



IN BUSINESS FOR YOUR BUSINESS



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.

With more than 180 associates across the country, Bobit Business Media is committed to making its print and online presence, events, and services indispensable to industry leaders while encouraging corporate expansion, profitability, and stability.





OUR VALUES

At Bobit, we adhere to six core values:

1) Clients' needs first.

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) Integrity.

Whether it's the easy choice or not, we make sure to always do the right thing by our associates and our clients. We strive to be a company you can count on.

3) "Can do" attitude.

The media industry is constantly changing and our clients are always wanting something new and different. Even if we might not know how to make it happen at first, we always give it a go. "No" is not a word we like to say.

4) Technically adept.

We live in a digital world that's constantly advancing. We make sure to remain technically savvy, staying on top of the latest digital trends and technologies, and are constantly improving our digital skills.

5) Solution-oriented.

Here at Bobit Business Media, when we hit a road block, we don't give up. No matter how big or how small the problem may be, we figure out a solution with our never-give-up attitudes.

6) Adaptive.

We can't get this all done without being adaptive. Things happen, technology changes, ideas are redefined, and we bend. We understand you must be willing to follow whatever new path may arise to lead you to success.





WORK ENVIRONMENT

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?

Bobit is a family-owned business of three generations and we foster that environment with each of our associates. 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.

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.

But most of all, we want our associates to achieve success. We provide training, organize regular lunch and learns, and encourage higher learning among our associates to ensure they have all the tools they need to prosper.





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!"

FROM OUR ASSOCIATES

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 17 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



"I feel very fortunate that every day, I get the opportunity to collaborate with my co-workers. We are all from such diverse educational, creative, and technical backgrounds. I really enjoy being part of such a diversified group of people."

Keiko Hoshida
Graphic Artist, Creative Services
Bobiteer since 2013



"In my 28 years here, the associates, environment, and technology, has transformed into a progressive direction to help people and business succeed."

Derrick Beasely
Graphic Technical Services
Manager Bobiteer since
1989



"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



"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

