

Whatever your marketing objectives are, *Progressive Railroading* has the digital products to help you achieve them...

OBJECTIVES

SOLUTIONS

### AWARENESS

- Keeping your brand top of mind
- New marketing campaigns
- Launching new products or introducing new brands to the marketplace
- Building product familiarity and brand trust

- eNewsletters: Daily News, Rail Features, Virtual Magazine Sponsorship
- Website: High Visibility, Site-Wide Leaderboard, Mobile Leaderboard, Catfish, Retargeting
- eNewsletter & Website: Request for Proposal, Product of the Week, Branded Feature

### MARKETING-QUALIFIED LEADS

Nuture sales prospects and identify sales opportunities

- eNewsletters: Daily News, Rail Features
- Email: Rail Market Reporter, White Paper, Sponsored Article

### EMAIL LEAD GENERATION

Identify customers who are in research mode and are potential future prospects

- Website: Lead-Generating ad
- eNewsletter & Website: eBook
- Webcasts: Sole Sponsored, FastCasts and Partnership Webcast
- Email: Behaviorally Targeted Email
- Upgrade: Gated Landing Page

### THOUGHT LEADERSHIP

Align your brand and products with content to position yourself as an authority

- Website: Video Ad
- eNewsletter & Website: eBook, Branded Feature
- Email: Rail Market Reporter, White Paper
- Webcasts: Sole Sponsored, FastCasts, Partnership Webcast

### IN-DEPTH PRODUCT INFO.

A deeper dive into customer challenges and your solutions to help them

- eNewsletters: Product of the Week
- Website: Video Ad
- Email: Rail Market Reporter
- Webcast: Sole Sponsored, FastCasts

### TRADE SHOW TRAFFIC

Get more out of your exhibit investment via pre-event marketing

- Email: Trade Show Express

### WEBSITE TRAFFIC

Drive targeted users to your site or to download your mobile app

- eNewsletter: Daily News, Rail Features
- Website: High Visibility, Site-Wide Leaderboard, Retargeting, Mobile Leaderboard, Catfish

...and only *Progressive Railroading* provides you with reporting that enables you to see the ROI our industry-leading products provide.

**Daily News eNewsletter:** The industry's most popular and successful eNewsletter is sent to over 50,000 opt-in subscribers every business day. The industry's only eNewsletter that provides click-through numbers and demographics.

**ProgressiveRailroading.com:** With 105,000 unique visitors and 260,000 page views per month, PR.com provides the most traffic of any industry website. PR.com is the industry's only website that provides impressions and click through rates.

**Featured Product/Service of the Week:** Your product/service is displayed on the Daily News and PR.com to maximize awareness.

**Request for Proposals:** This high-impact opportunity gives your RFP double exposure on both the Daily News and PR.com.

**Lead-Generating Ad:** Get better conversion rates with an ad with form fields. We'll provide you with impressions and lead count.

**Retargeting Ad:** Our standard retargeting campaign puts you in front of railroad de-

cision makers, helping you create awareness and generate leads from all across the web. Our retargeting campaign is the only one in the industry that provides you with impressions and ad clicks.

**Mobile Targeted Ad:** Promote your app, mobile site, etc. to a growing digital audience of on-the-go professionals who check their phones every couple of minutes. We provide the industry's only mobile ads that deliver impressions and click-through numbers.

**eBooks:** Align your company as a thought leader and solution provider by sponsoring an eBook containing high-quality content prepared by our editorial staff. All eBooks provide a lead report (including email addresses) of people who fill out the form and download the eBook.

**Custom Email:** Rail Market Reporter-Totally custom. Sent to up to 50,000 rail professionals and comes with a report with email opens and demographics for recipients who click on your content links.

**Behaviorally Targeted Direct Email:** Our advanced data-intelligence system, Au DataMine, builds a list of prospects most likely to purchase your exact products. Then, we develop a tailored campaign for you that generates the best leads for your company. Lead reports of who clicked your ad are provided.

**Trade Show Express Email:** Let attendees know where your booth is located, what products or services you're offering at the show and make appointments online. A report is provided illustrating email opens and clicks.

**Virtual Edition Sponsorship:** You can be the exclusive sponsor of a fully interactive digital copy of the print magazine.

**Webcast/FastCast:** Position your company as a thought leader and solutions provider by sponsoring a webcast or FastCast. A report containing the demographics of who registered/attended is provided.

**Branded Features:** Appear in the feed alongside our trusted and topical content. Archived for one year and free from other advertisements, Branded Features are searchable. Your report includes promotional campaign impressions and content engagements.

# Progressive RAILROADING



The most subscribers. The most website visitors.  
The most relied upon media outlet covering the rail industry.  
There can only be one, and it's *Progressive Railroading*.

## 2019 MEDIA KIT

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

### CONTACT YOUR SALES MANAGER TODAY

**Kirk Bastyr**  
Publisher & International Sales  
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[kirk.bastyr@tradeprmedia.com](mailto:kirk.bastyr@tradeprmedia.com)

**Acacia Reber**  
Regional Sales Manager  
215-704-3349  
[acacia.reber@tradeprmedia.com](mailto:acacia.reber@tradeprmedia.com)

**Mike Singler**  
Regional Sales Manager  
815-302-7055  
[mike.singler@tradeprmedia.com](mailto:mike.singler@tradeprmedia.com)

### PRODUCTION

**Print**  
[tradepr.com/uploads](http://tradepr.com/uploads)

**Digital**  
[webads@tradepr.com](mailto:webads@tradepr.com)

**Questions**  
[clientservices@tradepr.com](mailto:clientservices@tradepr.com)

### EXECUTIVE OFFICES

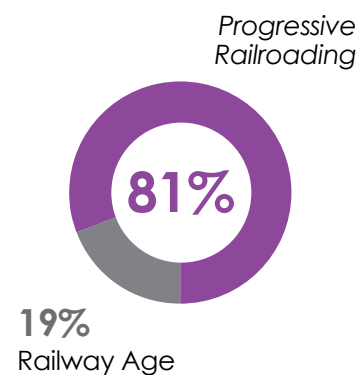
Trade Press Media Group, Inc.  
2100 W. Florist Ave.  
Milwaukee, WI 53209

# 2019 EDITORIAL CALENDAR

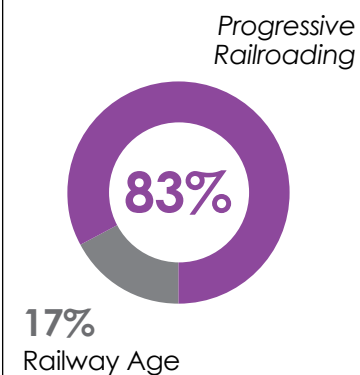
	January	February	March	April	May	June	July	August	September	October	November	December
<b>Coverage</b>	<p><b>Class I Focus:</b> BNSF Railway (Cover)</p> <p><b>C&amp;S/MOW:</b> Annual Grade Crossing Update</p> <p><b>Mechanical:</b> Locomotive Market Update</p> <p><b>MOW:</b> State of Railroad Bridges</p> <p><b>C&amp;S Technology:</b> Wire and Cable</p>	<p><b>Legislative &amp; Regulatory Issues:</b> Railroads &amp; D.C. (Cover)</p> <p><b>Class I Focus:</b> Logistics Services</p> <p><b>Special Section:</b> Annual Finance &amp; Leasing Guide</p> <p><b>C&amp;S/MOW:</b> Winter Challenges</p> <p><b>MOW:</b> IoT &amp; Predictive Maintenance</p>	<p><b>Class I Focus:</b> Union Pacific Railroad (Cover)</p> <p><b>Short Line Profile</b></p> <p><b>MOW:</b> Vegetation Management Equipment/Services</p> <p><b>MOW:</b> Hi-Rail Equipment</p> <p><b>Passenger Rail Focus:</b> The Future of Amtrak's Gulf Coast Service</p>	<p><b>MOW:</b> Spending Report (Cover)</p> <p><b>C&amp;S Technology:</b> PTC</p> <p><b>Security:</b> Focus on Cybersecurity</p> <p><b>Mechanical:</b> Passenger Rail Locomotives</p> <p><b>MOW:</b> Drone Technology &amp; Inspection</p>	<p><b>Class I Focus:</b> CN (Cover)</p> <p><b>Passenger Rail Focus:</b> Chicago Transit Authority</p> <p><b>MOW:</b> Special Trackwork</p> <p><b>Mechanical:</b> IoT &amp; Predictive Maintenance</p> <p><b>C&amp;S:</b> C&amp;S Spending Snapshot</p>	<p><b>Passenger Rail Focus:</b> Florida Transit (Cover)</p> <p><b>Short Line Focus:</b> Genesee &amp; Wyoming</p> <p><b>C&amp;S:</b> PTC Update — Passenger Railroads</p> <p><b>Technology Update:</b> Mobile Apps for Customer Service</p> <p><b>MOW:</b> Ballast Management</p>	<p><b>Class I Focus:</b> Kansas City Southern (Cover)</p> <p><b>Special Section:</b> C&amp;S Product Information Directory</p> <p><b>MOW:</b> Rail Grinding</p> <p><b>Mechanical:</b> Fuel Management</p> <p><b>Technology Update:</b> Blockchain</p>	<p><b>Class I Focus:</b> Norfolk Southern Railway (Cover)</p> <p><b>Mechanical:</b> Annual Fleet Stats</p> <p><b>MOW:</b> Material Handling Equipment</p> <p><b>Technology Update:</b> Rail Safety Technology</p> <p><b>Focus on Intermodal</b></p> <p><b>Passenger Rail Focus:</b> Honolulu Authority for Rapid Transportation</p>	<p><b>Workforce Development:</b> Progressive Railroading's 2019 Rising Stars (Cover)</p> <p><b>Passenger Rail Focus:</b> L.A. Metro</p> <p><b>Rail Customer Focus:</b> United Parcel Service</p> <p><b>Recruiting:</b> Women Working on the Railroad; RRs &amp; Workplace Diversity</p> <p><b>MOW/Annual Market Update:</b> Cross, Switch &amp; Bridge Ties</p> <p><b>C&amp;S:</b> Lightning &amp; Surge Protection</p>	<p><b>Class I Focus:</b> CSX (Cover)</p> <p><b>Special Section:</b> Passenger Rail at a Glance</p> <p><b>MOW:</b> Surfacing &amp; Tamping</p> <p><b>C&amp;S:</b> PTC Update — Freight Railroads</p> <p><b>MOW:</b> Track Geometry</p>	<p><b>Class I Focus:</b> Canadian Pacific (Cover)</p> <p><b>Short Line Profile</b></p> <p><b>Profile:</b> Progressive Railroading's 2019 Railroad Innovator Award</p> <p><b>Mechanical:</b> Rail-Car Repair</p> <p><b>MOW:</b> Rail Fasteners</p>	<p><b>Outlook 2020:</b> Rail CEOs on The Year Ahead (Cover)</p> <p><b>Passenger Rail Focus:</b> Amtrak</p> <p><b>C&amp;S/MOW:</b> Outlook for Contracting</p> <p><b>Mechanical:</b> Freight-Car Forecast</p> <p><b>MOW:</b> Rail Lubrication &amp; Friction Modifiers</p>
<b>Special Advertising Section</b>	Problem Solvers	Problem Solvers	Problem Solvers	Problem Solvers	Problem Solvers	Problem Solvers Top Execs on the Marketplace	Problem Solvers	Problem Solvers	Problem Solvers Rising Stars Railway Interchange Product Preview	Problem Solvers	Problem Solvers Railway Interchange Product Roundup	Problem Solvers
<b>Buyer's Guides &amp; Directories</b>	—	Annual Finance and Leasing Guide	—	MOW Spending Report	C & S Spending Snapshot	Car & Locomotive Buyers' Guide & Yearbook Ad close: March 29 Materials Due: April 5	Communication & Signaling Product Information Directory	Annual Fleet Stats	—	Passenger Rail At a Glance	Track Buyers' Guide & Yearbook Ad close: August 30 Materials Due: September 6	—
<b>Readership Study</b>	Ad Study	—	—	Ad Study	—	—	Ad Study	—	—	Ad Study	—	—
<b>Ad Close Date</b>	December 7	January 7	February 5	March 8	April 8	May 7	June 7	July 9	August 6	September 9	October 8	November 8
<b>Materials Due Date</b>	December 14	January 14	February 12	March 15	April 15	May 14	June 14	July 16	August 13	September 16	October 15	November 15
<b>Additional Digital Opportunities</b>	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers	Daily News eNewsletter Digital Ads Digital Problem Solvers
<b>Bonus Distribution</b>	NITL January 21-23 San Antonio, TX	—	ASLRRA April 6-9 Orlando, FL  NE Railroad Club Expo March 21 Worcester, MA	Secure Rail May 1-2 Orlando, FL  NARS May 15-16 San Antonio, TX	—	APTA Rail June 23-26 Toronto, Canada	AARS/Rising Stars July 22-24 Norfolk, VA	IANA Sept. 15-17 Long Beach, CA	Railway Interchange Sept. 22-25 Minneapolis, MN  APTA Annual Oct. 13-16 • New York, NY  RTA Oct. 15-18 • Tucson, AZ	—	RailTrends Nov. 21-22 New York, NY	NRCMA January 5-8, 2020 San Diego, CA

**Progressive Railroading gets you noticed**  
Running an ad in Progressive Railroading gets your brand and message in front of key industry decision makers who look to Progressive Railroading for the latest industry trends.

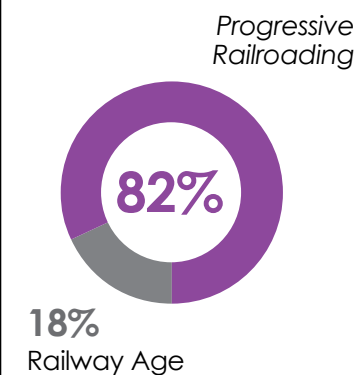
**Which Magazine helps you become aware of new products or services?**



**Which magazine is most useful for you in your job overall?**



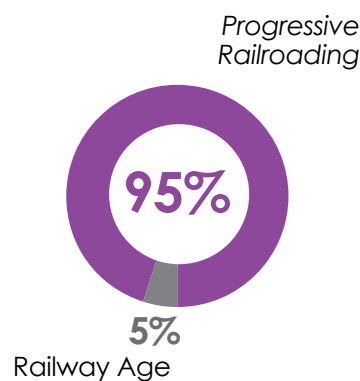
**If you could only read one industry publication, which one would you choose?**



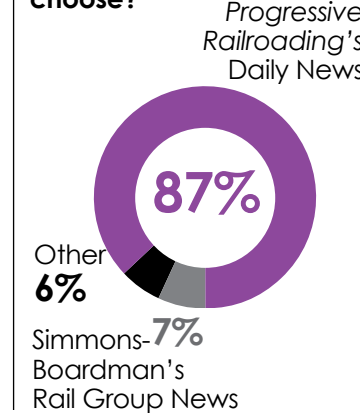
**Progressive Railroading takes you where the industry engages with news.**

In this fast-paced rail industry, Progressive Railroading's digital products bring your message to your potential customers when and where they chose to engage with your brand.

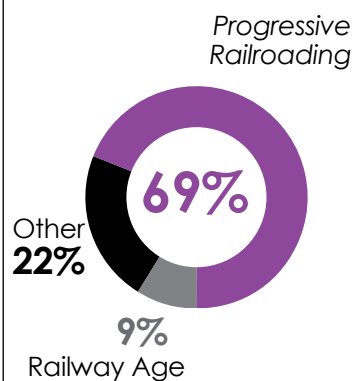
**Which eNewsletter have you clicked an advertisement on?**



**If you could only read one industry eNewsletter, which one would you choose?**



**What is your preferred work-related website?**



Ask us about our Railway Interchange advertising packages!

[ DATA FROM 2018 RAIL INDUSTRY READERSHIP & DIGITAL USAGE STUDY ]