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

**OBJECTIVES**

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

MARKETING-QUALIFIED LEADS
Nature sales prospects and identify sales opportunities

EMAIL LEAD GENERATION
Identify customers who are in research mode and are potential future prospects

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

IN-DEPTH PRODUCT INFO.
A deeper dive into customer challenges and your solutions to help them

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

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

**SOLUTIONS**

- **eNewsletters:** Daily News, Rail Features.
- **Website:** High Visibility, Site-Wide Leaderboard, Monthly Leaderboard, Cattah, Retargeting
- **Newsletter & Website:** Request for Proposal, Product of the Week, Branded Feature

- **eNewsletters:** Daily News, Rail Features.
- **Website:** Lead-Generating Ad
- **Newsletter & Website:** eBook
- **Webcasts:** Sole Sponsored, FastCasts and Partnership Webcast
- **Email:** Behaviorally Targeted Email
- **Upgrade:** Gated Landing Page

- **eNewsletters:** Product of the Week
- **Website:** Video Ad
- **Newsletter & Website:** eBook, Branded Feature
- **Email:** Rail Market Reporter, White Paper
- **Webcasts:** Sole Sponsored, FastCasts, Partnership Webcast

- **eNewsletters:** Daily News, Rail Features
- **Website:** High Visibility, Site-Wide Leaderboard, Retargeting, Monthly Leaderboard, Cattah

**2019 MEDIA KIT**

The most subscribers.
The most website visitors.

**CONTACT YOUR SALES MANAGER TODAY**

**Digital**
webads@tradepress.com

**Questions**
clientservices@tradepress.com

**Print**
tradespress.com/uploads

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

**Contact Your Sales Manager Today**

Kirk Bastyr
Publisher & International Sales
502-500-3524
kirk.bastyr@tradepressmedia.com

Acacia Reber
Regional Sales Manager
Acacia.reber@tradepressmedia.com

Mike Singler
Regional Sales Manager
mike.singler@tradepressmedia.com
### 2019 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
</table>

### Special Advertising Section

- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers
- Problem Solvers

### Buyer's Guides & Directories

- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide
- Annual Finance and Leasing Guide

### Additional Digital Opportunities

- Daily News eNewsletter: Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads
- Digital Ads

### Other

- 6% SIMMONS & BOARDMAN’s Rail Group News
- 22% Railway Age
- 9% Railroad Age

---

**Progressive Railroading**

- wins your notice! Running an ad in Progressive Railroading gives 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?**

- Progressive Railroading

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

- Progressive Railroading

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

- Progressive Railroading

**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 choose to engage with your brand.

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

- Progressive Railroading

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

- Progressive Railroading

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

- Progressive Railroading

---

**Complete Kit Available at: www.PRMediaKit.com**