

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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PROGRESSIVE RAILROADING is a B2B brand for the North American Railroad Industry. The publication, its online properties, and live events, provide information about trends, technology, and industry news covering all disciplines of the railroad market. Railroad professionals rely on Progressive Railroading for information that is used in their everyday decision-making to increase their knowledge and understanding of the market trends and direction.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

PROGRESSIVE RAILROADING MAGAZINE



6 Issues in the period
25,053 average circulation

PROGRESSIVE RAILROADING WEBSITE



98,672 average users

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
PROGRESSIVE RAILROADING MAGAZINE (6 issues in the period)	25,053	-	25,053
PROGRESSIVE RAILROADING WEBSITE – ProgressiveRailroading.com (Monthly Users with 265,703 average Pageviews)	98,672	-	98,672

FIELD SERVED

PROGRESSIVE RAILROADING serves railroads, rail transit systems, private car lines, car and locomotive builders, industry associations, consultants and contractors (rail and rail transit), utility and energy companies, car and locomotive repair shops, shippers, intermodal, finance/leasing companies, government, suppliers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Those qualified to receive PROGRESSIVE RAILROADING are individuals in companies and organizations in the above field served. That includes individuals in both railroad and rail transit; administrative departments: chairmen of the board; chief executive officers; presidents; executive vice presidents; financial, legal, data systems; planning and personnel executives; public relations and other administrative personnel, marketing & sales department, purchasing and materials, operating, mechanical-cars and motive power, engineering-track, roadways, bridges and buildings, signaling and communications, and others. Also qualified are personnel at car and locomotive builders, private car lines, utility and energy companies, car and locomotive repair shops, consultants and contractors (rail and rail transit), shippers, intermodal, finance/leasing companies, government, industry associations and suppliers.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	22
Advertiser and Agency	196
Allocated for Trade Shows and Conventions	28
All Other	104
TOTAL	350

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,053	100.0	25,053	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,053	100.0	25,053	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July	25,053
August	25,053
September	25,053
October	25,053
November	25,053
December	25,053

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

This publication conforms to the uniform business/occupational analysis which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Railroad Transportation Market in June 1981, revised in May 1983, requiring participating publications to report their circulation on a comparable basis by June 1984. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS/INDUSTRY AND DEPARTMENT	TOTAL QUALIFIED	PERCENT OF TOTAL
1. RAILROADS AND RAIL TRANSIT		
A. Administrative Department: Chairmen of the Board; Chief Executive Officers; Presidents; Executive Vice Presidents; Financial, Legal, Data Systems, Planning and Personnel Executives; Public Relations and Other Administrative Personnel	3,065	12.2
B. Marketing & Sales Department	873	3.5
C. Purchasing and Materials Department	335	1.3
D. Operating Department	2,766	11.0
E. Mechanical Department		
1. Cars	256	1.0
2. Motive Power	318	1.3
3. Both Cars and Motive Power	686	2.7
F. Engineering Department		
1. Track & Roadway	1,221	4.9
2. Bridge & Building	391	1.6
3. Both Track & Roadway and Bridge & Building	947	3.8
G. Signaling & Communications Department	1,097	4.4
H. Other	1	-
Sub-Total	11,956	47.7
2. Car & Locomotive Builders	656	2.6
3. Private Car Lines	320	1.3
4. Utility and Energy Companies	261	1.1
5. Car & Locomotive Repair Shops	760	3.0
6. Consultants and Contractors (Railroad & Rail Transit)	4,695	18.7
7. Industry Associations	491	2.0
8. Government	1,082	4.3
9. Shippers	765	3.1
10. Intermodal	788	3.1
11. Finance/Leasing Companies	583	2.3
12. Railway & Rail Transit Suppliers	2,696	10.8
13. Others Allied to the Field	-	-
TOTAL QUALIFIED CIRCULATION	25,053	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	19,229	3,990	634	23,853	95.2
II. Request from recipient's company:	13	6	-	19	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	958	223	-	1,181	4.7
Association rosters and directories	958	223	-	1,181	4.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,200	4,219	634	25,053	100.0
PERCENT	80.6	16.9	2.5	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Total Audit Average Qualified:	25,054	25,054	25,052	25,052	25,052	25,053
Qualified Non-Paid:	25,054	25,054	25,052	25,052	25,052	25,053
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	73		Kentucky	325	
New Hampshire	76		Tennessee	360	
Vermont	54		Alabama	287	
Massachusetts	417		Mississippi	137	
Rhode Island	37		EAST SO. CENTRAL	1,109	4.4
Connecticut	221		Arkansas	181	
NEW ENGLAND	878	3.5	Louisiana	205	
New York	1,302		Oklahoma	108	
New Jersey	774		Texas	1,861	
Pennsylvania	1,621		WEST SO. CENTRAL	2,355	9.4
MIDDLE ATLANTIC	3,697	14.7	Montana	169	
Ohio	826		Idaho	106	
Indiana	505		Wyoming	65	
Illinois	2,113		Colorado	419	
Michigan	420		New Mexico	79	
Wisconsin	449		Arizona	214	
EAST NO. CENTRAL	4,313	17.2	Utah	149	
Minnesota	557		Nevada	43	
Iowa	272		MOUNTAIN	1,244	5.0
Missouri	690		Alaska	39	
North Dakota	102		Washington	422	
South Dakota	61		Oregon	240	
Nebraska	808		California	1,463	
Kansas	469		Hawaii	5	
WEST NO. CENTRAL	2,959	11.8	PACIFIC	2,169	8.7
Delaware	114		UNITED STATES	23,109	92.2
Maryland	347		U.S. Territories	4	
Washington, DC	320		Canada	1,940	
Virginia	658		Mexico	-	
West Virginia	130		Other International	-	
North Carolina	395		APO/FPO	-	
South Carolina	255				
Georgia	819				
Florida	1,347				
SOUTH ATLANTIC	4,385	17.5			
			TOTAL QUALIFIED CIRCULATION	25,053	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

Province	Total Qualified	Percent	Province	Total Qualified	Percent
Newfoundland and Labrador	-	-	Alberta, N.W.T. and Nunavut	348	1.4
Prince Edward Island	1	-	B.C. and Yukon	173	0.7
Nova Scotia	9	-	TOTAL FOR CANADA	1,940	7.7
New Brunswick	28	0.1	United States	23,109	92.3
Quebec	530	2.1	Other Foreign	4	-
Ontario	679	2.7	TOTAL OUTSIDE CANADA	23,113	92.3
Manitoba	110	0.4			
Saskatchewan	62	0.3	TOTAL QUALIFIED CIRCULATION	25,053	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.PROGRESSIVERAILROADING.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	268,885	161,443	95,810	1:42
August	316,075	197,369	113,655	1:35
September	245,119	152,427	91,967	1:34
October	267,969	166,682	100,007	1:33
November	250,330	158,830	96,228	1:30
December	245,840	155,944	94,368	1:32
AVERAGE:	265,703	165,449	98,672	1:34

July – December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompl.com

ADDITIONAL DATA

MAGAZINE:

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Kirk Bastyr, Publisher

Eric Muench, Director of Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 5, 2018

State

Wisconsin

County

Milwaukee

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January 5, 2018

Type

BJ

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.