

Progressive Railroading Magazine

	EMAIL	PHONE	POSTAL
SEGMENTS	\$440/M	\$225/M	\$165/M
Universe / Base Rate	N/A	22,406	25,053
Active US Subscribers / Base Rate	17,772	20,700	23,091
Email Addresses / Base Rate (Free Transmission)	17,772		
Telemarketing / Base Rate		22,406	
Active Canadian Subscribers / Postal Base Rate	N/A	1,706	1,962
Combined PHONE-POSTAL / Base Rate \$275/M		22,406	
Type of Rentals	B2B / Email, Postal, Phone		
Source	Controlled Circulation, OPT-IN		
Geography	USA, Limited Canada		
Reuse / Key Coding / Nth Name	Please Inquire		
TRANSMISSION / ADDRESSING	Price		
Minimum Order	\$675		
Order Cancellation	\$75/F		
Pkg Transmission - Postal / Telemarketing	\$75/F		
Suppression List - You provide to us	\$150/F		
First HTML Tracking Links Set-Up Test	Included		
Re-Blast @ 15% of Original Cost	15%		
Email - Blast Leads \$25 per lead	Email - Personalization \$20/M		

LIST MANAGER CONTACT INFORMATION

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M = Per Thousand F = Flat

DESCRIPTION

This Is The #1 Magazine for The Railroad & Rail Transit Industry Decision Maker. The Subscriber Database Includes Railroad and Transit Industry Executives and Managers from A Cross Section of Disciplines Including Railroads, Rail Transit Systems, Private Car Lines, Car and Locomotive Builders, Repair Shops and Shippers.

Send Your Message Directly To: Top Level Executives in The Railroad & Rail Transit Industry - Decision-Makers in Administration, Mechanical & Engineering Departments

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Trade Press Media Group is a leading business-to-business media company that owns award winning trade magazines, web sites, vertical search engines, national trade shows and conferences, virtual trade shows and valuable eLearning webcasts and podcasts. Trade press specializes in three important industries: facility management & maintenance, commercial cleaning and railroad & rail transit.

	EMAIL	PHONE	POSTAL
Company Data (\$15/M)	\$440/M	\$225/M	\$165/M
01 - Rail Road	1	1	5
02 - Car/Locomotive Builder	500	627	662
03 - Private Car Line	221	299	323
04 - Utility and/or Energy Company	191	238	261
05 - Car/Locomotive Repair Shop	506	708	750
06 - Consultants/Contractors	76	84	95
07 - Industry Association	363	468	491
08 - Government	774	998	1,076
09 - Shippers	587	736	776
0A - Rail Transit	1,780	2,181	2,485
0B - Regional/Shortlines	1,897	2,473	2,736
0D - Class 1 Railroad	4,261	5,567	6,641
10 - Finance/Leasing Companies	480	557	588
11 - OEMs/Railway/Rail Transit Supplier	1,997	2,489	2,723
13 - Intermodal	584	731	787
6A - Engineering Consultants or Contractors	2,230	2,619	2,783
6B - Mechanical Consultants or Contractors	484	595	723
6C - Signal & Comm Consult or Contractors	346	421	447
6D - Eng/Mech/Sig Com Consult or Contractors	494	614	701
	17,772	22,406	25,053

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Job Function/Title (\$15/M)	\$440/M	\$225/M	\$165/M
A-COB/CEO/Pres/Exec VP/Financial	4,823	6,134	6,483
B-Marketing & Sales Depart	2,373	2,882	3,084
C-Purchasing & Material Dept	590	704	754
D-Operating Department	3,037	3,962	4,286
E-Cars	484	605	638
F-Motive Power	411	503	550
G-Both Cars & Motive Power	759	955	1,093
H-Track & Roadway	1,365	1,741	2,102
J-Bridge & Building	480	574	740
K-Both Track & Build	1,205	1,478	1,799
L-Signal & Communications Dept	1,202	1,438	1,681
M-Other Admin Personnel	1,043	1,430	1,843
	17,772	22,406	25,053