

Progressive Railroading Magazine

	EMAIL	PHONE	POSTAL
SEGMENTS	\$440/M	\$225/M	\$165/M
Universe / Base Rate	N/A	23,449	24,745
Active US Subscribers / Base Rate	17,630	20,302	21,414
Email Addresses / Base Rate (Free Transmission)	17,630		
Telemarketing / Base Rate		23,449	
Active Canadian Subscribers / Postal Base Rate	N/A	3,147	3,331
Combined PHONE-POSTAL / Base Rate \$275/M		23,449	
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	0	1
02 - Car/Locomotive Builder	291	387	406
03 - Private Car Line	302	365	372
04 - Utility and/or Energy Company	142	165	181
05 - Car/Locomotive Repair Shop	351	481	507
06 - Consultants/Contractors	193	377	388
07 - Industry Association	251	305	326
08 - Government	495	625	667
09 - Shippers	533	690	717
0A - Rail Transit	2,224	3,481	3,605
0B - Regional/Shortlines	2,385	3,025	3,114
0D - Class 1 Railroad	4,436	6,358	6,614
10 - Finance/Leasing Companies	386	462	471
11 - OEMs/Railway/Rail Transit Supplier	1,953	2,402	2,571
13 - Intermodal	581	713	734
6A - Engineering Consultants or Contractors	1,530	1,714	1,868
6B - Mechanical Consultants or Contractors	693	827	989
6C - Signal & Comm Consult or Contractors	246	287	308
6D - Eng/Mech/Sig Com Consult or Contractors	637	785	906
	17,630	23,449	24,745

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Job Function/Title (\$15/M)	\$440/M	\$225/M	\$165/M
A-COB/CEO/Pres/Exec VP/Financial	4,659	6,423	6,664
B-Marketing & Sales Depart	2,083	2,572	2,680
C-Purchasing & Material Dept	607	761	793
D-Operating Department	2,893	3,724	3,884
E-Cars	407	555	576
F-Motive Power	250	319	344
G-Both Cars & Motive Power	656	887	943
H-Track & Roadway	1,146	1,520	1,632
J-Bridge & Building	425	529	573
K-Both Track & Build	1,300	1,624	1,801
L-Signal & Communications Dept	1,043	1,334	1,436
M-Other Admin Personnel	2,161	3,201	3,419
	17,630	23,449	24,745