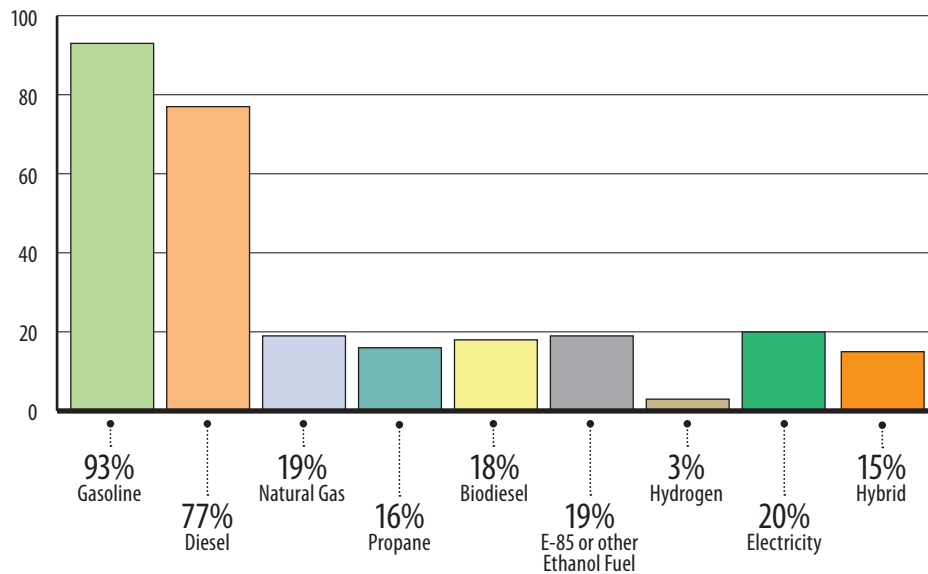




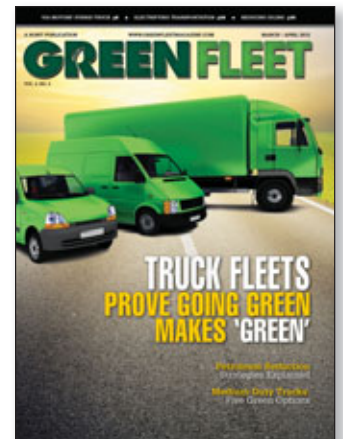
# GREEN FLEET

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.

## Fuel/Energy Used



**72%**  
of fleets intend to buy alt fuel vehicles



## MAGAZINE PROFILE

### DISTRIBUTION: 6 times per year

**Editorial Focus:** To inform and educate fleet professionals on economical and efficient ways of greening their fleets. *Green Fleet* magazine will feature issues related to clean fuel technologies, green fleet vehicles, maintenance, and equipment.

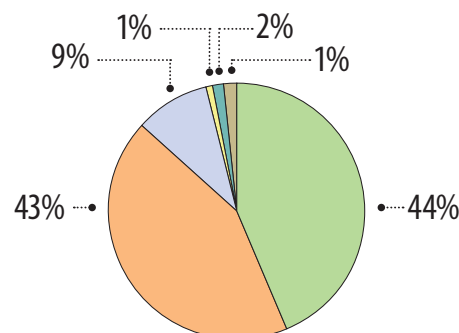
<sup>1</sup> Publisher's own data

<sup>2</sup> Source: Google Analytics

## CIRCULATION

Commercial	8,985
Government	8,902
Transit	1,950
Utility	134
Supplier	289
Other	328

**TOTAL** ..... **20,588<sup>1</sup>**

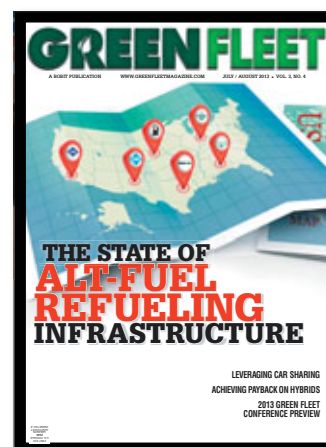
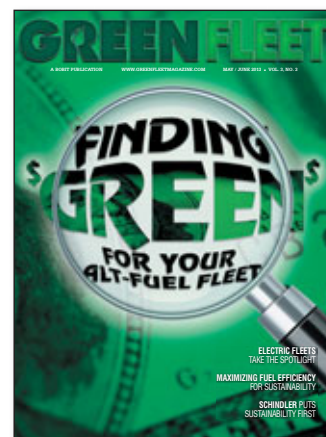


e-newsletter: 13,645<sup>2</sup>  
Visits: 6,060<sup>1</sup>  
Page views: 11,751<sup>1</sup>



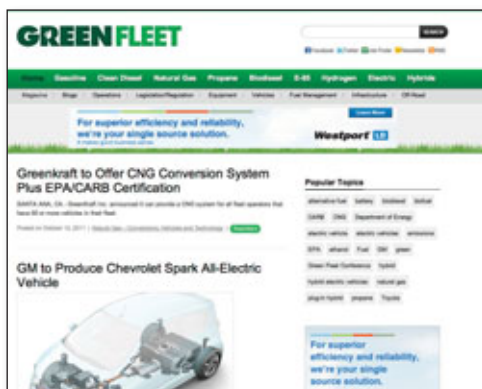
## 2014 EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	AD CLOSE/ MATERIAL DUE
January/ February	■ Sustainability Metrics and Benchmarking	11/13/13 11/21/13
March/April	■ Upfitting and Chassis Specifications to a Greener Fleet	1/17/14 1/23/14
May/June	■ Telematics Solutions <b>Bonus Distribution: 2014 NAFA I&amp;E Conference</b>	3/19/14 3/24/14
July/August	■ Alt Fuel Re-Fueling Infrastructure	5/20/14 5/23/14
September/ October	■ All-New 2015 Green Vehicles	7/21/14 7/24/14
November/ December	■ Plug-in Hybrids & Vehicle Electrification <b>Bonus Distribution: 2014 Green Fleet Conference</b>	9/18/14 9/23/14



## 2014 4-COLOR AD RATES

	6x rate	1x rate
1 page	\$9,900	\$10,850
1/2 page isl.	\$7,070	\$7,720
1/2 page hor.	\$6,540	\$7,120
1/3 page	\$5,140	\$5,620
1/4 page	\$4,390	\$4,680



## GreenFleetMagazine.com

GreenFleetMagazine.com is the only source designed to put your marketing message in front of key green fleet decision makers every day. It has become the fleet industry's leading source for news, information, and technology updates for fleet managers. As part of the fleet-central family of websites, GreenFleetMagazine.com gives fleet industry decision makers a centralized site for doing research, finding vehicle data, and networking with peers. Our editorial team covers the spectrum of vehicles and propulsion systems including diesel, biodiesel, propane, CNG, LNG, Hydrogen, gasoline, ethanol, hybrids and electricity.

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

VISIT US AT: **greenfleetmagazine.com**



# GREEN FLEET

## Conference and Expo 2014

### 2014 Dates Coming Soon

### Where Public and Commercial Fleet Professionals Learn and Discuss Solutions to Greening Their Fleets

**Green Fleet Conference & Expo (GFC)** 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. GFC 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 CONFERENCE & EXPO?

- Vehicle Manufacturers
  - Cars
  - Light-, Medium-, and Heavy 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.



# GREEN FLEET

## Conference & Expo 2014

VISIT US AT: **[GreenFleetConference.com](http://GreenFleetConference.com)**



# GOVERNMENT FLEET

## Expo and Conference 2014

June 2-4, 2014  
San Diego Convention Center, Hall D  
San Diego, CA

### The Public Fleet Manager's Conference

**GOVERNMENT FLEET EXPO & CONFERENCE** is the only national conference designed solely for public-sector fleet management professionals 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.

#### 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 Motor-pool 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

To learn more about our unique exhibit and sponsorship opportunities, please contact your sales representative.

#### WHAT THEY SAID

"This show's attendees are the 'doers' in the fleet industry. We find this show has fewer "looker" and more fleet experts that feel comfortable with making changes to better their fleets. We consistently get high-quality leads from GFX."

— Ed Smith, President, Agile Fleet  
Commander, Chantilly, VA

"GFX is an excellent event, bringing together the best minds in the government fleet industry. We are proud to be part of an event that encourages the sharing of knowledge and ideas among the fleet professionals."

— Carey Picklesimer, Senior Marketing  
Manager, AssetWorks, La Jolla, CA



VISIT US AT: **GovernmentFleetExpo.com**



# Conference of AUTOMOTIVE REMARKETING

March 5-6, 2014  
Paris Las Vegas Hotel

## 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 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

**Exhibit and Sponsorship Sales —**  
**Joni Owens (310) 533-2530**  
**joni.owens@bobit.com**



**BOBIT BUSINESS MEDIA** | CONFERENCE OF  
**AUTOMOTIVE REMARKETING**



VISIT US AT: **CarConference.com**  
**(800) 576-8788**



# CAR RENTAL SHOW

April 7-8, 2014  
Rio All-Suite Hotel & Casino, Las Vegas

**The Car Rental Show**, has established itself as the global marketplace for the auto rental industry. The conference content is specifically developed to address the latest issues impacting the global automotive rental market. Attendees from independent and franchised auto rental operations from around the world are represented. If there is one industry event you will attend, make it Car Rental Show.

## WHO SHOULD EXHIBIT AT THE CAR RENTAL SHOW?

- Affiliate Systems
- Consultants
- Auto Auctions
- Disability Rental Services
- Car & Truck Manufacturers
- Driver Record Verification
- Bus Manufacturers
- Financing
- Car Wash Suppliers
- Fleet Dealers
- Cellular Phone Services
- Franchise Systems
- Collection/Credit Mgmt.
- Insurance and Risk Mgmt.
- Truck Equipment
- Towing Equipment
- System Software
- Security Systems
- Reservation Systems
- Replacement Rentals
- Navigation Systems
- Independent Operators

## ATTENDEE TITLES INCLUDE:

- CEO/President
- COO
- Director Customer Service
- Director Mobile Applications
- Executive Vice President
- Fleet Manager
- General Manager
- Marketing Manager
- Owner-Manager
- Sales Manager
- Senior Partner
- Vice President

## WHAT THEY SAID

"A must attend for any car rental operation. The opportunity to network, see new products and services in one location is unparalleled."

— Gordon Rozek, Bluebird Auto Rental Systems

"Each year the Car Rental Show provides a new opportunity to say hello to old friends and acquaintances and make new ones. It also provides a tremendous opportunity to make personal contact with those with whom you can grow your respective business effectively."

— Gerry Lynch, LexisNexis

## 2013 EXHIBITOR SURVEY STATS:

**98%**  
plan to exhibit  
again.

**78%**  
count on  
the show  
to maintain  
business.

**83%**  
of exhibitors feel  
that Car Rental  
Show is a great  
opportunity to  
display their  
company's  
products and  
services.

# Car Rental SHOW

THE GLOBAL MARKETPLACE FOR THE CAR RENTAL INDUSTRY

VISIT US AT: **CarRentalShow.com**  
**(800) 576-8788**

**Exhibit and sponsorship sales —**  
**Joni Owens (310) 533-2530**  
**joni.owens@bobit.com**



# FLEET SAFETY Conference

## 2014 Dates Coming Soon

**Fleet Safety Conference**, now in its third year, attracts fleet, risk, safety, EHS, sales and human resources managers for 2 days of expert-led education on minimizing risk and reducing liability. The nation's most influential commercial- and public-sector fleet safety managers are honored with the Fleet Safety Award, presented in conjunction with the American Automotive Leasing Association at the conference.

**Get in front of this engaged audience of professionals dedicated to improving the safety of their fleets and sign up for a sponsorship today!**

### WHAT ATTENDEES SAID

"The Fleet Safety Conference covered a variety of applicable topics relative to my work as a safety professional in the fleet industry. The speakers were knowledgeable and shared great information on emerging trends, technologies, and lessons they have learned along the way."

— Hilary Bean, Senior Loss Control Specialist,  
Canal Insurance, Greenville, SC

"The Fleet Safety Conference was very enjoyable. It was educational and fun. I enjoyed learning about the new technology. I would like to attend again!"

— Michael Suchomski, Sales Compensation Analyst,  
Hospira Worldwide Inc., Lake Forest, IL

Brought to you by the publishers of

**automotive  
FLEET®**

Award in conjunction with



VISIT US AT: ***FleetSafetyConference.com***  
**(800) 576-8788**





# AUTO RENTAL SUMMIT

2014 Dates Coming Soon

**Auto Rental Summit (ARS)** attracts top industry professionals for two days of training, education, and networking constructed to improve customer service and enhance revenue of car rental operations.

Brought to you by *Auto Rental News* and the American Car Rental Association, ARS honors owners, operators, managers, and executives

in the industry who demonstrate excellent dedication to customer service.

ARS brings industry professionals together to discuss:

- Measurement of customer care and staff
- Real-world solutions to industry problems
- How to deal with angry customers

## WHAT OUR 2012 SPONSORS SAID

"I think the summit provided a smaller, more personal hands-on agenda, for the vendors to interact with the car rental operators!"

— Toni Lee Sabatino, Courtney Leasing Inc.

"Very pleasantly surprised that so many car rental operators were represented in the first ever Auto Rental Summit. I am sure the word will get out and next year's attendance will be greater than this year"

— Jim Anderson, Jim Anderson Fleet Sales

achieve excellence  
**Auto Rental**  
SUMMIT

VISIT US AT: **AutoRentalSummit.com**  
**(800) 576-8788**



# GLOBAL FLEET Management Conference

## 2014 Dates Coming Soon

**Global Fleet Management Conference** is the only conference designed specifically for managers from the world's largest multi-national commercial fleets who have global and/or regional fleet responsibilities.

Global Fleet Management Conference attracts high-level executives from around the world in a setting designed to encourage networking and problem-solving. There is nowhere else you can capture the undivided attention of this elite group in person with your branding message.

BROUGHT TO YOU BY

### HEAR FROM THE ADVISORY BOARD:

"Attending the Global Fleet Management Conference is an excellent opportunity to connect and collaborate with other fleet managers. The knowledge and experience available at the conference, from the number of managers responsible for multinational fleets, will provide the greatest opportunity to learn about global fleet management and cannot be missed"

—Keith Scola, Manager, Global Fleet at Illinois Tool Works Inc.

"The conference content is extremely important to any fleet person looking to expand globally."

—Brenda Davis, Commodity Manager, Fleet COE & Temporary Services, Baker Hughes



VISIT US AT: **GlobalFleetConference.com**  
**(800) 576-8788**

# WEB SITES



For a full list of online advertising opportunities and rates, please visit <http://mediakit.fleet-central.com>

**Fleet-Central.com** serves as the central portal to Bobit Business Media's Fleet 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, Fleet-Central.com provides timely information for all aspects of the fleet industry — from commercial and rental fleets to utility and government fleets.

## THE 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

Average monthly page views: **137,735**



## BusinessFleet.com

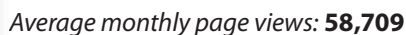
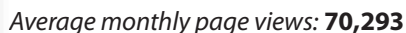
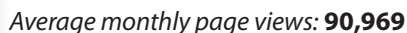
Average monthly page views: **27,323**



## FleetFinancials.com

Average monthly page views: **8,103**





# E-NEWSLETTERS



## Automotive Fleet's eNews

Frequency: every Tuesday and Thursday  
Number of Sends: 21,375



## Business Fleet Driving Force

Frequency: every Thursday  
Number of Sends: 4,385



## Government Fleet's eNews

Frequency: every Monday and Wednesday  
Number of Sends: 14,200



## Work Truck eNews

Frequency: every Tuesday and Thursday  
Number of Sends: 6,115



## Green Fleet eNews

Frequency: every Wednesday  
Number of Sends: 13,645



## Fleet Safety News

Frequency: every other Thursday

Number of Sends: 10,500



## Vehicle Remarketing Reporter

Frequency: every Monday

Number of Sends: 10,931



## Auto Rental Reporter

Frequency: every Wednesday

Number of Sends: 7,595



## Heavy Duty Trucking e-news

Frequency: Monday-Friday

Number of Sends: 63,500



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