



# INITIAL BRAND AUDIT REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2014



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**LIMOUSINE, CHARTER & TOUR** magazine provides content for chauffeured transportation and charter and tour operators. Detailed coverage includes news and features about vehicles, products, management, operations, finance, technology, training, sales and marketing, industry trends and research, regulatory issues, and legislative developments. It focuses on ground transportation vehicles that include sedans, SUVs, vans, mini-buses, motorcoaches, and stretch limousines.

## BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### LIMOUSINE, CHARTER & TOUR MAGAZINE



6 issues in the period  
11,756 average circulation

### LIMOUSINE, CHARTER & TOUR WEBSITE



26,014 average unique browsers

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>LIMOUSINE, CHARTER &amp; TOUR MAGAZINE</b> Unique Total* (6 issues in the period)	11,268	488	11,756
a. Print	7,309	471	7,780
b. Digital	5,205	68	5,273
1. Requested	1,560	68	1,628
2. Non-Requested	3,645	-	3,645
<b>LIMOUSINE, CHARTER &amp; TOUR WEBSITE</b> (Monthly Unique Browsers with 88,138 average Page Impressions)	26,014	-	26,014

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**FIELD SERVED**

**LIMOUSINE, CHARTER & TOUR** serves the limousine and charter tour community including limousine/bus/ sedan/hotel ground transportation/ charter/tour services, limousine/bus/sedan dealers, coachbuilders & suppliers, private buyers and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include owner-operators, owners and other executive titles, chauffeurs, independent contractors, fleet managers, sales/marketing/ administrative managers and other titled and non-titled personnel as shown in paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	333
Allocated for Trade Shows and Conventions	83
All Other	661
<b>TOTAL</b>	<b>1,083</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,756	100.0	11,268	95.8	488	4.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,756</b>	<b>100.0</b>	<b>11,268</b>	<b>95.8</b>	<b>488</b>	<b>4.2</b>

**1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,780	100.0	7,309	93.9	471	6.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,780</b>	<b>100.0</b>	<b>7,309</b>	<b>93.9</b>	<b>471</b>	<b>6.1</b>

**1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,273	100.0	5,205	98.7	68	1.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,273</b>	<b>100.0</b>	<b>5,205</b>	<b>98.7</b>	<b>68</b>	<b>1.3</b>

**1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,297	100.0	1,246	96.1	51	3.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,297</b>	<b>100.0</b>	<b>1,246</b>	<b>96.1</b>	<b>51</b>	<b>3.9</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January	7,616	5,454	11,238	609	11,847
February	7,695	5,406	11,324	559	11,883
March	7,729	5,397	11,387	484	11,871
April	7,647	5,385	11,419	462	11,881
May	7,939	5,027	11,096	404	11,500
June	8,050	4,966	11,143	407	11,550

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**  
This issue is 2.6% or 306 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid	Owner/ Operator (Note 1)	Chauffeur/ Ind Contractor	Fleet, Sales, Marketing & Administrative Managers (Note 2)	Other titles
Limousine/Bus/Sedan Svc	7,509	65.3	6,228	2,342	7,153	356	6,246	196	616	451
Charter/Tour	1,795	15.6	889	1,057	1,790	5	1,342	19	263	171
Hotel Ground Trans Svc	498	4.4	311	287	487	11	317	10	103	68
Coachbuilder/Supplier	104	0.9	92	42	103	1	47	-	55	2
Limousine/Bus/Sedan Dealer	85	0.7	62	43	84	1	46	2	33	4
Others allied to the field (Note 3)	1,509	13.1	357	1,256	1,479	30	367	19	213	910
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,500</b>	<b>100.0</b>	<b>7,939</b>	<b>5,027</b>	<b>11,096</b>	<b>404</b>	<b>8,365</b>	<b>246</b>	<b>1,283</b>	<b>1,606</b>
<b>PERCENT</b>	<b>100.0</b>		<b>69.0</b>	<b>43.7</b>	<b>96.5</b>	<b>3.5</b>	<b>72.7</b>	<b>2.1</b>	<b>11.2</b>	<b>14.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Includes Co-Owner, Partner, President, Vice President, CEO, CFO, COO, Director

Note 2: Includes Business Administration/Secretary/Office Manager

Note 3: Includes private buyers and funeral homes

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

QUALIFICATION SOURCE	Qualified Within					Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 year	2 year	3 year	Print	Digital				
<b>I. TOTAL - Direct Request:</b>	<b>2,994</b>	<b>1,370</b>	<b>28</b>	<b>4,008</b>	<b>1,693</b>	<b>4,139</b>	<b>253</b>	<b>4,392</b>	<b>38.2</b>
a. Written	5	42	19	63	3	30	36	66	0.6
b. Telecommunication	1,424	784	-	2,081	404	2,083	125	2,208	19.2
c. Electronic	1,565	544	9	1,864	1,286	2,026	92	2,118	18.4
<b>II. TOTAL - Request from recipient's company:</b>	<b>73</b>	<b>1</b>	<b>1</b>	<b>73</b>	<b>2</b>	<b>71</b>	<b>4</b>	<b>75</b>	<b>0.7</b>
a. Written	2	1	1	4	-	1	3	4	0.1
b. Telecommunication	69	-	-	67	2	69	-	69	0.6
c. Electronic	2	-	-	2	-	1	1	2	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>111</b>	<b>1,645</b>	<b>29</b>	<b>234</b>	<b>1,568</b>	<b>1,784</b>	<b>1</b>	<b>1,785</b>	<b>15.5</b>
a. Written	19	263	4	216	87	286	-	286	2.5
b. Telecommunication	35	255	15	1	304	305	-	305	2.7
c. Electronic	57	1,127	10	17	1,177	1,193	1	1,194	10.4
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>4,211</b>	<b>1,000</b>	<b>37</b>	<b>3,624</b>	<b>1,764</b>	<b>5,102</b>	<b>146</b>	<b>5,248</b>	<b>45.6</b>
Association rosters and directories	1,700	-	-	1,539	296	1,600	100	1,700	14.8
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-
Other sources	2,511	1,000	37	2,085	1,468	3,502	46	3,548	30.9
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,389</b>	<b>4,016</b>	<b>95</b>	<b>7,939</b>	<b>5,027</b>	<b>11,096</b>	<b>404</b>	<b>11,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>64.3</b>	<b>34.9</b>	<b>0.8</b>	<b>69.0</b>	<b>43.7</b>	<b>96.5</b>	<b>3.5</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

MAILING ADDRESS	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Individuals by name and title and/or function	7,582	3,806	9,548	391	9,939	86.4
Individuals by name only	332	655	961	9	970	8.5
Titles or functions only	12	94	106	-	106	0.9
Company names only	13	472	481	4	485	4.2
Multi-Copy Same Addressee copies	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,939</b>	<b>5,027</b>	<b>11,096</b>	<b>404</b>	<b>11,500</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\*\***

State	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Maine	41	17	50	4	54	
New Hampshire	52	17	62	2	64	
Vermont	15	10	22	1	23	
Massachusetts	387	132	453	15	468	
Rhode Island	36	20	50	4	54	
Connecticut	222	68	251	16	267	
<b>NEW ENGLAND</b>	<b>753</b>	<b>264</b>	<b>888</b>	<b>42</b>	<b>930</b>	<b>8.1</b>
New York	957	272	1,107	36	1,143	
New Jersey	672	204	772	25	797	
Pennsylvania	300	162	407	15	422	
<b>MIDDLE ATLANTIC</b>	<b>1,929</b>	<b>638</b>	<b>2,286</b>	<b>76</b>	<b>2,362</b>	<b>20.5</b>
Ohio	224	81	271	10	281	
Indiana	84	48	112	3	115	
Illinois	263	166	356	16	372	
Michigan	157	105	215	11	226	
Wisconsin	92	59	121	11	132	
<b>EAST NO. CENTRAL</b>	<b>820</b>	<b>459</b>	<b>1,075</b>	<b>51</b>	<b>1,126</b>	<b>9.8</b>
Minnesota	85	66	123	7	130	
Iowa	34	19	45	3	48	
Missouri	101	68	133	4	137	
North Dakota	10	5	12	-	12	
South Dakota	10	9	16	1	17	
Nebraska	21	13	28	3	31	
Kansas	38	34	57	2	59	
<b>WEST NO. CENTRAL</b>	<b>299</b>	<b>214</b>	<b>414</b>	<b>20</b>	<b>434</b>	<b>3.8</b>
Delaware	37	10	42	3	45	
Maryland	240	123	306	9	315	
Washington, DC	34	22	48	1	49	
Virginia	284	115	357	7	364	
West Virginia	13	9	21	1	22	
North Carolina	153	90	195	13	208	
South Carolina	79	43	104	2	106	
Georgia	175	118	240	11	251	
Florida	516	249	636	19	655	
<b>SOUTH ATLANTIC</b>	<b>1,531</b>	<b>779</b>	<b>1,949</b>	<b>66</b>	<b>2,015</b>	<b>17.5</b>
Kentucky	40	24	56	1	57	
Tennessee	72	62	118	5	123	
Alabama	42	31	67	2	69	
Mississippi	31	23	47	3	50	
<b>EAST SO. CENTRAL</b>	<b>185</b>	<b>140</b>	<b>288</b>	<b>11</b>	<b>299</b>	<b>2.6</b>
Arkansas	23	18	31	1	32	
Louisiana	88	36	106	4	110	
Oklahoma	27	15	36	1	37	
Texas	381	242	506	14	520	
<b>WEST SO. CENTRAL</b>	<b>519</b>	<b>311</b>	<b>679</b>	<b>20</b>	<b>699</b>	<b>6.1</b>
Montana	20	12	28	1	29	
Idaho	10	6	13	-	13	
Wyoming	5	3	6	-	6	
Colorado	152	86	185	10	195	
New Mexico	22	10	28	1	29	
Arizona	125	69	156	3	159	
Utah	33	28	49	2	51	
Nevada	76	47	96	1	97	
<b>MOUNTAIN</b>	<b>443</b>	<b>261</b>	<b>561</b>	<b>18</b>	<b>579</b>	<b>5.0</b>
Alaska	18	9	23	2	25	
Washington	121	66	151	6	157	
Oregon	38	19	45	7	52	
California	1,058	698	1,385	52	1,437	
Hawaii	51	14	58	1	59	
<b>PACIFIC</b>	<b>1,286</b>	<b>806</b>	<b>1,662</b>	<b>68</b>	<b>1,730</b>	<b>15.1</b>
<b>UNITED STATES</b>	<b>7,765</b>	<b>3,872</b>	<b>9,802</b>	<b>372</b>	<b>10,174</b>	<b>88.5</b>
U.S. Territories	17	11	24	1	25	
Canada	47	189	220	16	236	
Mexico	-	8	8	-	8	
Other International	103	240	328	15	343	
APO/FPO	-	-	-	-	-	
Email Only	7	707	714	-	714	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,939</b>	<b>5,027</b>	<b>11,096</b>	<b>404</b>	<b>11,500</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

# WEBSITE CHANNEL

WWW.LCTMAG.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	92,892	38,369	27,120	1.41	02:01	02:55
February	80,614	34,545	26,117	1.32	02:05	02:52
March	104,011	39,398	29,424	1.34	01:32	02:34
April	90,145	34,642	24,508	1.41	01:36	02:35
May	76,478	31,237	22,674	1.38	01:37	02:21
June	84,689	38,409	26,243	1.46	01:47	02:10
<b>AVERAGE:</b>	<b>88,138</b>	<b>36,100</b>	<b>26,014</b>	<b>1.39</b>	<b>01:46</b>	<b>02:34</b>

January - June 2014 data was provided by Google Analytics, All website activity is audited by BPA Worldwide.

## WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE:

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,700 copies or 14.8%, including National Limousine Association. Other Sources include 9 sources of circulation for quantities of 10 copies or 0.1% to 1,582 copies or 13.8%, including Alesco.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

January 22, 2015

TYPE: BA

ID Number: L234BIJ4

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.