



# DIGEST PUBLICATIONS MEDIA PLANNER

(609) 953-4900 • FAX (609) 953-4905 • 3 REEVES STATION ROAD, MEDFORD, NJ 08055 • WWW.LIMODIGEST.COM • WWW.LIMOSHOW.COM

**The hidden costs of doing business:**  
**Credit Card Processing Fees**



Two blueprints should really be without the...  
By Susan Price

**TMC Group Finds SUCCESS**  
by Flexing on the Customer



By Susan Price

**Where the Rubber Meets the Law**  
Recent Legislation and Regulations Governing Tires



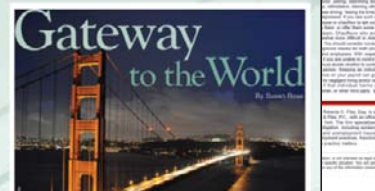
By Susan Price

**AVOIDING WORKPLACE VIOLENCE**



By Anthony Price

**Gateway to the World**



By Susan Price

**7 Steps for Successful Trade Show Marketing**  
Creating a strategic plan will help maximize the value of your time and money



By Pat Clark

## Limousine Digest Advertising Gets Results

Limousine Digest is the #1 source for the limousine industry. Limousine Digest has the largest and most accurate circulation database in the industry so your advertising gets the greatest exposure. Our advertisers will tell you that Limousine Digest readers use the magazine as their #1 source for information that is pertinent to the luxury ground transportation industry. When making purchasing decisions, Limousine Digest is the source they look toward to find the answers. Limousine Digest consistently has 33% more advertising than competing trade journals. Our advertisers tell us that they get results from their ads in Limousine Digest.

## Quality Makes a Difference

When readers feel strongly about a publication, they are more likely to read, believe, and act on information contained in its advertisements. Limousine Digest is the "Voice of the Luxury Ground Transportation Industry."

At Digest Publications, we have dedicated ourselves to producing the most useful and informative journals in the luxury ground transportation industry. Limousine Digest delivers informative content through monthly articles and departments, which include Association News, Industry Updates, Industry Regulations, Signature Livery, Best in The Business, Stretching The Limits, and much more. Each month, we also feature articles written by actual industry members who not only report pertinent, concise information, but also offer solutions and guidance. Our readers rely on Limousine Digest to stay informed.

## Limousine Digest Delivers

Limousine Digest is the #1 source of information for the limousine industry. Industry members use Limousine Digest as their primary information source and guide for industry news, trends, product features, and advice.

Limousine Digest is recognized as the authoritative voice in its field because it operates with the most experienced staff of researchers, experts, and consultants in the industry. Limousine Digest also draws from experts in the industry and welcomes contributions from readers.

## Circulation

Limousine Digest is the most widely circulated industry publication. The Limousine Digest research department captures operator names from various sources and continuously verifies every listing. Limousine Digest is mailed monthly to over

10,000 readers. Our circulation department constantly self audits our distribution list to ensure that none of your advertising dollars are wasted. Our distribution lists consist of over 14,000 operators from the United States, Canada, and around the world.

## Aesthetics

Aesthetics are equally critical, so we've gone to great lengths to make Limousine Digest's design and layout second to none. Compare Limousine Digest page by page with any luxury ground transportation publication and we think you'll agree: It's simply the best magazine of its kind.

The quality of a magazine reflects upon its advertisers. When you advertise in a premium publication such as Limousine Digest, you place your company in the best possible light.

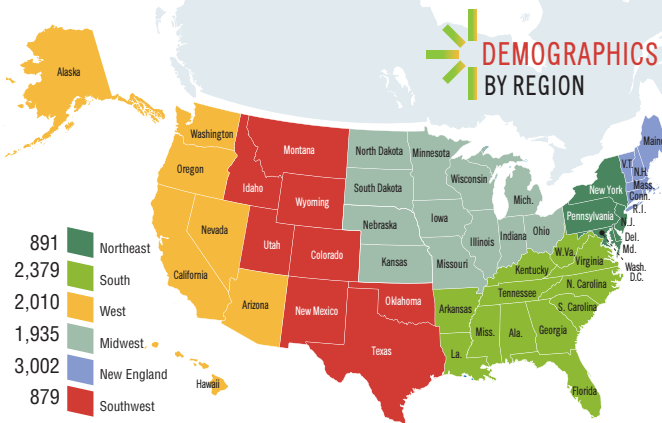
## Advisory Board

The Limousine Digest Advisory Board includes leaders in the industry who have achieved success in their businesses. Small and large operators, and association leaders contribute their insight to the editorial content of Limousine Digest. The advisory board works in conjunction with our staff to stay ahead of the latest trends, events, and hot topics in the luxury ground transportation industry.



# DIGEST PUBLICATIONS MEDIA PLANNER

(609) 953-4900 • FAX (609) 953-4905 • 3 REEVES STATION ROAD, MEDFORD, NJ 08055 • WWW.LIMODIGEST.COM • WWW.LIMOSHOW.COM



## DEMOGRAPHICS BY REGION

### Demographics

*Limousine Digest* has the largest and most qualified circulation. The average *Limousine Digest* reader operates a fleet of six sedans, four stretches, one SUV, one bus, and one van. Roughly 30% of our readers have been in business for five years or less, while 58% have

been established for ten years or more. Corporate transportation, airport transfers, and weddings make up the majority of our reader's work, and more than half of all operators have their vehicles professionally maintained off-site (dealer or body/repair shop). Readers of *Limousine Digest* include owner/operators, manufacturers, dealers, suppliers of products and services, and chauffeurs.

### Buyers' Guide

The annual Buyers' Guide is the most critical issue of the year for advertisers and the most important advertising opportunity of the year. This issue has the longest shelf life of all issues, and it is used as a reference tool for the entire year. Your advertisement in the Buyers' Guide will be seen for a full 12 months. The *Limousine Digest* Buyers' Guide is an invaluable directory for the entire industry — packed full of valuable information on products and services for the luxury ground transportation industry.

### Advertisers' Index

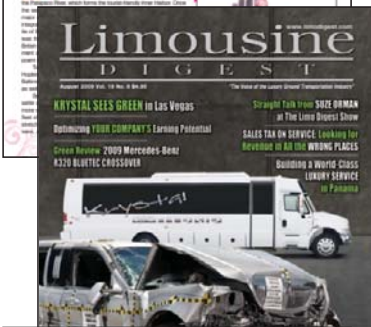
Unlike any other publication in this industry, *Limousine Digest* prints advertisers' phone numbers in our advertisers' index in the back of the magazine. This handy guide allows the reader to quickly contact our advertisers when purchasing decisions are being made.

### Referral Guide

Looking for an operator in another area of the country? This exclusive section is a networking source for operators to accept referrals for traveling clients and search for referral companies across the country. All referral guide listings run for a year at a special prepaid rate. To keep this section competitive, we limit the number of companies to three per region.

## TOP REASONS to Advertise with Digest Publications

1. **THE LARGEST CIRCULATION DATABASE** — which is consistently verified so your ads are seen.
2. **OUR READERS ARE your FUTURE CUSTOMERS** — they use *Limousine Digest* as a resource for their purchasing decisions.
3. Digest Publications' **FOCUS** is only on the limousine industry, we get results.
4. Our **ADVERTISERS GET MORE QUALITY LEADS** than any other trade magazine in the industry.
5. We publish **TIMELY EDITORIAL** to keep our readers on the pulse of the industry.
6. Advertisers get **MORE VALUE** for their money. Digest Publications offers numerous **CUSTOMIZED PROGRAMS** to get the most from your advertising dollar.





# Advertiser Calendar

The editorial calendar provided below is a guide to help you plan your advertising schedule.

<p><b>January</b>  <b>Ad Closing: 12/8/11</b>      <b>Materials Due: 12/15/11</b>  <b>Issue Emphasis</b></p> <ul style="list-style-type: none"> <li>• 2011 Limo Digest Show Recap</li> <li>• 2011 Operators of the Year</li> </ul>				
<p><b>February</b>  <b>Ad Closing: 1/10/12</b>      <b>Materials Due: 1/17/12</b>  <b>Issue Emphasis</b></p> <ul style="list-style-type: none"> <li>• Bus, Motorcoach &amp; Charter Issue</li> <li>• Mergers &amp; Acquisitions</li> <li>• Proms</li> </ul>				

## March

**Ad Closing: 2/10/12**      **Materials Due: 2/17/12**

### Issue Emphasis

- Buying & Selling Trends (Lease/Finance)
- Travel, Tours & Sporting Events
- Weddings

## April

**Ad Closing: 3/7/12**      **Materials Due: 3/14/12**

### Issue Emphasis

- Technology Issue (Social Media, Websites, Online Portals and Reservations)
- Niche Marketing (Winery Tours)

## May

**Ad Closing: 4/9/12**      **Materials Due: 4/16/12**

### Issue Emphasis

- Affiliate & Referral Issue

## June

**Ad Closing: 5/7/12**      **Materials Due: 5/14/12**

### Issue Emphasis

- Anniversary Issue
- Insurance
- Corporate Travel Issue

## July

**Ad Closing: 6/8/12**      **Materials Due: 6/15/12**

### Issue Emphasis

- Annual Buyer's Guide & Industry Source Book

## August

**Ad Closing: 7/9/12**      **Materials Due: 7/16/12**

### Issue Emphasis

- Women in the Industry
- International Focus

## September

**Ad Closing: 8/10/12**      **Materials Due: 8/17/12**

### Issue Emphasis

- Vehicle Maintenance
- Holiday Marketing

## October

**Ad Closing: 9/10/12**      **Materials Due: 9/17/12**

### Issue Emphasis

- 2012 Pre-Show Issue
- Charity & Philanthropy

## November

**Ad Closing: 10/8/12**      **Materials Due: 10/15/12**

### Issue Emphasis

- 2012 Show Issue

## December

**Ad Closing: 11/9/12**      **Materials Due: 11/16/12**

### Issue Emphasis

- Insurance Issue
- Technology Focus (GPS, Products & Gadgets)

Calendar is subject to change.

## LIMOUSINE DIGEST ADVERTISING SPECIFICATIONS

### Digest Publications' Comprehensive Marketing Targets Your Customers

Maximize your exposure to the limousine industry through a custom designed program to attract your specific consumers. Digest Publications can tailor a program that includes advertising in *Limousine Digest*, exhibiting at the Limo Digest Show in Atlantic City, demographic-specific targeted mailings, fax and e-mail blasts, and exposure on our websites. Our comprehensive team of marketing experts will assist you in everything from the design of your marketing materials and advertisements to establishing a complete plan for overall market penetration.

### MECHANICAL REQUIREMENTS

Trim Size	W	H
2-Page Spread* .....	16.25"	x 10.875"
Full Page*.....	8.125"	x 10.875"
1/2 Page Island.....	4.625"	x 7.5"
1/2 Page Horizontal .....	7.375"	x 4.875"
1/3 Page Vertical .....	2.875"	x 10"
1/4 Page Horizontal .....	7.375"	x 2.375"
1/4 Page Vertical.....	3.625"	x 4.875"
1/8 Page .....	3.625"	x 2.375"

\*Allow .5" around for live area

### PREMIUM POSITION

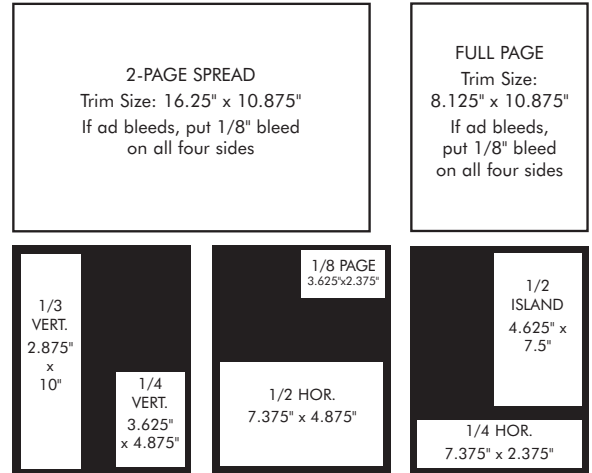
Surcharge paid in addition to the ad rate below. (U.S. Funds)

Back Cover .....	\$3080
Center Spread .....	.2530
Inside Front .....	.2200
Inside Back .....	.2035
Opposite Table of Contents .....	.1705
Opposite Publisher's Notes .....	.1585
Preferred Position/Far Front .....	.1485
Right-Hand Page .....	.1045

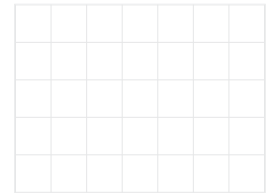
### AD RATES (U.S. Funds)

	Black & White			2-color			4-color		
	1x	6x	12x	1x	6x	12x	1x	6x	12x
2-Page spread	\$3690	\$3320	\$2860	\$4075	\$3705	\$3245	\$4940	\$4508	\$3985
Full Page	2215	1945	1715	2600	2330	2100	3243	2933	2668
1/2 Page Island	1600	1490	1375	1985	1870	1760	2200	2090	1980
1/2 Page (H)	1490	1375	1260	1870	1760	1645	2090	1980	1865
1/3 Page (V)	1260	1145	1030	1645	1530	1415	1865	1750	1635
1/4 Page (H)	985	860	730	1370	1245	1115	1590	1465	1335
1/4 Page (V)	800	730	530	1185	1115	915	1405	1335	1135
1/8 Page	520	430	365	905	815	750	1125	1035	970

### ADVERTISING DIMENSIONS AND SET UP



Maximize your exposure to the limousine industry through a customized program by advertising in *Limousine Digest* and exhibiting at the Limo Digest Show



**EDITORIAL SUBMISSIONS** Please contact the editor regarding submissions; please note that editorial is placed 60 days prior to publication.

*Limousine Digest* accepts product press releases, people on the move, and other industry news. We encourage industry members to take an active role in contributing to *Limousine Digest's* editorial.

**ELECTRONIC FILES** Furnished files should be in a high resolution (300 dpi) PC format created in QuarkXpress 9, Illustrator CS5, or Photoshop CS5, with fonts and graphics embedded in tiff, pdf or an eps. The files may be supplied on a CD or FTP access is available. A color proof **MUST** be included with all artwork. **NOTE: We cannot be responsible for errors, including color matching, if a color proof is not supplied.**

**INSERTS** Bound, tipped-in, multi-page, catalog, and postcard inserts are available. Call us for quotes and mechanical specifications. Contract printing is also available.



# Editorial Calendar

Questions? Contact Susan Rose at [susan@limodigest.com](mailto:susan@limodigest.com); Liz Hunter at [liz@limodigest.com](mailto:liz@limodigest.com); or Chris Weiss at [chris@limodigest.com](mailto:chris@limodigest.com)

**All Articles Are Due on the 15th TWO Months Prior to Publication**

<p><b>January</b> DEADLINE: 11/15/11</p> <p><b>Issue Emphasis</b></p> <ul style="list-style-type: none"> <li>• 2011 Limo Digest Show Recap</li> <li>• 2011 Operators of the Year</li> </ul>					
<p><b>February</b> DEADLINE: 12/15/11</p> <p><b>Issue Emphasis</b></p> <ul style="list-style-type: none"> <li>• Bus, Motorcoach &amp; Charter Issue</li> <li>• Mergers &amp; Acquisitions</li> <li>• Proms</li> </ul>					

## March

DEADLINE: 1/15/12

### Issue Emphasis

- Buying & Selling Trends (Lease/Finance)
- Travel, Tours & Sporting Events
- Weddings

## April

DEADLINE: 2/15/12

### Issue Emphasis

- Technology Issue (Social Media, Websites, Online Portals and Reservations)
- Niche Marketing (Winery Tours)

## May

DEADLINE: 3/15/12

### Issue Emphasis

- Affiliate & Referral Issue

## June

DEADLINE: 4/15/12

### Issue Emphasis

- Anniversary Issue
- Insurance
- Corporate Travel Issue

## July

DEADLINE: No Content

### Issue Emphasis

- Annual Buyer's Guide & Industry Source Book

## August

DEADLINE: 6/15/12

### Issue Emphasis

- Women in the Industry (tentative)
- International Focus

## September

DEADLINE: 7/15/12

### Issue Emphasis

- Vehicle Maintenance
- Holiday Marketing

## October

DEADLINE: 8/15/12

### Issue Emphasis

- 2012 Pre-Show Issue
- Charity & Philanthropy

## November

DEADLINE: 9/15/12

### Issue Emphasis

- 2012 Show Issue

## December

DEADLINE: 10/15/12

### Issue Emphasis

- Insurance Issue
- Technology Focus (GPS, Products & Gadgets)

Calendar is subject to change.

# Contact Information

## Limousine Digest

President/Publisher  
Chris Weiss (x221)  
chris@limodigest.com

Editor/Assistant Publisher  
Susan Rose (x220)  
info@limodigest.com

Associate Editor  
Liz Hunter (x252)  
liz@limodigest.com

Sales Manager  
Richard Springer (x237)  
rich@limodigest.com

Classified Ad Sales  
Dawn Sheldon (x236)  
dawn@limodigest.com

Circulation Coordinator  
Dawn Sheldon (x236)  
dawn@limodigest.com

Credit Department  
Kim Kustera (x208)

## The Limo Show

Assistant Show Manager  
Megan Bates (x215)  
megan@limoshow.com

### Advertising Policies

Closing dates for space reservations vary from month to month. A detailed reservations/materials schedule is available in this media kit. Cancellations are not accepted after the closing date.

### Advertising Materials

Send mail to *Limousine Digest*, 3 Reeves Station Road, Medford, NJ 08055-9630.

### Terms

Due upon receipt, advertising is invoiced on day of issuance. Late charge of 1-1/2 percent per month after invoice. Discounts and/or commissions are automatically charged back on the first day of the second month after invoice date. Agency discounts are only given to agencies of record. In-house agencies may not receive agency discounts. Credit must be established. All advertisers will be prepaid until credit has been established.

### Commissions

Fifteen percent to recognized agencies, provided account remains current as per credit terms.

### Collections

Should advertiser and/or agency default on payments of advertising bills, advertiser and/or agency become responsible for collection fees and/or attorney's fees. If an agency defaults on a payment, advertiser will be held responsible for total due. All advertising sales and other transactions between Digest Publications and its advertisers shall be governed by the laws of the State of New Jersey. Advertisers with Digest Publications consent to the jurisdiction of New Jersey Courts, County of Burlington.

### Tip-In

Tip-in specifications differ and are only available in *Limousine Digest*. When sending material to Digest Publications for tip-in, mark each box with the name and issue of the magazine it is to be bound into. Send inserts to *Limousine Digest*, 3 Reeves Station Road, Medford, NJ 08055-9630.

### Miscellaneous

1. Digest Publications reserves the right to accept, reject, or edit any copy not in keeping with the standards of *Limousine Digest*.
2. Digest Publications reserves the right to accept or reject any advertisement for any reason.
3. Advertiser and/or advertising agency assume all liability for printed advertisements appearing in *Limousine Digest*. Advertisers MUST provide a digital matchprint of all advertising. Digest Publications is not responsible for color variation or printing errors if a digital matchprint is not provided.
4. Digest Publications reserves the right to modify the editorial calendar without notice.
5. When entire schedule of contract is not used, advertiser will be short-rated and billed for the difference. Advertiser will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with the publisher. Advertiser has the option to revise any contract to increase or decrease the frequency rate. In the event of a contract revision, advertiser will be either short-rated or credited, depending on the actual earned space used or to be used. Any contract revisions must be requested in writing and sent via certified mail 30 days prior to magazine proofs being created.
6. Proper notice will be given before rate changes. Contracts made before rate changes will be billed at the contract rate.
7. Advertising materials must meet the specifications indicated in this media kit for the publication. Advertisements not within the parameters of the specification will be placed at the advertisers own risk. Match prints should be provided with all advertisements.