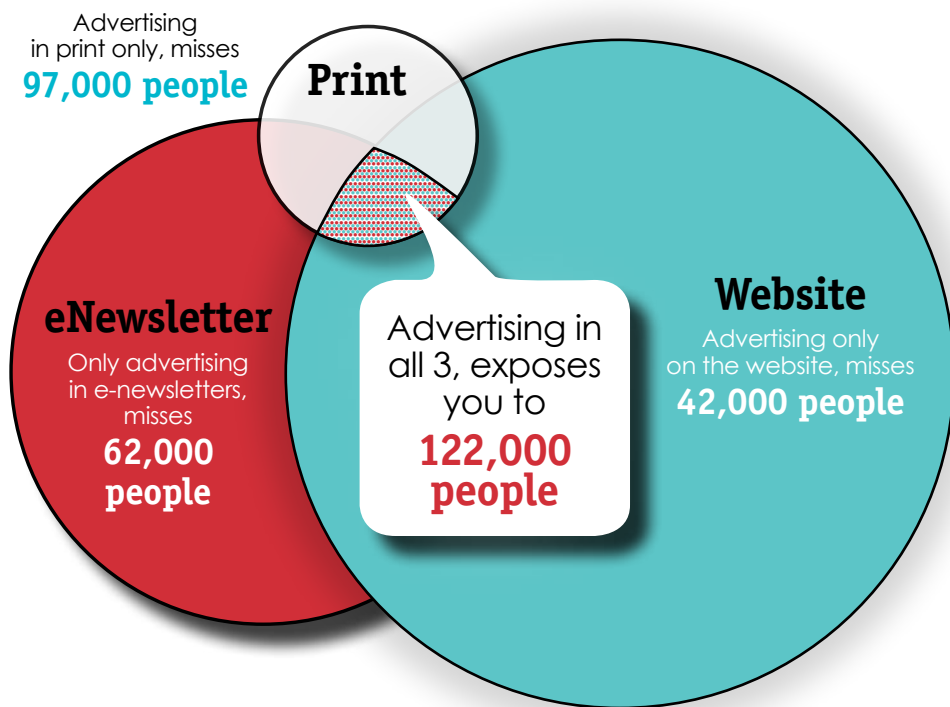


# BE SEEN. GET CLICKS. GROW YOUR BOTTOM LINE.



## Which one of these eNewsletters have you noticed advertisements on?

(Stats are from the Rail Industry Readership and Digital Usage Study 2017)



After seeing an ad in *Progressive Railroading*,

**98%** liked one or more ads  
(Baxter Research Study)

**240,000** unique page views per month

## Take your marketing to new heights with digital opportunities

**Daily News:** When compared to the Daily News platform prior to last year's redesign, we've seen an 800% increase for clicks. Yes, you read that right, and no we're not making up numbers: 800% increase!

### Rail Product News eNewsletter:

Latest product news and supplier information delivered to 50,000 rail professionals 4x per year.

**Mobile:** Mobile targeted ads rotate between four positions on the site at a time.

### Product/Service of the Week Custom Email:

Your Featured Product/Service is displayed on the Daily News, the industry's preferred e-newsletter.

### Rail Market Reporter Custom Email:

Totally custom. Totally your way. Sent to over 50,000 rail professionals.

### Trade Show Express Custom Email:

Ensures attendees find your booth at your next trade show.

### Webcast/FastCast:

Position your company as a thought leader & solutions provider.

### Request for Proposals:

Ads get double exposure in the Daily News and on *ProgressiveRailroading.com*.

### Display Advertising on *ProgressiveRailroading.com*:

- Splash/Floorboard Ads
- Leaderboard Ads
- Category Ads
- Standard Ads

Contact your Sales Manager today!

### ADVERTISING SALES

#### Kirk Bastyr

Publisher & International Sales  
502-500-3524  
kirk.bastyr@tradepress.com

#### Acacia Reber

Eastern US Regional Sales Manager  
215-704-3349  
acacia.reber@tradepress.com

#### Jory Greenfield

Western US & Canada  
Regional Sales Manager  
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#### Mike Singler

Central US Regional Sales Manager  
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### PRODUCTION

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#### Digital

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### EXECUTIVE OFFICES

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Milwaukee, WI 53209

# Progressive RAILROADING

The **MOST RELIED UPON** and preferred publication covering the entire rail industry

## 2018 MEDIA KIT

COMPLETE KIT AVAILABLE AT [PRMEDIKIT.COM](http://PRMEDIKIT.COM)

Complete Kit Available At:  
[www.PRMediaKit.com](http://www.PRMediaKit.com)

ISSUE	COVERAGE	SPECIAL ADVERTISING SECTION	BUYERS' GUIDES AND DIRECTORIES	BONUS DISTRIBUTION	ADDITIONAL DIGITAL OPPORTUNITIES	AD CLOSE DATE
						MATERIALS DUE
JAN Baxter Ad Readership Study	<b>Class I Focus:</b> BNSF Railway (Cover) <b>C&amp;S/MOW:</b> Annual Grade Crossing Update <b>Mechanical:</b> Locomotive Remanufacturing <b>MOW:</b> Friction Modifiers/Lubrication <b>Technology Update:</b> Autonomous Trucks	Problem Solvers		<b>NITL</b> Jan. 29-31 Dallas, TX	<b>Daily News eNewsletter:</b> News & Trends	December 11
						December 18
FEB	<b>Legislative &amp; Regulatory Issues:</b> Railroads & D.C. (Cover) <b>Passenger Rail Focus:</b> Twin Cities Metro Transit <b>Special Section:</b> Annual Finance & Leasing Guide <b>C&amp;S:</b> Dispatching Technology <b>MOW:</b> IoT & Predictive Maintenance	Problem Solvers	Annual Finance and Leasing Guide	<b>Railroad Day on The Hill</b> March 7, 2018 Washington DC	<b>Rail Product News eNewsletter:</b> Rail Fasteners  <b>Daily News eNewsletter:</b> News & Trends	January 10
						January 17
MAR	<b>Class I Focus:</b> Union Pacific Railroad (Cover) <b>IoT: Short Lines &amp; Big Data</b> <b>MOW:</b> Vegetation Management Equipment/Services <b>C&amp;S:</b> Rail Yard Technology <b>Passenger Rail Focus:</b> Caltrain's Electrification Project	Problem Solvers	Focus on Rail Security	<b>NE Railroad Club Expo</b> March 22 • Worcester, MA  <b>ASLRRA</b> April 7-10 • Nashville, TN	<b>Daily News eNewsletter:</b> News & Trends	February 9
						February 16
APR Baxter Ad Readership Study	<b>MOW:</b> Spending Report (Cover) <b>Passenger Rail Focus:</b> Toronto's GO Transit <b>Security:</b> Short Lines & Cybersecurity <b>Security:</b> Rail Security Technology Surveillance <b>Workforce Development:</b> Rail Labor Q&A	Problem Solvers		<b>Secure Rail</b> April 25-26 • Orlando, FL	<b>Daily News eNewsletter:</b> News & Trends	March 9
						March 16
MAY	<b>Class I Focus:</b> CN (Cover) <b>Passenger Rail Focus:</b> Dallas Area Rapid Transit <b>MOW:</b> Special Trackwork <b>C&amp;S/MOW:</b> Winter Challenges <b>C&amp;S:</b> C&S Spending Snapshot	Problem Solvers		<b>NARS</b> May 16-18 • Chicago, IL  <b>RSSI</b> May 22-24 • Omaha, NE  <b>APTA Rail</b> June 10-13 • Denver, CO	<b>Rail Product News eNewsletter:</b> Rail Security Technology Surveillance  <b>Daily News eNewsletter:</b> News & Trends	April 10
						April 17
JUNE	<b>Passenger Rail Focus:</b> Denver RTD (Cover) <b>Class I Focus:</b> Kansas City Southern <b>C&amp;S/MOW:</b> Monitoring Technology <b>Research:</b> TTCI Research Update <b>MOW:</b> Ballast Management	Problem Solvers	<b>Car &amp; Locomotive Buyers' Guide &amp; Yearbook</b> Ad close: March 14 Materials Due: April 4		<b>Daily News eNewsletter:</b> News & Trends	May 10
						May 17
JULY Baxter Ad Readership Study	<b>Freight:</b> The Longer Train Trend (Cover) <b>Mechanical:</b> Annual Fleet Stats <b>MOW:</b> Rail Grinding <b>Transit:</b> Last-Mile Services <b>Class I Focus:</b> Canadian Pacific	Problem Solvers		<b>AARS/Rising Stars</b> July 22-24 • Chicago, IL	<b>Daily News eNewsletter:</b> News & Trends	June 11
						June 18
AUG	<b>Class I Focus:</b> Norfolk Southern Railway (Cover) <b>Special Section:</b> C&S Product Information Directory <b>MOW:</b> Material Handling Equipment <b>Mechanical:</b> Freight Car Designs <b>Passenger Rail Focus:</b> Vancouver's TransLink	Problem Solvers	<b>Communication &amp; Signaling Product Information Directory</b>	<b>RSI</b> Sept. 9-11 • Nashville, TN	<b>Rail Product News eNewsletter:</b> Rail Grinding  <b>Daily News eNewsletter:</b> News & Trends	July 10
						July 17
SEPT	<b>Workforce Development:</b> Progressive Railroading's 2018 Rising Stars (Cover) <b>Recruiting:</b> Women Working on The Railroads <b>Intermodal:</b> Port of Long Beach Middle Harbor Redevelopment <b>Short Line Profile:</b> Short Line Profile <b>Passenger Rail:</b> Streetcars <b>MOW:</b> Surfacing & Tamping <b>C&amp;S:</b> Lightning Protection <b>Mechanical:</b> Fuel Management	Problem Solvers		<b>IANA</b> Sept. 16-18 • Long Beach, CA  <b>AREMA</b> Sept. 16-19 • Chicago, IL  <b>APTA Annual</b> Sept. 23-26 • Nashville, TN	<b>Daily News eNewsletter:</b> News & Trends	August 10
						August 17
OCT Baxter Ad Readership Study	<b>Class I Focus:</b> CSX (Cover) <b>Special Section:</b> Passenger Rail at a Glance <b>MOW/Annual Market Update:</b> Cross, Switch & Bridge Ties <b>Mechanical:</b> ECP Braking Technology <b>C&amp;S:</b> Railroads, PTC and the 2018 Deadline	Problem Solvers	<b>Passenger Rail At a Glance</b>	<b>RTA</b> Oct. 22-25 Bonita Springs, FL	<b>Daily News eNewsletter:</b> News & Trends	September 11
						September 18
NOV	<b>Being Greener:</b> Railroads & Sustainability (Cover) <b>Passenger Rail:</b> Passenger Rail & Public Private Partnerships <b>Profile:</b> Progressive Railroading's 2018 Railroad Innovator Award <b>MOW:</b> Rail Fasteners <b>Mechanical:</b> Rail-Car Repair	Problem Solvers	<b>Track Buyers' Guide &amp; Yearbook</b> Ad close: August 14 Materials Due: September 4	<b>RailTrends</b> New York, NY	<b>Rail Product News eNewsletter:</b> Cross, Switch & Bridge Ties  <b>Daily News eNewsletter:</b> News & Trends	October 10
						October 17
DEC	<b>Outlook 2019:</b> Rail CEOs on The Year Ahead (Cover) <b>Passenger Rail:</b> Focus on Amtrak <b>MOW &amp; C&amp;S:</b> Outlook for Contracting <b>Mechanical:</b> Freight-Car Forecast <b>Project Update:</b> Chicago CREATE	Problem Solvers		<b>NRCMA</b> January 6-9, 2019 Marco Island, FL	<b>Daily News eNewsletter:</b> News & Trends	November 9
						November 16

# SPECIAL OPPORTUNITIES

## Finance & Leasing Guide – Published in February

A directory of finance-related resources — including banks, lessors, finance companies and professional services providers.

## Focus on Rail Security – Published in March

A special section where your company can be a thought leader on hazmat transport, IT security, and more.

## Top Execs on the Marketplace – Published in June

A special section where your company executive can talk about new product development, strategic partnerships or custom service, and how these reflect the company's vision and values.

## C&S Product Information Directory – Published in August

A comprehensive single-source reference and buyers' guide that features listings in more than 30 product categories.

## Passenger Rail at a Glance – Published in October

A unique compilation of data on U.S. Transit Agencies, their budgets and significant projects.

## Problem Solvers – Available in all issues

An advertorial that allows you to present an industry problem and share your company's solution to that problem.

100% qualified print circulation – 25,000+

98% of readers either approve/authorize purchases, recommend/specify brands/suppliers or are involved in some other way

Average monthly website users – 78,000+

## Car & Locomotive Buyers' Guide & Yearbook – Published in June

Our Car & Locomotive Buyers' Guide & Yearbook is the industry's most comprehensive products and services buyers' guide. A normal magazine's shelf life is roughly three months. The Car & Locomotive Yearbook lives for 12 months, as subscribers reference it until they receive next year's copy.

Ad Close: March 14 Material Due: April 4



## Track Buyers' Guide & Yearbook – Published in November

Most comprehensive guide to track products and MOW services in the industry.

Recipients keep it nearby year-round until next year's copy is delivered, meaning your ad generates impressions for 12 months.

Ad Close: August 14 Material Due: September 4

