



CHAUFFEUR
driven

The industry has evolved.
Meet the publication that has evolved with it.

Media Kit 2017



chauffeurdriven.com
856.334.1990



CHAUFFEUR driven

Chris Weiss, President & Publisher



Welcome to Chauffeur Driven...

Chauffeur Driven magazine is the new turn-to resource of the limousine and chauffeured ground transportation industry. A visually dynamic publication led by a team of experienced and respected professionals and a roster of knowledgeable and well-informed contributors,

Chauffeur Driven provides readers with insightful editorial, new paths to success, and real-world solutions to reflect the changing business landscape in the 21st century.

Our name represents the evolution of industry over the past decade. Operators have become more business savvy, not only in their own industry but across the wide variety of industries they serve, and they rely on the content we provide to keep them up to date and moving in the right direction. As an advertiser in the print edition of *Chauffeur Driven*, your company is exposed to 11,000 chauffeured transportation companies across the globe. With a combined circulation of over 25,000 strong, our digital version is not only sent to limousine, chauffeured transportation, black car, shuttle and bus companies, but also to corporate travel managers, meeting and event planners, DMCs, hospitality professionals, tour and charter operators, wedding planners, funeral directors, and other crossover industries. Combining these integral pieces with our solid and diverse foundation of contributors, *Chauffeur Driven* is the most well-rounded, all-encompassing, and widest-reaching publication in the industry.

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Experience, Integrity & Know-How

The Chauffeur Driven brand may be new to the industry, but the people behind it are not. President/Publisher Chris Weiss and CEO Eric Alpert, two of the co-founders of *Limousine Digest*, have collaborated to bring you the newest publication for the industry of today and the future. Weiss, also the former publisher and show director of *Limousine Digest*, takes an active role as board member or advisor of various industry associations, and attends dozens of association meetings each year, often speaking about current or developing trends and the state of the industry. Through the years, he has visited hundreds of companies and around the world and has gotten a first-hand look at what makes them tick. Both Weiss and Alpert have built careers serving the chauffeured ground transportation industry over the last two decades, and they bring that dedication to *Chauffeur Driven*.

As with past endeavors—and along with a talented team with a combined 100+ years of industry experience that includes Managing Editor Susan Rose, Art Director Tricia Rieger, and West Coast Editor David Hartson—our passion and commitment to the betterment of the industry is the driving force behind everything we do at *Chauffeur Driven*. Our job is not to just to report on what is happening in the industry. We are in the trenches every day, talking one on one with business owners. Their success is our success. Keeping our fingers on the pulse of the industry helps us to publish content that is not only relevant and timely, but directly from those who are experiencing it on the ground.

Targeted Readership Means a Better ROI for Your Advertising Dollars

Our audience depends on us to showcase the newest, most innovative vehicles, products, services, and technologies available. Bottom line: Our readers are your future customers because we circulate monthly to the largest number of established chauffeured ground transportation providers of any publication. Over the years, our

team of circulation professionals has developed a proven methodology for building, verifying, and maintaining a highly qualified and comprehensive international database (for both the print and digital versions), and they work meticulously behind the scenes to ensure continued and unrivaled accuracy. The readers of *Chauffeur Driven* are in it for the long haul and are ready to invest in products that will go the distance.



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Expanded Circulation & Reach

For those who have evolved with the trends in chauffeured transportation, it's common knowledge that success has been found by working with other facets of the business travel, meeting and events, and hospitality industries. That's why *Chauffeur Driven* is circulated not only to operators but corporate travel managers, meeting and event planners, DMCs, hospitality professionals, wedding planning professionals, funeral directors, paratransit, and tour & charter operators. We believe that the more we engage and collaborate with these professionals regarding our respective industries, the better educated our readers will be in working with these key segments—which will lead to stronger, healthier businesses and increased profits.

Editorial Support

We provide editorial opportunities and support through our e-newsletter, which features the latest industry news, events, and happenings, in a capsulated, easy-to-digest format. This is also reflected on our website, chauffeurdriven.com, where we always welcome your press releases for publication. In addition to our website, we have a robust social media presence to help dispense the latest updates and promote events. Send press releases and industry news to Susan Rose at susan@chauffeurdriven.com. Contact Chris Weiss at chris@chauffeurdriven.com to discuss other editorial opportunities.

Media Kit 2012

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Blends Modern
Unspoiled

IN 2008, WHEN WORLD ECONOMY WAS PLUMMETING, AND AMERICAN COUNTRY OF PANAMA HADN'T yet found its footing as a nation beyond the canal, Patrick O'Brien had just sold a tourist company and bought property in the Latin American country he had visited for decades. "I was in Panama for 20 years," he says. "I was a crazy idea—yet it works to have a company in Panama." In Panama, O'Brien says, Panama is an interesting juxtaposition of a modern, lush, and idyllic landscape with nature, pristine jungles just minutes away from the city. "It's a beautiful place to live," he says. "I thought I bought Panama had amazing potential for the future."

And with that seemingly wild notion, Panama Luxury Life became a reality. Panama has proved to be the fastest-growing country in Latin America, with a population of 3.5 million. The country has attracted an increasing number of international visitors—not to mention Fortune 500 companies like IBM, Google, and Caterpillar—since Panama Luxury Life's inception. It is a country that is becoming a hub for business and tourism. Panama has already landed an exclusive transportation deal with the recently opened Trump Ocean Drive, which brings American-made and hotel to Panama, as well as establishing

Today, O'Brien is still peripherally involved in the company he founded, serving as a consulting partner while Panama natives Jack Luttrell and his sister Katherine Luttrell—president/general managers manager, respectively—have spent the past two years as the primary operators of the country's biggest luxury transportation co-

Social Media and Email Marketing: A Powerful Combination

If you still struggle with striking the right balance between social media and email marketing, then you're in the right place. Many of us have trouble finding the right words to connect with our customers on the proper platform so that our message is compelling, interesting, and engaging. Take a deep breath and realize that you're not alone when it comes to marketing, but only you can tell your story to customers.

If your marketing is boring to you, then it's surely



going to be big to your customers. If you view it as a chore, then it will come across in your message. You always want to stay within the parameters of professionalism, but there's no reason that marketing—especially via social media—can't be a bit fun or playful. In fact, that will likely engage customers better. Think of the most successful campaigns that have attracted your eye on social media and get your creativity flowing. Above all else, tailor the message to the audience.

A Basic Overview of Social Media

When you use social media to share business news, to promote your products or services, to increase your visibility to money-saving promotions, you have a better chance of people liking them and sharing them with their network of friends, which will broaden your online presence. Once you develop a social media presence, you can communicate quickly and efficiently about the latest happenings at your company, such as when you win industry awards or reach a milestone ("We've increased our fleet of vehicles by 20 percent").

Blogs, on the other hand, are a great way to provide updates on your company's website, such as announcing the opening of a new location, sharing narrative-driven examples of how and why to use your services, or telling customers about new promotions. Blogs also can be useful demonstrations of your knowledge and expertise.

[illegible]

point isn't that you'll be marketing to this many people. Social networks like Facebook are connected to many others in an ever-useful and entertaining information network. The fact is, you will want to make sure that your company will want to link to services such as YouTube

ing their information from videos in on-line video sharing. If you a video platform such as YouTube or immediately. Begin by shooting some of the scenes videos showing multiple like seeing other people doing your employees in this way. Postages, where you'll likely find a

Dealing With Social Media
Don't send out advertisements. If every client on your services, people are going to see them and may start blocking your email. Don't spam folders and no longer be

some useful and entertaining information. It doesn't all have to be serious and serve to humanize your company, your dispatcher and her new puppy. The promotion, such as a reminder to make a short version of the message visible to post on Facebook, and get

BY MATT DALIS AND

[illegible]

■ Labor Law Violations & Worker Classification: *Claims:* Drivers have evaded legal action against TNCs for labor law violations, particularly with respect to wages and hour issues. In many cases, drivers, particularly those who are not paid on a per-mile basis, have been misclassified as independent contractors (ICs) rather than employees and/or unpaid gratuities that were pocketed by the TNC.

Cases involving TNCs are varied and include everything from personal injury claims to disabilities discrimination.

agreement at issue does not satisfy the required elements of a legally enforceable contract.

False Advertisements

Insurance coverage or deceptive trade practices. Plaintiffs have invoked federal statutes such as the Labor Act, and similar state consumer protection laws, to assert false advertising. These claims allege that TNCs have made false statements regarding their compliance with the law, which has deceived or had the tendency to deceive the public, thereby resulting in damages in the form of consumers' injuries, or money spent to purchase TNC services. The false statements alleged include misrepresentations TNCs have made regarding insurance policies, licensing of third parties,

■ **Unfair Competition & Consumer Protection Law Violations:** Cases also have been brought by passengers as well as trade associations, alleging unfair business practices and black card/insidious companies all there are numerous state and federal statutes that consumer protection laws protect the consumer and promote his or her interests.

Many of the state claims are based on state common law or custom.



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Chauffeur Driven also believes in consulting with experts in and out the industry who spark intelligent and thought-provoking conversations on some of the most important aspects of running a progressive and forward-thinking business. We look to members of the business travel, meeting and events, hospitality, insurance, technology, finance, marketing, and legal fields—to name a few—for objective and relevant insight that operators can implement into their companies immediately. Based on our editorial calendar, these guest contributors provide their thoughts throughout the year on how the segments can better collaborate for a seamless and satisfying customer experience.

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Part of what makes *Chauffeur Driven* an invaluable tool in every chauffeured transportation company's toolbox is its quality content that is cultivated by industry leaders. We rely on a respected group of Advisory Board and Committee members—large and small operators from a variety of markets—who ensure that readers will always enjoy unique, focused, and accurate information. Members are selected for their technical and industry knowledge that helps us guide our editorial coverage. Together with the dedicated *Chauffeur Driven* staff, their contributions complete the recipe for an on-point publication unlike any other in the industry.



2017 Editorial Calendar

Each issue in our 2017 lineup focuses on a different core topic, in addition to in-depth timely features on critical industry happenings, operations, affiliate management, sales and marketing, social media, technology, insurance, and human resources. A vital part of our magazine is our robust association coverage—local industry associations to international crossover associations related to chauffeured transportation—in every issue. Chauffeur Driven also continues to expand participation with and reporting of sister industries such as meeting planning and corporate travel management, to name just two. If it's affecting the chauffeured ground transportation industry, it's in the pages of Chauffeur Driven.

■ January

Focus: Industry Trends Issue

Deadline: 11/15/16

■ February

Focus: Technology Issue

Deadline: 12/15/16

■ March

Focus: Marketing and Branding Issue

Deadline: 1/15/17

■ April

Focus: Van, Bus and Motorcoach Issue

Deadline: 2/15/17

■ May

Focus: Affiliate Issue

Deadline: 3/15/17

■ June

Focus: Association and Community Issue

Deadline: 4/15/17

■ July

Focus: International Issue

Deadline: 5/15/17

■ August

Focus: Meeting & Events Issue

Deadline: 6/15/17

■ September

Focus: Corporate Travel Issue

Deadline: 7/17/17

■ October

Focus: Show Issue

Deadline: 8/15/17

■ November

Focus: Insurance Issue

Deadline: 9/15/17

■ December

Focus: Post-Show and Year in Review Issue

Deadline: 10/16/17

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Digital & Online Advertising

The Chauffeur Driven audience is extremely tech savvy, so we are happy to provide them with several outlets for accessing our brand. Our digital and online advertising opportunities add value to your investment with Chauffeur Driven. Some of the advertising options are:

E-Newsletter

This bi-weekly e-newsletter features breaking industry news, association updates, and links to popular online articles relevant to the industry. Advertisers sponsoring the newsletter will have their logo prominently displayed at the top of the newsletter or with banner ads. Requires a quarterly commitment.

- Large Banner (468px W x 60 px H)...\$1,000 per month (1 Available)
- Small Banner (180px W x 200px H)...\$500 per month (5 Available)

E-Blasts & Email Marketing

Our email database is the most refined in the industry. Promoting your product on an international—or targeted—scale has never been easier. Chauffeur Driven's e-blasts are customized to each advertiser's specifications and will land directly in consumers' inboxes right when you want. Material provided must be clean html code (no CSS), 600px wide recommended, 72dpi .jpgs included with all links, and a pdf of final included for proof purposes.

- 1x...\$1,200
- 6x...\$1,000 per
- 12x...\$800 per

Chauffeurdriven.com Banner Ads

Advertisers will find several key spots on our website to showcase their products.

- Home Page Leaderboard (710px W x 90px H)...\$800 per month
- Home Page Box (180px W x 200px H)...\$400 per month
- Section Page Box (180px W x 200px H)...\$300 per month
- Home Page Sponsored Sections (Insider Advice or Web Poll)...\$2,400 per year (\$250 per month)

Digital Edition (Left-Hand Page/Opposite Front Cover)

Not only do our readers receive our monthly publication in print, our digital edition is sent to their inboxes for accessing on their tablets, mobile devices, and at work. All links in the editorial and advertisements are live, ready to take our readers straight to your product website. Advertisers also have the opportunity to exclusively purchase the opposite front cover of our digital edition to showcase their products on the landing page.

- Banner Ad (5"W x 7"H)...\$1,500 per issue (Limited Availability)

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Affiliate Central

Affiliate work is one of the most lucrative components of a chauffeured transportation company's bottom line. In order to succeed in building a network of reliable providers, operators turn to Affiliate Central first to find qualified companies in markets across the globe. Affiliate Central is an affordable and exclusive way to connect with compatible operators, gain brand and market recognition, and keep your phone ringing. This section is subject to availability and limited to three to five companies per market or city (depending on the market or city).

■ Standard Size (12 Issues)...\$1,000 per year

Unlike any other publication in the industry, *Chauffeur Driven* reaches over 10,000 corporate travel managers, meeting & event planners, DMCs, hospitality professionals, travel agents, tour & charter operators, wedding planners, and the list grows daily.

PRINT • DIGITAL • ONLINE

The Affiliate Central directory will be published monthly in *Chauffeur Driven* (both the print version and digital edition), and will also be prominently showcased and linked on chauffeurdriven.com.



Classifieds

Classified ads remain one of the most reliable ways to sell vehicles, products, or services, and to find qualified personnel in this industry, and *Chauffeur Driven* is tripling the value for you. Your ad will be exposed to our readers three different ways: in print, digital edition, and online. The more exposure you have, the quicker you'll get the results you need.

Submit your text via email, maximum 6 lines with 24 characters per line for a 1" ad. 12 lines with 24 characters per line for a 2" ad.

- 1-Inch Color (1.5"W x 1"H)...\$60 per issue
- 2-Inch Color (1.5"W x 2"H)...\$100 per issue

Call Rickie Roberts at 856.334.1991 for more information, rates on larger ads and frequency discounts.

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2017 Advertiser Space and Material Deadlines

■ January

Ad space close date: 12/05/16

Material due date: 12/12/16

■ February

Ad space close date: 1/6/17

Material due date: 1/13/17

■ March

Ad space close date: 2/3/17

Material due date: 2/10/17

■ April

Ad space close date: 3/3/17

Material due date: 3/10/17

■ May

Ad space close date: 4/5/17

Material due date: 4/12/17

■ June

Ad space close date: 5/3/17

Material due date: 5/10/17

■ July

Ad space close date: 6/5/17

Material due date: 6/12/17

■ August

Ad space close date: 7/6/17

Material due date: 7/13/17

■ September

Ad space close date: 8/4/17

Material due date: 8/11/17

■ October

Ad space close date: 9/6/17

Material due date: 9/13/17

■ November

Ad space close date: 10/4/17

Material due date: 10/11/17

■ December

Ad space close date: 11/3/17

Material due date: 11/10/17

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FACEBOOK: facebook.com/ChauffeurDriven

WEB: chauffeurdriven.com

TWITTER: @chauff_driven





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Print Advertising Rates & Specs

4 Color Display Ad Rates

2 Page Spread

- 1x...\$4,750
- 6x...\$4,275
- 12x...\$3,800
- Trim...16.25"W x 10.875"H
- Live Area...Allow 0.25" on all four sides
- Bleed...0.125" Add on all four sides

Full Page

- 1x...\$2,750
- 6x...\$2,475
- 12x...\$2,200
- Trim...8.125"W x 10.875"H
- Live Area...Allow 0.25" on all four sides
- Bleed...0.125" Add on all four sides

1/2 Page (Island)

- 1x...\$1,950
- 6x...\$1,750
- 12x...\$1,550
- Trim...4.625"W x 7.5"H

1/2 Page (Horizontal)

- 1x...\$1,600
- 6x...\$1,450
- 12x...\$1,250
- Trim...7.375"W x 4.875"H

1/4 Page (Vertical)

- 1x...\$900
- 6x...\$800
- 12x...\$700
- Trim...3.625"W x 4.875"H

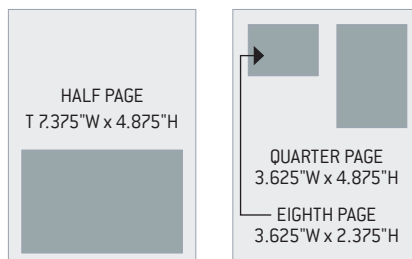
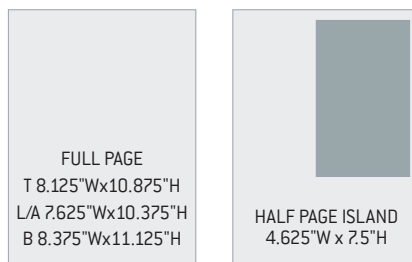
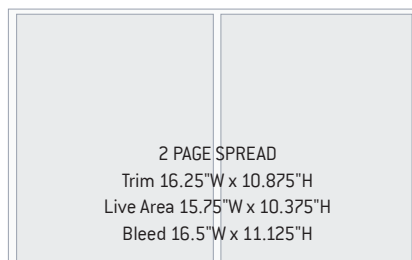
1/8 Page

- 1x...\$500
- 6x...\$450
- 12x...\$400
- Trim...3.625"W x 2.375"H

Premium/Special Positions:

Premium positions specified by advertiser or agency are non-cancelable and based on a 12x contract and availability.

- Back Cover...35%
- Inside Front Cover Spread...35%
- Opposite Table of Contents...35%
- Opposite Letter from the Publisher...25%
- Center Spread...25%
- Inside Back Cover...25%
- First 1/3 (Right-Hand Page)...10%



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Electronic Files: High-resolution 300dpi files, in pdf, tif, or eps format (fonts and graphics must be embedded or outlined). Please use Dropbox or third-party software for submission of ads/ad materials over 5MB. If under 5MB please email directly to: rickie@chauffeurdriven.com.