



# MEDIA PLANNER



## Limousine DIGEST

*The Voice of the Luxury Ground Transportation Industry*

## The International Limousine & Livery Trader

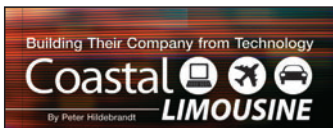
*Specializing in New & Used Limousines, Buses, Vans & Funeral Cars*

## LIMO DIGEST Show

*The Leading Trade Show for the Luxury Ground Transportation Industry*

# DIGEST PUBLICATIONS MEDIA PLANNER

(609) 953-4900 • FAX (609) 953-4905 • 29 FOSTERTOWN ROAD, MEDFORD, NJ 08055 • WWW.LIMODIGEST.COM • WWW.LIMOSHOW.COM



**E**ric Roberts and J.C. Clark of Coastal Limousine, a luxury ground transportation company, have spent the last several years building their company from technology. They spent the last several years building their company from technology. They spent the last several years building their company from technology.

### 13 TIPS TO CUT YOUR 2006 INCOME TAX BILL NOW

By William J. Lynott

With your attention on the year-end holiday season, it's time to take a moment to review your 2006 tax situation. There are 13 tips to help you reduce your 2006 income tax bill. If you follow these tips, you can save up to 50 percent of your time is devoted to business, all travel expenses will be deductible.



**W**here the Rubber Meets the Law: Recent Legislation and Regulations Covering Tires. This article discusses the impact of new regulations on the tire industry.

### AVOIDING WORKPLACE VIOLENCE

By Roberto Pina

This article provides strategies for preventing workplace violence, including safety protocols and employee training.



**L**iving LARGE With Trump: This article explores the impact of Donald Trump's business ventures and political influence on the industry.

### 2006 AND BEYOND: The Funeral Business Reshapes Itself

By Robert Lusk

This article examines the challenges and opportunities in the funeral home industry as it evolves in the 21st century.

## 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, The Cutting Edge, Signature Livery, Business to Business, Tech Tips, 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 and The International

Limousine and Livery Trader are mailed monthly to over 14,000 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 17,000 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.

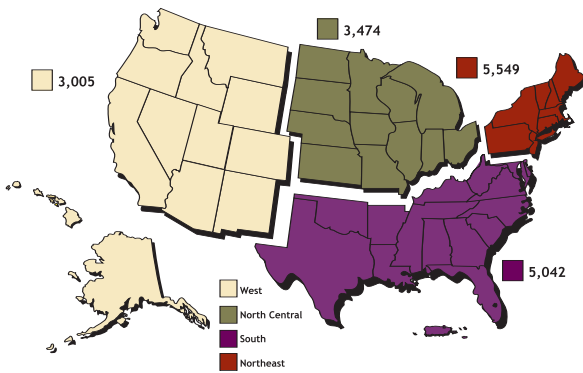
The quality of a magazine reflects upon its advertisers. When you advertise in a premium publication such as Limousine Digest, you place your company in the best possible light.

## 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.



## Operators 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

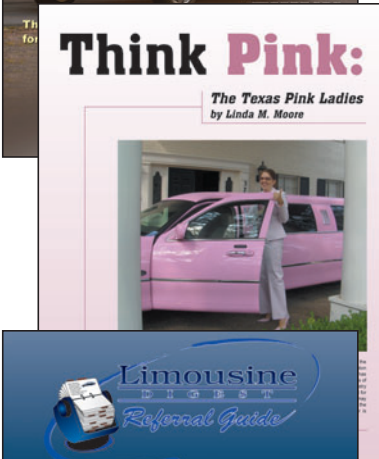
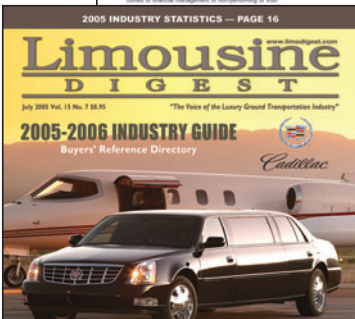
Unlike any other publication in this industry, *Limousine Digest* prints advertisers' phone numbers in our advertisers' index in the back of the magazine. This handy guide allows the reader to quickly contact our advertisers when purchasing decisions are being made.

## NEW! 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.



## The International Limousine and Livery Trader

This monthly newspaper is printed in a large auto-trader format. It is the industry's source for buying and selling new and used limousines, buses, exotics, and those hard to find specialty vehicles. *The International Limousine and Livery Trader* is an economical alternative to sell your products and services.



## LIMO DIGEST *Show*

WWW.LIMOSHOW.COM

FOR OVER TEN YEARS, THE LIMO DIGEST SHOW HAS ATTRACTED BUYERS AND SELLERS ANNUALLY TO ATLANTIC CITY.

Exclusively sponsored by Cadillac, the Limo Digest Show offers limousine operators the opportunity to network with experts and their peers in the industry, attend educational seminars, view the newest and most innovative products available to the industry, and just have a good time.

Over 3000 industry members attend the Limo Digest Show each year at the Trump Taj Mahal. Attendees come to meet with the manufacturers of the products they intend to purchase in the upcoming months.

### Show Floor

The Show floor spotlights the industry's leading manufacturers of limousines, sedans, limo vans, shuttles, and buses from around the world. There are also a wide range of exhibitors who have the technology and supplies to make your limousine company run smoothly and efficiently and increase both productivity and profits. From the show floor to exciting after-hours parties, the networking opportunities with your fellow industry members and your leading manufacturers are endless.



### Seminars

Educational Seminars include chauffeur training, insurance, marketing, and other topics of interest to limousine operators. Seminars are developed to aid every member of the industry — from new operators to established fleets, large and small. Past Industry Summit headliners have included N.J. Congressman Rob Andrews, N.J. State Senator Robert Singer, and members of the Homeland Security Task Force.

### Awards Banquet

The Limo Digest Show Awards Banquet and Charity Auction spotlights those individuals who have made a difference in the industry. Each year, industry leaders, veterans, and association members are nominated by their peers for one of many awards including Chauffeur of the Year, Small/Midsize/Large Operator of the Year, Images/Marketing, and Most Dedicated Association Leader/Member, just to name a few. Annually, we recognize and celebrate their achievement at our Limo Digest Show Awards Banquet Dinner. Over the past three years attendees of our Charity Auction have raised over \$265,000 for the Make-A-Wish Foundation.

### Promotional Opportunities

Our advertisers receive a discount on their exhibit space at the Limo Digest Show. There are a number of additional opportunities to promote your products and services at the Limo Digest Show, including Show Program advertising and a wide variety of sponsorship opportunities for nearly every event at the Show.



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## LIMOUSINE DIGEST ADVERTISING SPECIFICATIONS

### Digest Publications' Comprehensive Marketing Targets Your Customers

Maximize your exposure to the limousine industry through a custom designed program that attract your specific consumers. Digest Publications can tailor a program that includes advertising in *Limousine Digest* and *The International Limousine & Livery Trader*, 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

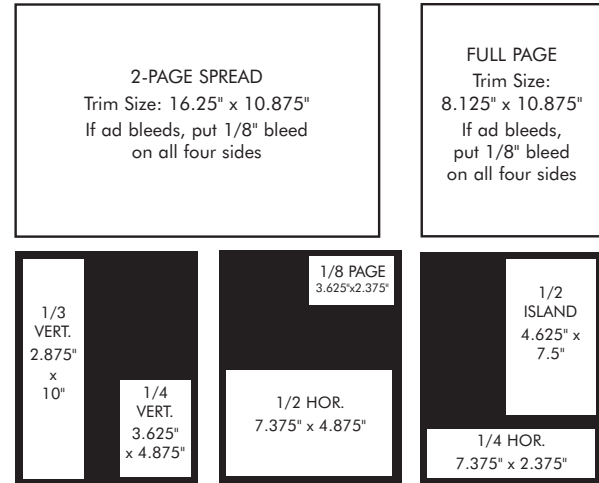
Surcharge paid in addition to the ad rate below. (U.S. Funds)	
Back Cover	\$.3080
Center Spread	.2530
Inside Front	.2200
Inside Back	.2035
Opposite Table of Contents	.1705
Opposite Publisher's Notes	.1585
Preferred Position/Far Front	.1485
Right-Hand Page	.1045

### 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

Premium position surcharge add 25% (back cover, inside front or back covers, center spread)

### ADVERTISING DIMENSIONS AND SET UP



Realize a discount when advertising in both *Limousine Digest* and *Limousine & Livery Trader*



**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) format created in QuarkXpress 6.5, Illustrator CS2, or Photoshop CS2, with fonts and graphics included in tiff or eps format. The files should be supplied on CD in PC format, FTP download is also 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.

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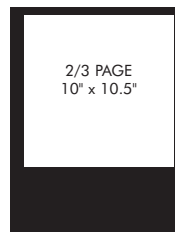
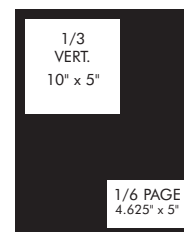
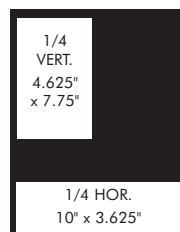
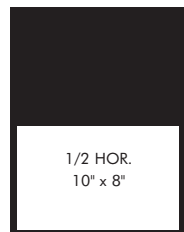
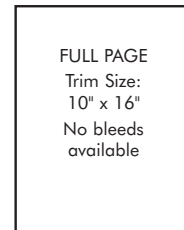
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## THE INTERNATIONAL LIMOUSINE & LIVERY TRADER ADVERTISING SPECIFICATIONS

### MECHANICAL REQUIREMENTS

Trim Size	W	H
Cover . . . . .	10"	10.25"
2-Page Spread . . . . .	20"	16"
Full Page . . . . .	10"	16"
2/3 Page . . . . .	10"	10.5"
1/2 Page Horizontal . . . . .	10"	8"
1/3 Page Vertical . . . . .	10"	5"
1/4 Page Horizontal . . . . .	10"	3.625"
1/4 Page Vertical . . . . .	4.625"	7.75"
1/6 Page . . . . .	4.625"	5"

### ADVERTISING DIMENSIONS AND SET UP



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

	Black & White			2-color			4-color		
	1x	6x	12x	1x	6x	12x	1x	6x	12x
2-Page spread	N/A	N/A	N/A	N/A	N/A	N/A	\$2330	\$2280	\$2225
Full Page	\$1045	\$1010	\$980	\$1055	\$1025	\$990	1270	1240	1210
2/3 Page	820	790	760	835	780	770	1060	1035	1010
1/2 Page (H)	625	595	560	635	605	575	850	825	805
1/3 Page	490	460	430	505	470	440	635	615	595
1/4 Page (H)	365	335	300	375	345	315	530	515	500
1/4 Page (V)	365	335	300	375	345	315	530	515	500
1/6 Page	255	225	190	265	235	200	425	410	390

Premium position surcharge add 25% (back cover, inside front or back covers, center spread)

**ELECTRONIC FILES** — Furnished files should be in a high resolution (300 dpi) format created in QuarkXpress 6.5, Illustrator CS2, or Photoshop CS2, with fonts and graphics included in tiff or eps format. The files should be supplied on CD in PC format, FTP download is also 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.**

### CLASSIFIED ADVERTISING X 3

Digest Publications offers three places to maximize your dollar when buying or selling new and used vehicles, offering business services and products, posting a business for sale, or when hiring staff. You can place your monthly listing in *Limousine Digest*, *Limousine & Livery Trader*, and/or online at [www.limodigest.com](http://www.limodigest.com). All classified ads must be prepaid.

- In one venue . . . . . \$50/inch (add \$10/inch for color)
- In two venues . . . . . \$65/inch (add \$10/inch for color)
- In three venues . . . . . \$75/inch (add \$15/inch for color)

# Contact Information

## Limousine Digest

### The International Limousine and Livery Trader

Publisher  
Chris Weiss (x221)  
chris@limodigest.com

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

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

Display Ad Sales  
Richard Springer (x237)  
rspringer@digestmags.com

Classified Ad Sales  
Jessica Hurry (x233)  
jessica@limodigest.com

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

Credit Department  
Vicki Coates (x223)  
Sharon Ronchetti (x206)

## The Limo Show

Vice President Marketing  
Kimberly Renee (x251)  
kimberlyrenee@limoshow.com

Show Manager  
Karen Schenck (x215)  
karen@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* or *The International Limousine and Livery Trader*, 29 Fostertown Road, Medford, NJ 08055.

### 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*, 29 Fostertown Road, Medford, NJ 08055.

### 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* or *The International Limousine and Livery Trader*. 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 will utilize ProMedia Design to typeset and/or design ads for advertiser, charging advertiser prevailing market rates.
5. Digest Publications reserves the right to modify the editorial calendar without notice.
6. 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.
7. Proper notice will be given before rate changes. Contracts made before rate changes will be billed at the contract rate.
8. 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.