

## Progressive Railroading Magazine

### SEGMENTS

Segment Name	Count	Rate
Total Universe / Universe Rate	24,995	\$165.00/M
Active US Subscribers	23,338	\$165.00/M
Email Addresses	5,737	\$390.00/M
Telemarketing	23,260	+ \$60.00/M
Active Canadian	1,366	\$165.00/M

### MEDIA TYPE

Business
Email, Postal, Phone

### SOURCE

Controlled Circulation, OPT-IN
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### GEOGRAPHY

USA, Canada
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### SELECTS

Description	Rate Units (N/C)
DEPARTMENT TYPE	\$15.00/M
BUS/INDUSTRY TYPE	\$15.00/M
STATE	\$15.00/M
SCF	\$15.00/M
ZIP	\$15.00/M
REGENCY	\$15.00/M

### AVERAGE INCOME

N/A
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### GENDER

N/A
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### MINIMUM ORDER

Minimum Quantity	2,500
Minimum Price	\$0.00

### REUSE

Please Inquire
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### CANCELLATION

Charges	\$75.00/F
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### KEY CODING

Please Inquire
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### ADDRESSING

Name	Rate
FTP	\$75.00/F
EMAIL	\$75.00/F
EMAIL TRANSMISSION	\$50.00/M
SUPPRESSION	\$150.00/F
FIRST HTML SETUP & TEST	No Charge

### MANAGER CONTACT INFORMATION

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### DESCRIPTION

Progressive Railroading Magazine is the #1 magazine for the railroad & rail transit industry decision-maker. This 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

List Management

- Updated Monthly
- BPA-Audited to ensure accuracy and recency
- Controlled Circulation
- 100% Personalized with Company, Contact Name and Job Title
- Lists Available for Direct Mail, Email and Telemarketing

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.

### PROFILE

#### Department Type (\$15.00/M)

Administrative Department	3296
Mechanical Dept: Cars	277
Mechanical Dept: Motive Power	362
Mechanical Dept: Cars and Motive Power	790
Engineering Dept: Track and Roadway	1322
Engineering Dept: Bridge and Building	355
Engineering Dept: Track+Roadway and Bridge+Building	979
Signaling/Communications Dept	1194
Operating Dept	3099
Marketing/Sales Dept	986
Purchasing and Materials Dept	396

#### Bus/Industry Type (\$15.00/M)

Car/Locomotive Builders	880
Private Car Lines	315
Utility and Energy Companies	304
Car/Locomotive Repair Shops	964
Industry Associations	382
Government	987
Shippers	680
Intermodal	576
Finance/Leasing Companies	684
Railway/Rail Transit Suppliers	2112
Consultants and Contractors (Railroad/Rail Transit)	4058