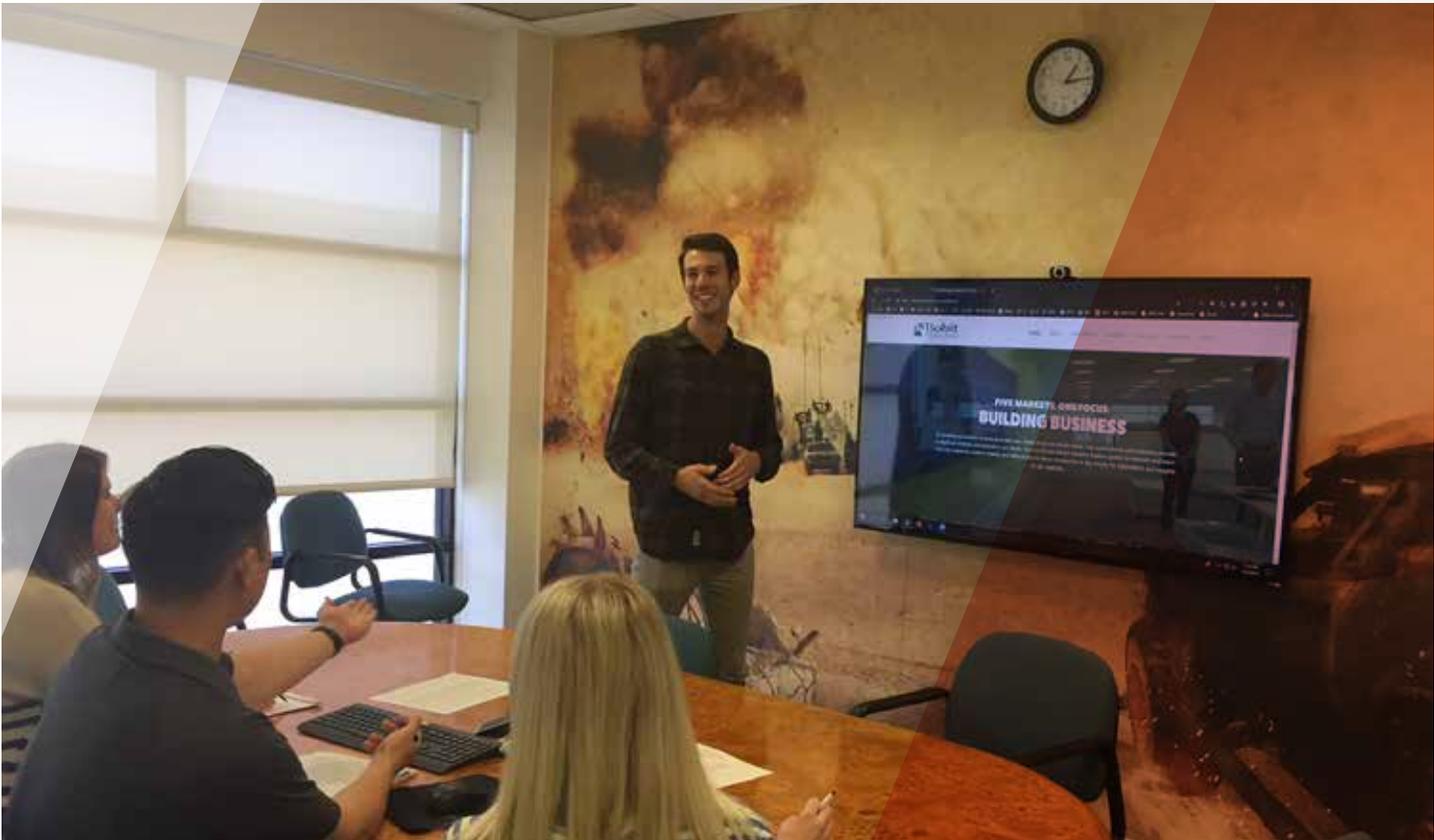




# WELCOME

TO BOBIT BUSINESS MEDIA



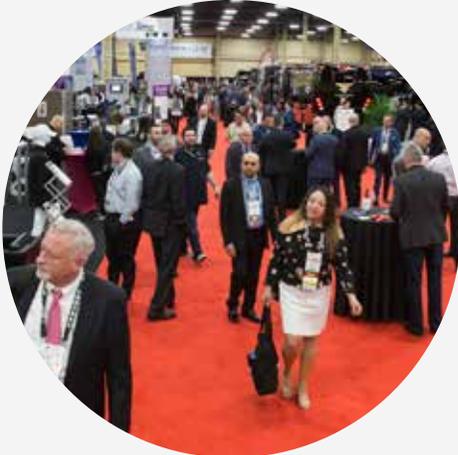


# MISSION & GOALS

Bobit Business Media has built a reputation as a prominent business-to-business media company. We anticipate and meet the needs of our customers with superior marketing solutions and quality content in print, online and at in-person events.

Our goal is to fill whatever needs our clients may have, so we provide a wide menu of products and services backed by our extensive industry knowledge. We run on creativity, and we cultivate a positive, rewarding work environment that promotes teamwork, professionalism, and excellence.

With roughly 150 associates across the country, we are committed to being indispensable to industry leaders while encouraging corporate expansion, profitability, and stability.



# VALUES

AT BOBIT, WE ADHERE TO SIX CORE VALUES:



1

## CLIENTS' NEEDS FIRST

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

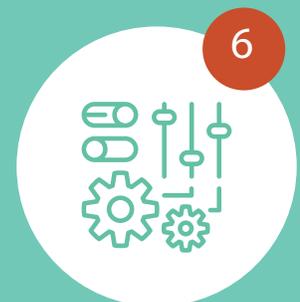
We live in a digital world that's constantly advancing. We make sure to remain technically savvy, staying on top of the latest digital trends and technologies, and are constantly improving our digital skills.



5

## SOLUTION-ORIENTED

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 we must be willing to follow whatever new path may arise to lead us 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 was a family-owned business of three generations and we continue to 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 regular town hall 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.

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 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 year-round.

But most of all, we want our associates to achieve success. We provide training, hold lunchtime learning sessions, and encourage education among our associates to ensure they have all the tools they need to prosper.



# 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
- E-vehicle charging
- Bobit University (learning lunches)
- Discount programs (auto, computer, movies, etc.)
- Credit union membership



# HISTORY

Bobit Business Media was a family-run media powerhouse for 57 years, founded in 1961 by Ed Bobit with the launch of our flagship publication, Automotive Fleet.

Originally founded in Illinois, Ed moved the company to Southern California in 1977. "We had lived most of our lives in the Chicago area and really just wanted to experience winters without shoveling snow!" said Ed Bobit, who passed away in 2014. The company became one of the strongest B-to-B media forces in the West and acquired several new titles.

In the mid-'80s Bobit Business Media developed conferences and expositions, starting with the Limousine & Chauffeur Show, which continues to grow and earned Trade Show Executive's Top 50 Fastest Growing Events distinction in 2017.

The company jumped into digital media with both feet in 1996 by setting up industry websites for all of its brands.

Employing an in-house team, Bobit Business Media websites are leaders in their markets.

The company currently produces:

- 23 print titles
- 42 websites
- 24 newsletters
- 20 in-person events

All of Bobit's products meet specific markets' need for knowledge, news, and networking. Its headquarters occupy 50,000 square feet in Torrance, Calif., and it has 30 regional offices throughout the United States.

Bobit was acquired by Gemspring Capital in the fall of 2018, but its family-run business values remain. Gemspring Capital is a private equity firm based in Westport, Conn., and specializes in lower middle-market companies.

# AREAS OF FOCUS

1

## DATA

Data collection and data analysis underpins everything we do at Bobit. When we understand the data, we can better understand our customers and serve them better. Because of this, we seek analytical thinkers with technical savvy to join us.



5

## EVENTS

Bobit's conferences and tradeshows are the premiere events in their industries and can attract thousands of attendees. We've received several Trade Show Executive Fastest 50 awards, and seek solution-oriented adaptive team members ready for a challenge.



2

## MARKETING SOLUTIONS

We create innovative marketing solutions for our clients and we're drawn to creative people who are masters of messaging. Whether you're just out of school or have years of experience, Bobit offers a wide range of opportunities in marketing.



6

## EDITORIAL

Content isn't just king at our company; it's the entire royal family. It's at the heart of everything we do and extends across all of our platforms to tell engaging stories. We enjoy providing opportunities for journalists who are creative and effective storytellers.



3

## SALES

In sales, it's critical that we act with integrity, put our clients' needs first, and adapt to changing needs. We seek out sales professionals who are able to understand, create, and implement sales programs highlighting our vast technical capabilities.



7

## GRAPHIC DESIGN

In today's fast-paced world, design has to be attention-getting and we look for designers who know how to work across platforms to draw a reader in. Our graphic designers work on a wide range of projects, from print magazines to web design to animation.



4

## WEB DEVELOPMENT

With more than 40 Bobit websites, our in-house web development team is kept busy and challenged — helping them stay on top of technology trends. Opportunities abound on our digital teams.



# FROM OUR ASSOCIATES

"Teamwork and hard workmanship are evident here at Bobit. People are friendly and courteous, and my teammates collaborate efficiently throughout a variety of projects across different departments. With room for growth and challenges to tackle, I've learned a lot of things — from beauty industry knowledge to creative production to the ins and outs of social media. But the best thing of all? BBQ picnics and half-day Fridays in the summer!"

Yuiko Sugino  
Art Director, NAILS and VietSALON  
Bobiteer since 2012



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

Derrick Beasley  
Graphic Technical Services Manager  
Bobiteer since 1989



"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 noticed that and have helped make me who I am today."

Chris Strain  
Director of Accounting  
Bobiteer since 1986



"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 decades of success. My years here have been filled with constant opportunity for growth and support for new ideas. I can't imagine working anywhere else."

Eric Bearly  
Chief Digital Officer  
Bobiteer since 2000



"Bobit has facilitated both my personal and professional growth, allowing me opportunities to develop new skills and learn from the innovative people around me. This company does a great job infusing professionalism and fun in the workplace. I owe my career development and some lifelong friendships to Bobit."

Rachel Miller  
Senior Marketing Solutions Manager  
Bobiteer since 2014



"Bobit has the most open communication of any company that I've worked at before. Things here are transparent, so you always have an idea of what's going on. It's great working with a team that is so open with information and receptive to new ideas, you really feel like you're making a difference at the company."

Justin Sorensen  
Digital Product Manager  
Bobiteer since 2018





# CONTACT US

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