

Progressive Railroading Magazine

	EMAIL	PHONE	POSTAL
SEGMENTS	\$440/M	\$225/M	\$165/M
Universe / Base Rate	N/A	23,982	25,049
Active US Subscribers / Base Rate	18,966	20,741	21,625
Email Addresses / Base Rate (Free Transmission)	18,966		
Telemarketing / Base Rate		23,982	
Active Canadian Subscribers / Postal Base Rate	N/A	3,241	3,424
Combined PHONE-POSTAL / Base Rate \$275/M		23,982	
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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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	0	0	0
02 - Car/Locomotive Builder	306	366	377
03 - Private Car Line	274	290	296
04 - Utility and/or Energy Company	136	144	149
05 - Car/Locomotive Repair Shop	329	380	388
06 - Consultants/Contractors	162	267	278
07 - Industry Association	220	236	244
08 - Government	542	559	600
09 - Shippers	531	595	622
0A - Rail Transit	2,537	2,883	3,032
0B - Regional/Shortlines	2,502	2,913	2,984
0D - Class 1 Railroad	4,735	5,005	5,244
10 - Finance/Leasing Companies	346	363	366
11 - OEMs/Railway/Rail Transit Supplier	2,592	2,819	2,985
13 - Intermodal	611	647	676
6A - Engineering Consultants or Contractors	1,477	1,533	1,565
6B - Mechanical Consultants or Contractors	735	774	810
6C - Signal & Comm Consult or Contractors	235	242	252
6D - Eng/Mech/Sig Com Consult or Contractors	692	721	753
	18,962	20,737	21,621

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Job Function/Title (\$15/M)	\$440/M	\$225/M	\$165/M
A-COB/CEO/Pres/Exec VP/Financial	5,007	6,204	6,300
B-Marketing & Sales Depart	2,166	2,223	2,291
C-Purchasing & Material Dept	641	667	683
D-Operating Department	3,134	3,295	3,474
E-Cars	490	626	637
F-Motive Power	239	251	263
G-Both Cars & Motive Power	622	678	695
H-Track & Roadway	1,634	1,589	1,765
J-Bridge & Building	387	417	429
K-Both Track & Build	1,264	1,348	1,390
L-Signal & Communications Dept	1,151	1,085	1,215
M-Other Admin Personnel	2,223	2,350	2,475
	18,958	20,733	21,617