WELCOME TO bobit
MISSION & GOALS

Bobit is an innovative business to business data solutions company. We anticipate the needs of our clients and meet them with superior digital marketing solutions designed for accelerated business growth. In addition, our industry events allow leaders to network and learn.

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 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
Our 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, 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.
At Bobit, 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 all hands 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 associates gather in person as often as we can to enjoy sunshine, food, and drinks. We like any excuse to get together for laughs, cheers, and a celebration.

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.
Bobit offers outstanding benefits

• Paid holidays (15)
• Paid vacation time
• Paid sick leave
• Health insurance – medical, dental & vision
• 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
• Paid bereavement leave
• Paid jury duty leave
• Bobit University (learning lunches)
• Credit union membership
HISTORY

Bobit 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 B2B media forces in the West and acquired several new titles.

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 websites are leaders in their markets.

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. Although still headquartered in Southern California, Bobit associates now work from offices throughout the United States.
### AREAS OF FOCUS

#### 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.

#### 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.

#### 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.

#### EVENTS
Bobit’s conferences and trade shows 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.

#### EDITORIAL
Content is at the heart of everything we do – it extends across all of our platforms to tell engaging stories. We enjoy providing opportunities for journalists who are creative and effective storytellers.

#### 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.

#### 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

“In my many 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

“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 Revenue Officer
Bobiteer since 2000
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VISIT US ON SOCIAL MEDIA

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