

Year round, you have opportunities to get noticed, gather leads and position your products and services as the most elite in the industry.

Yearbooks

- **Car & Locomotive Buyers Guide & Yearbook**
The industry's most comprehensive products and services buyers' guide. It has a shelf life of 12 months, as subscribers reference it until they receive next year's copy.
- **Track Buyers' Guide & Yearbook**
The most comprehensive guide to track products and MOW services in the industry. Your print ad also gives you preferred placement in the digital version of the Yearbook, which allows users who prefer digital directories to discover your company the moment they search for products.

Problem Solvers

Available in every issue, this advertorial allows you to present an industry problem and share your company's solution to that problem. Your message can reach up to 45,000 new prospects in addition to those already receiving the print issue of *Progressive Railroading!*

Top Executives on the Marketplace

Available in every issue, your company's top executive gets the spotlight to discuss new product development, strategic partnerships, custom services, you name it. This special section is the ideal area for your top executive to demonstrate how your company is at the forefront of the rail industry.

Additional Special Opportunities

- C&S Product Information Directory
- Financing & Leasing Guide
- Passenger Rail at a Glance
- MOW Spending Report
- C&S Spending Snapshot
- Annual Fleet Stats
- Product Showcases

Power of Print

Print ads still have major clout in the rail industry.

94% of subscribers requested their print issue.

77% of subscribers have an improved opinion of a product or service after seeing print ads.

We're the ONLY 100% BPA audited media outlet in the industry. You know who's reading our magazine.

94%

77%

100%

Readership Studies

Free to advertisers in the January, April, July and October issues, these in-depth, independent studies conducted by Signet Research Inc. give you invaluable feedback about your ad from our readers. Who noticed it? Who liked it? Do they want more information about your product? It's the data that every marketer dreams of having at their disposal.

Progressive RAILROADING



2021 EDITORIAL CALENDAR

MEDIA KIT AVAILABLE AT PRMEDIKIT.COM

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2021 EDITORIAL CALENDAR

Media Kit Available at: www.PRMediaKit.com

	January	February	March	April	May	June	July	August	September	October	November	December
Coverage	<p>Short Line Profile: Rio Grande Pacific Corp. (Cover)</p> <p>C&S/MOW: Annual Grade Crossing Update</p> <p>Mechanical: Locomotive Remanufacturing</p> <p>MOW: Railroad Bridge Projects</p>	<p>Legislative & Regulatory Issues: Railroads & D.C. (Cover)</p> <p>Special Section: Annual Finance & Leasing Guide</p> <p>MOW: IoT & Predictive Maintenance</p> <p>C&S/MOW: Winter Challenges</p>	<p>Class I Focus: Union Pacific Railroad (Cover)</p> <p>MOW: Vegetation Management Equipment/Services</p> <p>Technology Update: Rail Crew Management Software</p>	<p>MOW: Spending Report (Cover)</p> <p>C&S: Cybersecurity</p> <p>C&S: Engineering & Design</p> <p>Technology Update: Monitoring</p>	<p>Class I Focus: The Proposed Canadian Pacific-Kansas City Southern Merger (Cover)</p> <p>MOW: Special Trackwork</p> <p>C&S: C&S Spending Snapshot</p> <p>Mechanical: Fluid Sealing Management</p>	<p>Short Line Focus: Watco (Cover)</p> <p>MOW: Ballast Management</p> <p>Mechanical: Wheels, Brakes & Bearings</p>	<p>Passenger Rail Focus: Amtrak's 50th Anniversary (Cover)</p> <p>Special Section: C&S Directory</p> <p>MOW: Rail Grinding</p> <p>Technology Update: Fuel Management</p>	<p>Class I Focus: Norfolk Southern Railway (Cover)</p> <p>Mechanical: Annual Fleet Stats</p> <p>MOW: Material Handling</p> <p>Technology Update: Rail Safety Products</p>	<p>Workforce Development: Progressive Railroading's 2021 Rising Stars (Cover)</p> <p>MOW: Surfacing & Tamping</p> <p>C&S: Wireless Train Communication Network</p> <p>MOW: Rail Lubrication/Friction Modifiers</p> <p>Special Section: Progressive Railroading's Product Showcase</p>	<p>Class I Focus: CSX (Cover)</p> <p>MOW: Cross, Switch & Bridge Ties</p> <p>Mechanical: Tank Car Update</p> <p>Special Section: Passenger Rail at a Glance</p>	<p>Profile: RailTrends 2021 Railroad Innovator Award (Cover)</p> <p>MOW: Rail Fasteners</p> <p>Mechanical: Rail-car Repair</p> <p>MOW: Ditching & Draining</p> <p>Special Section: ASLRRA Product Showcase</p>	<p>Outlook 2022: Rail CEOs on the Year Ahead (Cover)</p> <p>C&S/MOW: Outlook for Contracting</p> <p>Mechanical: Freight-car Forecast</p> <p>MOW: Hi-Rail Equipment</p>
Special Advertising Section	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace	COVID-19: One Year Later Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace Rising Stars	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace	Problem Solvers Top Executives on the Marketplace
Buyers' Guides & Directories	—	Annual Finance and Leasing Guide	—	MOW Spending Report	C & S Spending Snapshot	Car & Locomotive Buyers' Guide & Yearbook Ad close: March 31 Materials Due: April 7	Communication & Signaling Product Information Directory	Annual Fleet Stats	—	Passenger Rail at a Glance	Track Buyers' Guide & Yearbook Ad close: September 1 Materials Due: September 8	—
Readership Study	Ad Study	—	—	Ad Study	—	—	Ad Study	—	—	Ad Study	—	—
Ad Close Date	December 8	January 8	February 3	March 11	April 12	May 6	June 10	July 8	August 9	September 9	October 8	November 4
Materials Due Date	December 15	January 15	February 10	March 18	April 19	May 13	June 17	July 15	August 16	September 16	October 15	November 11
Additional Digital Opportunities	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p> <p>Product Showcase eBooks</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p> <p>Product Showcase eBooks</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p> <p>Product Showcase eBooks</p>	<p>Daily News eNewsletter</p> <p>Digital Ads</p> <p>Digital Problem Solvers</p> <p>Digital Top Executives on the Marketplace</p> <p>Product Showcase eBooks</p>
Bonus Distribution		SWARS March 10-11, San Antonio, TX						<p>APTA EXPO Aug. 31 - Sept. 3 Anaheim, CA</p> <p>NARS September 7-9 Chicago, IL</p> <p>IANA September 12-14 Long Beach, CA</p>	<p>RSSI September 21-24 Indianapolis, IN</p>	<p>RTA November 2-4 St. Louis, MO</p>	<p>RailTrends November 18-19, New York, NY</p> <p>ASLRRA November 17-19, Phoenix, AZ</p>	<p>NRC January 5-8, 2022 Phoenix, AZ</p> <p>MARS January 11-13, 2022 Lombard, IL</p>