

Progressive Railroading Magazine

	EMAIL	PHONE	POSTAL
SEGMENTS	\$440/M	\$225/M	\$165/M
Universe / Base Rate	N/A	23,558	25,042
Active US Subscribers / Base Rate	18,844	21,864	23,215
Email Addresses / Base Rate (Free Transmission)	18,849		
Telemarketing / Base Rate		23,558	
Active Canadian Subscribers / Postal Base Rate	N/A	1,694	1,827
Combined PHONE-POSTAL / Base Rate \$275/M		23,558	
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

Published by Trade Press Media Group - Updated continuously - BPA-audited to ensure accuracy and recency - controlled circulation.

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	0	0	0
02 - Car/Locomotive Builder	510	602	609
03 - Private Car Line	224	272	279
04 - Utility and/or Energy Company	190	237	240
05 - Car/Locomotive Repair Shop	633	803	813
06 - Consultants/Contractors	76	110	142
07 - Industry Association	409	479	491
08 - Government	877	1,051	1,086
09 - Shippers	664	879	881
0A - Rail Transit	2,097	2,416	2,533
0B - Regional/Shortlines	2,100	2,563	2,628
0D - Class 1 Railroad	5,165	5,532	5,827
10 - Finance/Leasing Companies	507	556	561
11 - OEMs/Railway/Rail Transit Supplier	2,345	2,776	2,940
13 - Intermodal	685	904	912
6A - Engineering Consultants or Contractors	2,301	2,577	2,780
6B - Mechanical Consultants or Contractors	584	685	887
6C - Signal & Comm Consult or Contractors	382	430	458
6D - Eng/Mech/Sig Com Consult or Contractors	613	686	975
	20,362	23,558	25,042

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Job Function/Title (\$15/M)	\$440/M	\$225/M	\$165/M
A-COB/CEO/Pres/Exec VP/Financial	5,922	7,114	7,297
B-Marketing & Sales Depart	2,581	2,949	3,019
C-Purchasing & Material Dept	630	713	722
D-Operating Department	3,551	4,129	4,225
E-Cars	463	540	547
F-Motive Power	423	465	484
G-Both Cars & Motive Power	840	946	1,015
H-Track & Roadway	1,591	1,754	1,942
J-Bridge & Building	522	568	644
K-Both Track & Build	1,411	1,567	1,844
L-Signal & Communications Dept	1,371	1,445	1,556
M-Other Admin Personnel	1,057	1,368	1,747
	20,362	23,558	25,042