

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

Nuture 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, Virtual Magazine Sponsorship, Daily News Top 5
- Website: Site-Wide Image Ad, Site-Wide Leaderboard, Mobile Leaderboard, Catfish, Retargeting, Social Media Marketing
- eNewsletter & Website: Request for Proposal, Product of the Week, Branded Feature

- eNewsletters: Daily News, Rail Features
- Email: PR Custom Email, White Paper, Sponsored Article

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

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

- eNewsletters: Product of the Week
- Website: Video Ad
- Email: PR Custom Email
- Webcast: Sole Sponsored, FastCasts

- Email: Trade Show Express

- eNewsletter: Daily News, Rail Features, Daily News Top 5
- Website: Site-Wide Image Ad, Site-Wide Leaderboard, Mobile Leaderboard, Catfish, Retargeting, Social Media Marketing

Progressive Railroading serves you ROI and reporting, allowing you to know exactly how effective your marketing campaign is working. You simply won't find this type of in-depth insight anywhere else.

Daily News eNewsletter

ProgressiveRailroading.com

Featured Product/Service of the Week

Request for Proposals

Lead-Generating Ad

Retargeting Ad

Mobile Targeted Ad

eBooks

Custom Email

Behaviorally Targeted Direct Email

Trade Show Express Email

Virtual Edition Sponsorship

Webcast/FastCast

Branded Features

Social Media Marketing

Rail Features eNewsletter

Progressive RAILROADING

The most subscribers.

The most website visitors.

The most relied upon
media outlet covering
the rail industry.

2020 MEDIA KIT

COMPLETE KIT AVAILABLE AT PRMEDIKIT.COM

CONTACT YOUR SALES MANAGER TODAY

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Industry Leading Products • Highest Engagement • Unparalleled Reporting • More ROI than any other outlet

2020 EDITORIAL CALENDAR

	January	February	March	April	May	June	July	August	September	October	November	December
Coverage	Class I Focus: BNSF Railway (Cover) C&S/MOW: Annual Grade Crossing Update Mechanical: Locomotive Remanufacturing MOW: Railroad Bridge Projects Technology Focus: Enterprise Asset Management Software	Legislative & Regulatory Issues: Railroads & D.C. (Cover) Passenger Rail Focus: Metropolitan Atlanta Rapid Transit Authority (MARTA) Special Section: Annual Finance & Leasing Guide MOW: IoT & Predictive Maintenance C&S/MOW: Winter Challenges	Class I Focus: Union Pacific Railroad (Cover) C&S Technology Update: PTC MOW: Vegetation Management Equipment/Services MOW: Bridge Inspection Technology/Drones Technology Update: Locomotives	MOW: Spending Report (Cover) Short Lines and PSR C&S: Focus on Cybersecurity MOW: Hi-Rail Equipment Technology Update: Monitoring	Class I Focus: CN (Cover) Passenger Rail Focus: Bay Area Rapid Transit MOW: Special Trackwork C&S: C&S Spending Snapshot Mechanical: Class Is & Modern Motive Power	Class I Focus: Kansas City Southern (Cover) Passenger Rail Focus: New Jersey Transit C&S: PTC Update — Passenger Railroads MOW: Ballast Management Technology Update: Radio Software Platforms	Class I Focus: Canadian Pacific (Cover) Short Line Profile Mechanical: Annual Fleet Stats MOW: Rail Grinding Technology Update: Rail Safety Products	Class I Focus: Norfolk Southern Railway (Cover) Special Section: C&S Product Information Directory MOW: Material Handling Equipment Transit: Mobility Service Providers Technology Update: Fuel Management Intermodal Update	Workforce Development: Progressive Railroading's 2020 Rising Stars (Cover) M&A in the Short Line Industry Passenger Rail Focus: Mobile App Update C&S: Wire & Cable MOW: Surfacing & Tamping Mechanical: Passenger Locomotives	Class I Focus: CSX (Cover) Special Section: Passenger Rail at a Glance MOW/Annual Market Update: Cross, Switch & Bridge Ties MOW: Track Geometry C&S: Wireless Train Communication Networks	Profile: Progressive Railroading's 2020 Railroad Innovator Award (Cover) C&S: PTC Update — Freight Railroads MOW: Rail Fasteners Mechanical: Rail-car Repair Passenger Rail: NYC Transit Subway Modernization	Outlook 2021: Rail CEOs on The Year Ahead (Cover) Passenger Rail Focus: Amtrak C&S/MOW: Outlook for Contracting Mechanical: Freight-car Forecast MOW: Rail Lubrication/ Friction Modifiers
Special Advertising Section	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	Problem Solvers	Problem Solvers Top Execs on the Marketplace: Technology	Problem Solvers
Buyer's 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 6	January 10	February 7	March 9	April 9	May 8	June 5	July 10	August 10	September 11	October 9	November 6
Materials Due Date	December 13	January 17	February 14	March 16	April 17	May 15	June 12	July 17	August 17	September 18	October 16	November 13
Additional Digital Opportunities	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
Bonus Distribution	NITL January 20-22 San Antonio, TX	Railroad Day on the Hill March 4 Washington, DC		Secure Rail April 22-23 Chicago, IL ASLRRA, May 2-5 Grapevine, TX NARS May 12-14 Kansas City, MO	RSSI June 4-7 Nashville, TN		AARS/Rising Stars July 21-22 Chicago, IL	RSI September 8-11 Chicago, IL IANA September 13-15 Long Beach, CA AREMA September 13-16 Dallas, TX		RTA October 19-22 Bonita Springs, FL	RailTrends November 19-20 New York, NY	MARS January 15-16, 2021 Lombard, IL

