

2012 ISSUES OF LCT MAGAZINE

AD ISSUE	AD SPACE CLOSE DATE	MATERIALS DUE	ISSUE MAIL-OUT DATE
JANUARY 2012 Business & Travel PRE-SHOW ISSUE	11/15/11	11/22/11	12/21/11
FEBRUARY 2012 Affluent Intl LCT Show	12/21/11	12/27/11	02/6/11
MARCH/APRIL 2012 Special Events	1/31/12	2/3/12	3/5/12
MAY 2012 Fact Book/Industry Guide	4/6/12	4/9/12	5/9/12
JUNE / JULY 2012 Meeting Planners/Post-Show	5/17/12	5/21/12	6/20/12
AUGUST 2012 Black Book/Fleets & Vehicles	6/19/12	6/22/12	7/23/12
SEPTEMBER 2012 Charter Tour Bus	7/18/12	7/21/12	8/7/12
OCTOBER 2012 Concierge	8/17/12	8/20/12	9/7/12
NOVEMBER 2012 Technology	9/18/12	9/21/12	10/8/12
DECEMBER 2012 International	10/18/12	10/22/12	11/20/12

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JANUARY: Business Travel

Cover: Cadillac

Content topics:

- How to hire corporate-savvy chauffeurs
- 2012 biz travel outlook and trends
- Rates/pricing/charges

FEBRUARY: Affluence/ILCT Show

Content topics:

- What vehicles do wealthy want to be seen or not seen in?
- How operators can tap the charity fund-raiser transportation circuit
- Safety issues of chauffeured vs. cheaper transportation
- Wealth/luxury spending trends
- *ILCT Show preview*: Cadillac sedan launch
- *ILCT Show preview*: Custom limo corral and stretch trends
- *ILCT Show preview*: How to run your biz while at the Show/tech tips

Distribution: 2012 International LCT Show

MARCH/APRIL: Special Events

Content topics:

- *Weddings*: Handling Bridezillas/war stories and tips from operators
- *Funerals*: How to get more funeral business/special protocols
- *Proms*: SPAB/pupil transport certification hassles in CA
- *Big events*: Managing extra fleet vehicles for major events

MAY: Fact Book & Industry Guide

Content topics:

- Annual survey trends and stats
- Supplementary industry-related/economic stats
- Complete vendor/supplier listings

JUNE/JULY: Meeting Planners/Post-Show

Cover: OOH winners Vegas portrait

Content topics:

- How to price your rates for meeting/groups biz
- Operators working for RNC/DNC Presidential nominating conventions
- *Post-Show section*: *Vanity Fair*-style photo spreads w/info captions
- 2012 OOH winners feature follow-up

AUGUST: Black Book/Fleets & Vehicles

Content topics:

- Fleets-related operator rankings/lists
- Party chauffeured vehicles trends: Users, vehicles, operators
- Lincoln MKT market update: Dealers, operators, clients
- Cadillac market update: Dealers, operators, clients

SEPTEMBER: Charter & Tour

Content topics:

- How to buy and finance a bus
- How to farm out buses
- How to get farm-in bus business

OCTOBER: Concierge

Content topics:

- Customer service lessons from other industries; hotel, food, etc.
- Phone etiquette: Giving bad vs. good phone
- Making the most of mystery rides
- Serving disabled clients/para-transit

NOVEMBER: Technology

Content topics:

- Shopping trip for your home biz: Gadgets and equipment
- Letting go of company reins/growing pains
- What are cash drains on your operations?

DECEMBER: International

Content topics:

- Bodyguard chauffeurs/secure transportation
- Instilling positive safety practices via domestic and global affiliates
- Immigrant chauffeured entrepreneurs profiles
- Pursuing African-American market
- Trends in Latino market: Operators and clients