

Progressive Railroading **DIRECT MARKETING LIST RENTAL PROGRAM**

DIRECT MAIL | EMAIL | TELEMARKETING

Personally contact key decision making executives in the freight and passenger rail industry

Progressive Railroading magazine's 100% personalized subscriber list can put your direct marketing message in the hands of over 25,000 top freight and passenger rail executives in the U.S. and worldwide.

The Readers of Progressive Railroading

- CEO's
- Presidents
- Executive VP's
- Purchasing Executives
- Sales Executives
- Marketing Executives

Reach decision makers who make the purchasing for...

- Class Is Regionals and Short Lines
- Car & Locomotive Builders
- Repair Shops
- Private Car Lines
- Utility & Energy Companies
- Consulting Firms
- Contractors
- Industry Associations
- Finance & Leasing Companies
- Original Equipment Manufacturers

Multiple Use, Database and Test Programs available

For more information on how you can target these lucrative prospects contact

**Sherman Leibowitz at 414-228-7701, Ext. 441.
sherman.leibowitz@tradepress.com**

Trade Press List Management

2100 W. Florist Avenue • Milwaukee, WI 53209
414-228-7701, Ext. 441 • Fax: 414-228-1134

View Datacards online: www.tradepress.com/lists

List Rental Charges

Base Rate (applies to all orders) \$175/M

Phone Numbers (additional)..... \$80/M

Email Addresses \$390/M

Select/Set-up (applies to all orders) \$15/M

Email Transfer (additional) \$75 Flat

Email Addresses \$385/M

Keycode (additional) \$35 Flat

Rates are for one-time use.

Multiple use programs available.

View Datacards online:
www.tradepress.com/lists

Terms and Ordering Information:

List rentals are for direct mail usage only. 15% commission on base rate to recognized list brokers. Sample draft required for approval. Orders processed within 3 to 5 days. Rush processing available.

Progressive Railroading

Business / Industry and Department

	Direct Mail	TeleMarketing	Email
Railroads and Rail Transit Administrative Department: Chairman of the Board; Chief Executive Officers; Presidents; Executive Vice Presidents; Financial Legal, Data Systems, Planning and Personnel Executives; Public Relations and other Administrative Personnel	2,717	2,541	478
Marketing and Sales Department	933	882	139
Purchasing & Materials Department	427	395	75
Operating Department	3,376	3,066	673
Mechanical Department			
1. Cars	324	291	67
2. Motive Power	380	338	66
3. Both Cars & Motive Power	774	710	161
Engineering Department			
1. Track & Roadway	1,294	1,158	229
2. Bridge & Building	374	297	48
3. Both Track & Roadway and Bridge & Building	940	777	186
Signaling & Communications Department	1,163	1,054	203
Other	48	44	4
Sub-Total	12,750	11,553	2,329
Car & Locomotive Builders	812	735	150
Private Car Lines	341	321	87
Utility & Energy Companies	254	237	58
Car & Locomotive Repair Shops	965	887	203
Consultants & Contractors (Railroad & Rail Transit)	4,187	3,981	945
Industry Associations	420	396	91
Government	895	854	242
Shippers	754	720	173
Intermodal	650	617	132
Finance/Leasing Companies	641	609	169
Railway & Rail Transit Suppliers	2,357	2,289	538
Other Allied to the field	25	20	14
Total Qualified Names	25,051	23,219	5,131

For more information on how you can target this lucrative audience for your next Direct Marketing program contact

Sherman Leibowitz at 414-228-7701, Ext. 441.
sherman.leibowitz@tradepress.com

Trade Press List Management

2100 W. Florist Avenue • Milwaukee, WI 53209
 414-228-7701, Ext. 441 • Fax: 414-228-1134



View Datasheets online: www.tradepress.com/lists

Geographical Breakout of Qualified Circulation

State	Zip Range	Direct Mail	Telemarketing	Email
AK	995-999	88	84	17
AL	350-369	272	260	56
AR	716-729	180	173	43
AZ	850-865	151	140	26
CA	900-966	1,237	1,177	275
CO	800-816	357	341	69
CT	060-069	169	163	48
DC	200,202-205	242	241	47
DE	197-199	119	115	31
FL	320-349	1,219	1,136	243
GA	300-319	750	700	131
HI	967-968	6	6	1
IA	500-528	310	296	45
ID	832-838	101	96	22
IL	600-629	2,190	2,084	449
IN	460-479	496	480	96
KS	660-679	473	435	91
KY	400-427	368	348	84
LA	700-714	243	232	58
MA	010-027	441	424	113
MD	206-219	392	376	91
ME	039-049	81	78	13
MI	480-499	429	405	98
MN	550-567	520	481	87
MO	630-658	795	744	147
MS	386-397	140	137	21

State	Zip Range	Direct Mail	Telemarketing	Email
MT	590-599	179	162	22
NC	270-289	354	346	73
ND	580-588	99	93	18
NE	680-693	866	783	131
NH	030-038	77	74	21
NJ	070-089	748	713	177
NM	870-884	69	59	14
NV	890-898	62	58	20
NY	090-149	1,386	1,315	335
OH	430-458	846	812	178
OK	730-749	141	131	31
OR	970-979	245	236	52
PA	150-196	1,705	1,629	347
RI	028-029	36	34	11
SC	290-299	216	205	40
SD	570-577	105	98	9
TN	370-385	347	319	85
TX	750-799	1,733	1,620	320
UT	840-847	109	102	22
VA	201,220-246	709	678	131
VT	050-059	50	50	10
WA	980-994	395	374	80
WI	530-549	462	444	87
WV	247-268	165	145	29
WY	820-831	90	80	13
Total Qualified Circulation		25,051	23,219	5,131

Geographical Breakout of Qualified-Paid International Circulation

ASIA	Direct Mail	Email
Bangladesh	1	0
China	1	0
India	21	10
Indonesia	4	1
Japan	2	1
Malaysia	5	3
Mongolia	1	1
Pakistan	3	2
Singapore	1	0
South Korea	1	1
Thailand	5	2
Vietnam	1	1
Subtotal	46	22
MIDDLE EAST		
Iran	12	1
Israel	7	1
United Arab Emirates	2	0
Subtotal	21	2
EUROPE		
Austria	2	1
Belgium	5	2
Bulgaria	1	0
Denmark	2	0
Estonia	1	0
Finland	5	1

France	8	0
Germany	16	2
Greece	2	2
Hungary	1	1
Italy	3	2
Luxembourg	1	1
Netherlands	3	0
Norway	1	0
Poland	2	1
Portugal	2	0
Romania	1	1
Russian Federation	2	0
Spain	5	3
Sweden	1	0
Switzerland	8	1
Turkey	2	1
United Kingdom	27	12
Subtotal	101	31
AFRICA		
Kenya	4	1
Mauritania	1	0
Mozambique	1	0
Republic Of South Africa	9	6
Tanzania	4	1
Zimbabwe	8	4
Subtotal	27	12

NORTH AMERICA	Direct Mail	Email
Canada	1,617	323
United States of America	22,969	4,663
Mexico	63	15
Subtotal	24,649	5,001
CARIBBEAN		
Cuba	6	1
Subtotal	6	1
CENTRAL AMERICA		
Panama	0	0
Subtotal	0	0
SOUTH AMERICA		
Argentina	29	14
Brazil	49	14
Chile	19	3
Columbia	1	1
Peru	6	0
Venezuela	3	2
Subtotal	107	34
ASIA PACIFIC		
Australia	87	24
New Zealand	7	4
Subtotal	94	28
TOTALS	25,051	5,131

To inquire or order, contact Sherman Leibowitz at 414-228-7701, Ext. 441.
email: sherman.leibowitz@tradequip.com

Trade Press List Management

2100 W. Florist Avenue • Milwaukee, WI 53209
414-228-7701, Ext. 441 • Fax: 414-228-1134

View Datacards online: www.tradequip.com/lists