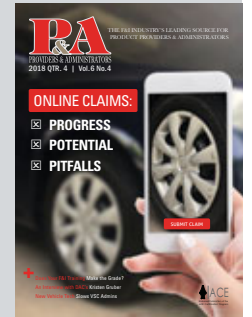


# 2019 MEDIA KIT & PLANNING GUIDE



## Reach the DECISIONMAKER

BOBIT BUSINESS MEDIA

Bobit Business Media Dealer Group  
3520 Challenger Street  
Torrance, CA 90503

phone: 310-533-2518

fax: 310-533-2503

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



**David Gesualdo**  
Group Publisher  
Bobit Business Media

**BOBIT BUSINESS MEDIA'S** reporting in the automotive retail and finance goes back more than 20 years, starting with the launch of *F&I and Showroom* and continuing with *Auto Dealer Today*, *Agent Entrepreneur* and *P&A* magazines.

Our readers have up-to-the-minute contact through our widely read websites, newsletters and news alerts. We also host the nation's premier dealer training event, Industry Summit — which includes the nation's leading F&I trainers, Compliance Summit and P&A Leadership Summit — and the one and only Agent Summit.

We recognize the nation's leading dealers and their industry partners with the annual Dealers' Choice Awards, the F&I Dealer of the Year and Pacesetter Awards, and the Technology Challenge. We also offer professional certification in partnership with Automotive Compliance Education (ACE).

Our coverage, events, and recognition programs are planned and executed with a laserlike focus on the decisionmaker — be they a finance industry dealer, agent or executive. Our publications' combined reach includes more than 30,000 readers. They feature profiles of and contributions from dealers and other leading figures in the segments comprising the automotive retail and finance industry. Our content is produced by industry-savvy writers and editors and held to the highest possible standard of quality, integrity and utility.

Our reward is a dedicated following of dealers, sales and F&I professionals, agents and P&A executives seeking up-to-the-minute news and practical, cutting-edge solutions for success in a booming and rapidly changing industry.

Sincerely,

*David Gesualdo*

### DIGITAL EDITIONS

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



### CONTENT MARKETING

We can handle an online training program from concept to completion, or we can assist with any component. Talk to us about topics our users are most interested in and how to turn that interest into leads.



### EMAIL MARKETING

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.



### E-NEWSLETTERS

We produce a total of six weekly newsletters and monthly newsletters and two weekly "Top News" roundups, ensuring frequent touchpoints with informed readers.



### BRAND

Our high-profile brands combine to deliver a power dealer channel:

- *F&I and Showroom*
- *Auto Dealer Today*
- *Agent Entrepreneur*
- *Providers & Administrators*
- Industry Summit
- Agent Summit
- Compliance Summit
- P&A Leadership Summit
- Dealers' Choice Awards
- F&I Dealer of the Year and Pacesetter Awards

### MAGAZINES

We deliver high-quality, nonpromotional news, features and analysis tailored to our readers' interests and needs.



### WEBSITES

Get your marketing message in front of decisionmakers with our family of websites.



### EVENTS

Each year, we connect thousands of decisionmakers with leading experts, trainers, vendors, and suppliers.



### TARGETED LEAD GENERATION

We can focus your message on the dealers, dealerships, and dealer groups of the size, regions, and reading habits of your choice. We can keep your CRM and marketing automation systems fed with high-quality leads and help them through the buying funnel.





MARKET REACH

print circulation: **25,009**<sup>1</sup>  
new-car dealers: **20,059**<sup>1</sup>  
independent dealers: **2,298**<sup>1</sup>  
other industry members: **2,3652**<sup>1</sup>

CONTENT

- industry news, dealer profiles, training and how-to articles covering every aspect of F&I, sales, fixed ops and digital solutions
  - contributions from experts and thought leaders such as Jim Ziegler, Tom Hudson, Ron Reahard, Jim Ganther and Gil Van Over
- columns by working dealership professionals Marv Eleazer and Jason Heard
- Industry Summit, NADA and Dealers' Choice Awards special editions

MARKET REACH

print circulation: **3,732**<sup>1</sup>  
independent agents: **3,195**<sup>1</sup>  
other industry members: **537**<sup>1</sup>

CONTENT

- industry news, profiles and features dedicated to agency building, F&I training and development, technology and compliance
- contributions from experts and thought leaders such as Jim Ganther, Gil Van Over, Robert Wilson and Rick McCormick
- Agent Summit special edition

MARKET REACH

print circulation: **1,964**<sup>1</sup>  
providers and administrators: **1,804**<sup>1</sup>  
other industry members: **160**<sup>1</sup>

CONTENT

- industry news, profiles and features dedicated to the issues most relevant to providers and administrators of F&I products including technology, compliance and much more
- contributions from experts and thought leaders such as Terry O'Loughlin, Randy Henrick, Jim Ganther and Gil Van Over
  - P&A Leadership Summit special edition

<sup>1</sup> Source: Publisher's Own Data, November 2018

## Industry SUMMIT

MARKET REACH  
dealers  
managers  
F&I and sales professionals  
industry experts, trainers and thought leaders  
industry partners and vendors

### CONTENT

- Best Training Day Ever
  - F&I Think Tank
- Special Finance Conference
  - Compliance Summit
  - ACE certification

### DETAILS

date: **coming soon**  
location: **coming soon**  
website: [industrysummit.com](http://industrysummit.com)

## AGENT SUMMIT

MARKET REACH  
independent general agents  
industry experts, trainers and  
thought leaders  
industry partners  
and vendors

### CONTENT

- workshops and panel sessions
  - Reinsurance Symposium
  - networking opportunities
    - ACE certification

### DETAILS

date: **May 19-22, 2019**  
location: **Venetian Palazzo  
Las Vegas**  
website: [agentsummit.com](http://agentsummit.com)

## PA & LEADERSHIP SUMMIT

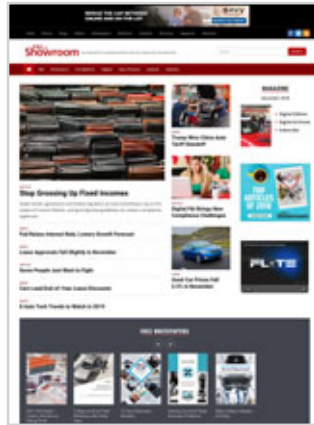
MARKET REACH  
providers and administrators of F&I  
products  
industry experts, trainers and  
thought leaders  
industry partners  
and vendors

### CONTENT

- workshops and panel sessions
  - networking opportunities
    - ACE certification

### DETAILS

date: **coming soon**  
location: **coming soon**  
website: [pa-leadershipsommit.com](http://pa-leadershipsommit.com)

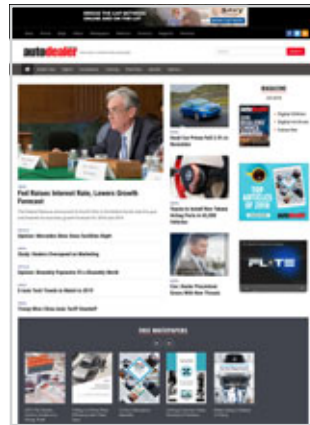


FI-MAGAZINE.COM

users per month: **29,255**<sup>1</sup>

CONTENT

- up-to-the-minute news
- online-only features and analysis
- *F&I and Showroom* content and digital editions
- F&I Tip of the Week video module



ADT-MAGAZINE.COM

users per month: **28,174**<sup>1</sup>

CONTENT

- up-to-the-minute news
- online-only features and analysis
- *Auto Dealer Today* content and digital editions
- Auto Dealer TV video module



AE-EMAGAZINE.COM

users per month: **1,995**<sup>1</sup>

CONTENT

- up-to-the-minute news
- online-only features and analysis
- *Agent Entrepreneur* content and digital editions
- *Agent Entrepreneur* TV video module



PA-EMAGAZINE.COM

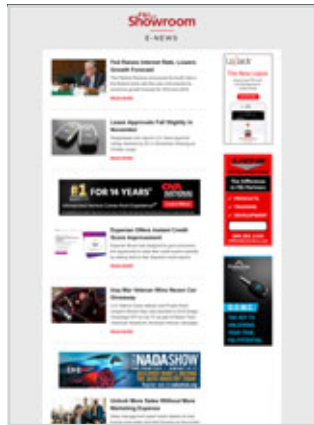
users per month: **1,234**<sup>1</sup>

CONTENT

- up-to-the-minute news
- online-only features and analysis
- *P&A* content and digital editions
- *P&A* TV video module

<sup>1</sup> Source: Google Analytics



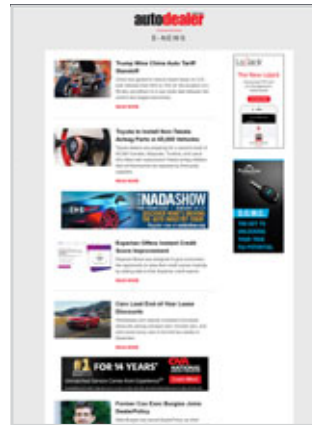


F&I ENEWS

frequency: **Tuesday and Thursday**  
subscribers: **13,347<sup>1</sup>**

CONTENT

- news and features
- online-only content
- breaking news alerts
- Top 5 news recap every Saturday



ADT ENEWS

frequency: **Monday and Wednesday**  
subscribers: **11,374<sup>1</sup>**

CONTENT

- news and features
- online-only content
- breaking news alerts



AE EMAGAZINE

frequency: **monthly**  
subscribers: **3,752<sup>1</sup>**

CONTENT

- news and features
- online-only content
- breaking news alerts



P&A EMAGAZINE

frequency: **monthly**  
subscribers: **1,978<sup>1</sup>**

CONTENT

- news and features
- online-only content
- breaking news alerts

<sup>1</sup>Source: Publisher's Own Data, November 2018



ISSUE	EDITORIAL FOCUS	AD CLOSE/ MATERIAL DUE
NADA Issue	<ul style="list-style-type: none"> <li>Digital Connection: From Lead to Showroom to F&amp;I</li> <li>Going Digital: The Electronic Workflow</li> </ul>	12/7/18 12/12/18
January	<ul style="list-style-type: none"> <li>Industry Outlook</li> <li>Quarterly Auto Finance Report</li> </ul>	11/29/18 12/5/18
February	<ul style="list-style-type: none"> <li>F&amp;I Benchmark Study</li> <li>Reinsurance Update</li> </ul>	1/3/19 1/9/19
March	<ul style="list-style-type: none"> <li>Post-NADA Coverage</li> <li>NADA Tech Roundup: The New Arrivals</li> </ul>	1/31/19 2/6/19
April	<ul style="list-style-type: none"> <li>The Future of Lead-Gen Sites</li> <li>Quarterly Auto Finance Report</li> </ul>	3/5/19 3/11/19
May	<ul style="list-style-type: none"> <li>The Fintech Revolution</li> <li>Objection Handling: New Techniques and Strategies</li> </ul>	4/3/19 4/10/19
June	<ul style="list-style-type: none"> <li>Tablets and the Omnichannel Movement</li> <li>F&amp;I Online: Product Merchandizing</li> </ul>	5/2/19 5/8/19
July	<ul style="list-style-type: none"> <li>Compliance Management Tools</li> <li>Quarterly Auto Finance Report</li> </ul>	6/3/19 6/7/19
August	<ul style="list-style-type: none"> <li>Used-Car Market Update</li> <li>VSCs for High-Mileage Used Cars</li> </ul>	7/2/19 7/10/19
September	<ul style="list-style-type: none"> <li>F&amp;I Pacesetters</li> <li>Roundup: New F&amp;I Protections</li> </ul>	8/1/19 8/7/19
October	<ul style="list-style-type: none"> <li>F&amp;I Menu Roundup</li> <li>Quarterly Auto Finance Report</li> </ul>	9/5/19 9/11/19
November	<ul style="list-style-type: none"> <li>Industry Summit: Post-Show Coverage</li> <li>F&amp;I Dealer of the Year</li> </ul>	10/3/19 10/9/19
December	<ul style="list-style-type: none"> <li>Vehicle Subscription Services</li> <li>Newsmakers of the Year</li> </ul>	10/31/19 11/6/19

ISSUE	EDITORIAL FOCUS	AD CLOSE/ MATERIAL DUE
Q1	<ul style="list-style-type: none"> <li>New Year, New Profit Centers</li> <li>Sales Training for the Digital Age</li> <li>The Automation of the Service Department</li> </ul>	1/3/19 1/9/19
Q2	<ul style="list-style-type: none"> <li>Better Late Than Never: How to Build a CMS</li> <li>Master the Online-to-Instore Lead</li> <li>Train New Hires for Instant Success</li> </ul>	4/3/19 4/10/19
Q3	<ul style="list-style-type: none"> <li>Find, Reduce, and Eliminate Hidden Costs</li> <li>3 Ways to Improve Your Online Reputation</li> <li>How Transparency Converts Leads to Sales</li> </ul>	7/2/19 7/10/19
Q4	<ul style="list-style-type: none"> <li>2019 Dealers' Choice Awards</li> <li>Dealership Design Issues You Haven't Considered</li> <li>Clean, Safe, Productive: Your Fixed Ops Checklist</li> </ul>	10/3/19 10/9/19



ISSUE	EDITORIAL FOCUS	AD CLOSE/ MATERIAL DUE
January/ February	<ul style="list-style-type: none"> <li>• 2019 Industry Trends</li> <li>• Refusal to Finance Non-OEM VSCs</li> </ul>	11/26/18 12/5/18
March/ April	<ul style="list-style-type: none"> <li>• Agent Summit Pre-Show Issue: What to Expect</li> <li>• Interview with Agent Summit Keynote Speaker</li> </ul>	1/25/19 2/5/19
May/ June	<ul style="list-style-type: none"> <li>• Special Industry Executive Profile Issue</li> </ul>	4/14/19 4/26/19
July/ August	<ul style="list-style-type: none"> <li>• Agent Summit Post-Show Issue: A Recap</li> <li>• Agent Summit Featured Articles</li> </ul>	5/29/19 6/7/19
September/ October	<ul style="list-style-type: none"> <li>• Special Dealers' Choice Awards Issue</li> </ul>	7/31/19 8/9/19
November/ December	<ul style="list-style-type: none"> <li>• Special Technology Challenge Issue</li> <li>• Industry Summit Recap</li> </ul>	10/1/19 10/10/19

ISSUE	EDITORIAL FOCUS	AD CLOSE/ MATERIAL DUE
Q1	<ul style="list-style-type: none"> <li>• 2019 Industry Trends</li> <li>• The Reinsurance Climate - A Look at NCFs and DOWCs</li> </ul>	1/8/19 1/11/19
Q2	<ul style="list-style-type: none"> <li>• The Inside Scoop: Straight Talk from Industry Leaders</li> <li>• The Digital Marketplace</li> </ul>	3/7/19 3/12/19
Q3	<ul style="list-style-type: none"> <li>• PALS Pre-Show Issue: What to Expect</li> <li>• Interview with PALS Keynote Speaker</li> </ul>	7/9/19 7/12/19
Q4	<ul style="list-style-type: none"> <li>• PALS Post-Show Issue</li> <li>• PALS Featured Articles</li> </ul>	9/6/19 9/11/19





**PRINT**

SIZE	14-ISSUE RATE	7-ISSUE RATE	ONE-TIME RATE
Full page	\$7,115	\$7,720	\$8,175
1/2 page	\$5,095	\$5,875	\$6,450
1/3 page	\$4,335	\$4,465	\$4,760
1/4 page	\$3,745	\$3,950	\$4,140

**E-NEWSLETTERS**

POSITION	SIZE	MONTHLY RATE (two editions per week)
Top Leaderboard	728 x 90	\$1,600
Best Available Skyscraper	160 x 300	\$1,500
Best Available Speedbump	468 x 60 or 460 x 120	\$1,000

**WEBSITE**

POSITION	SIZE	MONTHLY RATE
Prestitial Ad	640 x 480	\$2,500
Top Leaderboard	728 x 90	\$1,600
First Sidebar	300 x 250	\$1,500
Second Sidebar	300 x 250	\$1,400
Third Sidebar	300 x 250	\$1,200
Lower Leaderboard	728 x 90	\$600

**SPECIAL POSITIONS**

POSITION	RATE
<b>NEW!</b> Custom Media <ul style="list-style-type: none"> <li>professionally written, edited and designed whitepaper or infographic</li> <li>distribution via F&amp;I, ADT, AE and P&amp;A homepages, sponsored news story, and promo</li> </ul>	\$4,500
Epromo <ul style="list-style-type: none"> <li>one email sent to our readers on your behalf</li> </ul>	\$3,500
Webinar <ul style="list-style-type: none"> <li>live presentation hosted by your expert and an F&amp;I or ADT editor</li> <li>promotion via web and email</li> <li>list of attendees with contact information</li> </ul>	\$10,000
Belly band <ul style="list-style-type: none"> <li>wrap one print issue with your unique marketing message</li> </ul>	\$6,500

For other positions or bundling, contact publisher. Agency commission rate is 15%.



**PRINT**

SIZE	ONE-TIME RATE
Spread	\$5,000
1/2 page spread	\$2,500
Full page	\$2,500
2/3 page	\$1,750
1/2 page	\$1,500
1/3 page	\$1,250
1/4 page	\$1,000

**E-MAGAZINES**

POSITION	SIZE	MONTHLY RATE
Top Leaderboard	728 x 90	\$1,600
First Skyscraper	160 x 300	\$1,500
Second skyscraper	150 x 600	\$1,750
Best available speedbump	600 x 120	\$1,500
Summit Updates	600 x 120	\$1,500
Small Business	600 x 120	\$1,500
Industry News	600 x 120	\$1,500

**WEBSITE**

POSITION	SIZE	MONTHLY RATE
Prestitial Ad	640 x 480	\$2,500
Top Leaderboard	728 x 90	\$2,000
First Sidebar	300 x 250	\$1,750
Second Sidebar	300 x 250	\$1,500
Third Sidebar	300 x 250	\$1,250

**SPECIAL POSITIONS**

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