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**
- Future 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, Curtail, Retargeting, Social Media Marketing
- **eNewsletter & Website:** Request for Proposal, Product of the Week, Branded Feature

### Solutions

- **Email:** PR Custom Email, White Paper, Sponsored Article
- **Webcasts:** Sole Sponsored, FastCasts and Partnership Webcast
- **Email:** Behaviorally Targeted Email
- **Upgrade:** Gated Landing Page

### 2020 Media Kit

The most subscribers.
The most website visitors.
The most relied upon media outlet covering the rail industry.

**Progressive Railroading**

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

Complete kit available at prmediakit.com
### 2020 Editorial Calendar

#### January
- **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

#### February
- **Class I Focus:** CSX (Cover)
- **C&S Technology Update:** PTC
- **MOW:** Vegetation Management Equipment/Services
- **MOW:** Bridge Inspection Technologies/Drones

#### March
- **Class I Focus:** Union Pacific Railroad (Cover)
- **C&S Technology Update:** PTU
- **MOW:** Short Lines and PBR
- **C&S:** Focus on Cybersecurity
- **MOW:** Hi-Rail Equipment Technology Update: Monitoring

#### April
- **Class I Focus:** Kansas City Southern (Cover)
- **C&S Technology Update:** Rail Grinding

#### May
- **Class I Focus:** Norfolk Southern Railway (Cover)
- **C&S Product Information Directory**

#### June
- **MOW:** Material Handling Equipment/Services
- **MOW:** Ballast Management Technology Update: Rail Safety Products
- **MOW:** Fuel Management
- **MOW:** Intermodal Update

#### July
- **Workforce Development:** Progressive Railroading's 2020 Rising Stars (Cover)

#### August
- **Class I Focus:** CSX (Cover)
- **C&S/MOW:** Special Section: Class I Focus: PTC
- **MOW:** MOW/Annual Fleet Stats

#### September
- **MOW:** Railroad Track Maintenance Guide
- **C&S:** Rail Fasteners
- **C&S:** Track Geometry
- **C&S:** Wireless Train Communication

#### October
- **Railroading's 2020 Railroad Innovator Award Cover**
- **MOW:** Rail Lubrication/ Friction Modifiers

#### November
- **Outlook for Contracting**
- **Mechanical:** Rail-car Repair
- **C&S/MOW:** MOW: Passenger Rail
- **C&S:** MOW: NYC Transit Subway Modernization

#### December
- **Outlook 2021: Rail CEOs on The Year Ahead (Cover)**
- **C&S/MOW:** Passenger Rail Focus: Amtrak

### Coverage

<table>
<thead>
<tr>
<th>Special Advertising Section</th>
<th>Problem Solvers</th>
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<td>December 6</td>
<td>January 10</td>
<td>February 7</td>
<td>March 9</td>
<td>April 9</td>
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<td>Materials Due Date</td>
<td>December 13</td>
<td>January 17</td>
<td>February 14</td>
<td>March 16</td>
<td>April 17</td>
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<td>NITL January 20-22</td>
<td>San Antonio, TX</td>
<td>Railroad Day on the Hill March 4-9</td>
<td>Washington, DC</td>
<td>Secure Rail April 22-23</td>
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<td>ASLFPRA May 2-9</td>
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<td>NARS May 12-14</td>
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<td>RSSI June 4-7</td>
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<td>MARS January 15-16</td>
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### Where do rail execs go for news, information, and product discovery?

- **Railway Age:** 81%
- **Progressive Railroading:** 84%
- **Progressive Railroading:** 81%

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
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<tr>
<td>Other (5%)</td>
<td>88%</td>
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| Results from Railroad Industry Magazine Readership and Digital Usage Report - April 2019 | |