

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

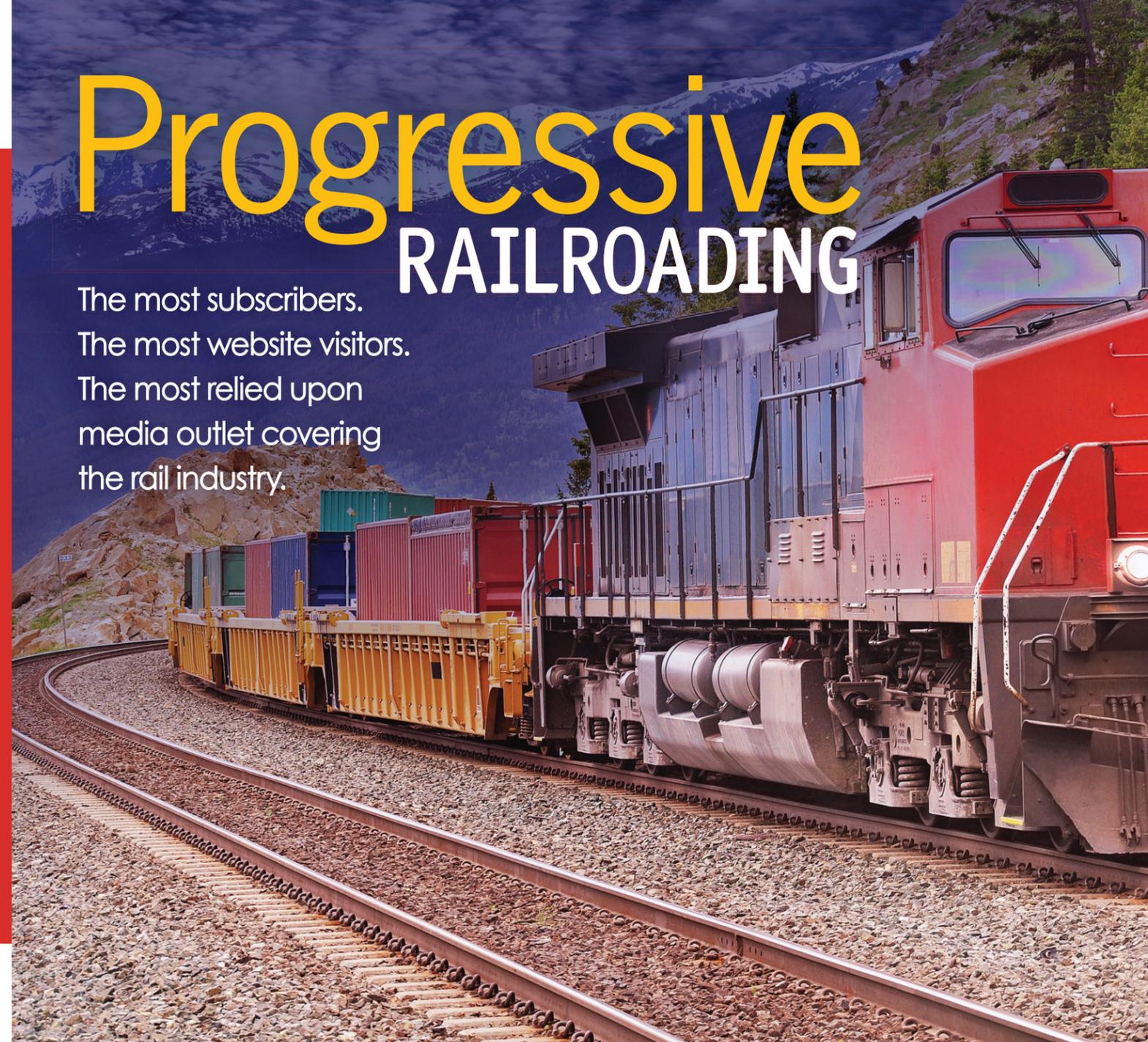
Branded Features

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

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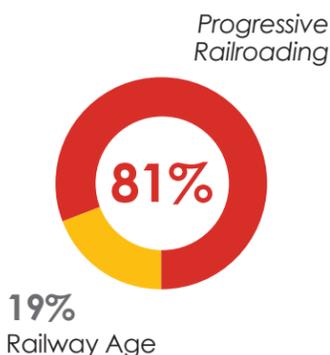
2020 EDITORIAL CALENDAR

Complete Kit Available at: www.PRMediaKit.com

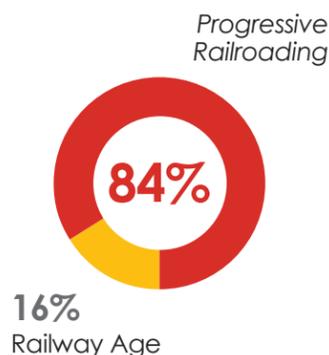
| | January | February | March | April | May | June | July | August | September | October | November | December |
|---|---|---|--|---|---|--|--|--|--|---|---|--|
| Coverage | <p>Class I Focus: BNSF Railway (Cover)</p> <p>C&S/MOW: Annual Grade Crossing Update</p> <p>Mechanical: Locomotive Remanufacturing</p> <p>MOW: Railroad Bridge Projects</p> <p>Technology Focus: Enterprise Asset Management Software</p> | <p>Legislative & Regulatory Issues: Railroads & D.C. (Cover)</p> <p>Passenger Rail Focus: Metropolitan Atlanta Rapid Transit Authority (MARTA)</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>C&S Technology Update: PTC</p> <p>MOW: Vegetation Management Equipment/Services</p> <p>MOW: Bridge Inspection Technology/Drones</p> <p>Technology Update: Locomotives</p> | <p>MOW: Spending Report (Cover)</p> <p>Short Lines and PSR</p> <p>C&S: Focus on Cybersecurity</p> <p>MOW: Hi-Rail Equipment</p> <p>Technology Update: Monitoring</p> | <p>Class I Focus: CN (Cover)</p> <p>Passenger Rail Focus: Bay Area Rapid Transit</p> <p>MOW: Special Trackwork</p> <p>C&S: C&S Spending Snapshot</p> <p>Mechanical: Class Is & Modern Motive Power</p> | <p>Class I Focus: Kansas City Southern (Cover)</p> <p>Passenger Rail Focus: New Jersey Transit</p> <p>C&S: PTC Update — Passenger Railroads</p> <p>MOW: Ballast Management</p> <p>Technology Update: Radio Software Platforms</p> | <p>Class I Focus: Canadian Pacific (Cover)</p> <p>Short Line Profile</p> <p>Mechanical: Annual Fleet Stats</p> <p>MOW: Rail Grinding</p> <p>Technology Update: Rail Safety Products</p> | <p>Class I Focus: Norfolk Southern Railway (Cover)</p> <p>Special Section: C&S Product Information Directory</p> <p>MOW: Material Handling Equipment</p> <p>Transit: Mobility Service Providers</p> <p>Technology Update: Fuel Management</p> <p>Intermodal Update</p> | <p>Workforce Development: Progressive Railroading's 2020 Rising Stars (Cover)</p> <p>M&A in the Short Line Industry</p> <p>Passenger Rail Focus: Mobile App Update</p> <p>C&S: Wire & Cable</p> <p>MOW: Surfacing & Tamping</p> <p>Mechanical: Passenger Locomotives</p> | <p>Class I Focus: CSX (Cover)</p> <p>Special Section: Passenger Rail at a Glance</p> <p>MOW/Annual Market Update: Cross, Switch & Bridge Ties</p> <p>MOW: Track Geometry</p> <p>C&S: Wireless Train Communication Networks</p> | <p>Profile: Progressive Railroading's 2020 Railroad Innovator Award (Cover)</p> <p>C&S: PTC Update — Freight Railroads</p> <p>MOW: Rail Fasteners</p> <p>Mechanical: Rail-car Repair</p> <p>Passenger Rail: NYC Transit Subway Modernization</p> | <p>Outlook 2021: Rail CEOs on The Year Ahead (Cover)</p> <p>Passenger Rail Focus: Amtrak</p> <p>C&S/MOW: Outlook for Contracting</p> <p>Mechanical: Freight-car Forecast</p> <p>MOW: Rail Lubrication/ Friction Modifiers</p> |
| 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 |

Where do rail execs go for news, information, and product discovery?

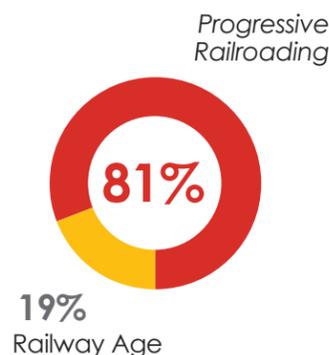
Which magazine helps you become aware of new products or services?



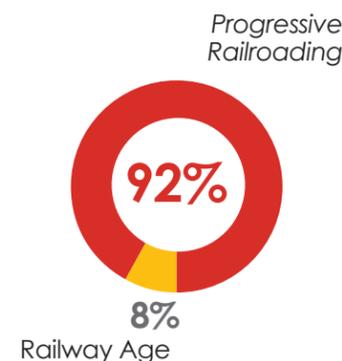
Which magazine is most useful for you in your job overall?



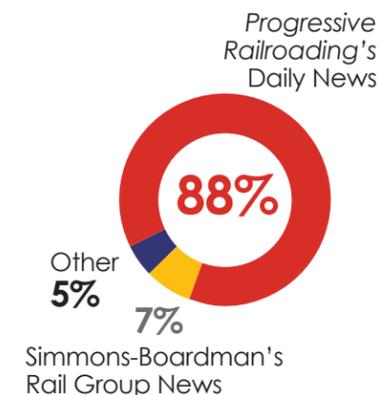
If you could only read one industry publication, which one would you choose?



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?

