

Progressive Railroading Magazine

	EMAIL	PHONE	POSTAL
SEGMENTS	\$440/M	\$225/M	\$165/M
Universe / Base Rate	N/A	23,991	22,333
Active US Subscribers / Base Rate	13,934	22,092	22,333
Email Addresses / Base Rate (Free Transmission)	13,934		
Telemarketing / Base Rate		23,991	
Active Canadian Subscribers / Postal Base Rate	N/A	1,899	2,215
Combined PHONE-POSTAL / Base Rate \$275/M		23,991	
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	237	371	372
03 - Private Car Line	110	145	145
04 - Utility and/or Energy Company	102	120	121
05 - Car/Locomotive Repair Shop	266	414	414
06 - Consultants/Contractors	250	568	572
07 - Industry Association	294	349	352
08 - Government	463	567	575
09 - Shippers	323	439	441
0A - Rail Transit	2,096	3,411	3,423
0B - Regional/Shortlines	1,725	3,051	3,065
0D - Class 1 Railroad	3,222	6,365	6,398
10 - Finance/Leasing Companies	243	304	308
11 - OEMs/Railway/Rail Transit Supplier	1,678	2,498	2,521
13 - Intermodal	280	355	355
6A - Engineering Consultants or Contractors	1,480	1,746	1,808
6B - Mechanical Consultants or Contractors	345	425	437
6C - Signal & Comm Consult or Contractors	234	281	285
6D - Eng/Mech/Sig Com Consult or Contractors	577	676	705
	13,925	22,085	22,297

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Job Function/Title (\$15/M)	\$440/M	\$225/M	\$165/M
A-COB/CEO/Pres/Exec VP/Financial	3,218	4,199	4,228
B-Marketing & Sales Depart	2,380	4,852	4,874
C-Purchasing & Material Dept	352	478	481
D-Operating Department	2,734	4,983	5,012
E-Cars	176	221	238
F-Motive Power	194	251	251
G-Both Cars & Motive Power	678	1,130	1,131
H-Track & Roadway	1,282	1,650	1,712
J-Bridge & Building	422	535	564
K-Both Track & Build	1,194	2,057	2,077
L-Signal & Communications Dept	693	936	952
M-Other Admin Personnel	605	794	807
	13,928	22,086	22,327