



# Progressive RAILROADING

## B2B Media

### Publisher's Statement

6 months ended December 31, 2025

Subject to Audit

#### 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.



[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>25,050</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		17,535
Qualified Nonpaid Individual - Digital		7,515
<b>Total Qualified Nonpaid Individual</b>		<b>25,050</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>25,050</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	65
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>65</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	430
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>430</b>
<b>Total Average Nonqualified Circulation</b>	<b>495</b>

<b>CIRCULATION BY ISSUES</b>			
<b>Issue</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>	<b>Total Qualified Nonpaid</b>
Jul	17,535	7,515	25,050
Aug	17,535	7,515	25,050
Sep	17,535	7,515	25,050
Oct	17,535	7,515	25,050
Nov	17,535	7,515	25,050
Dec	17,535	7,515	25,050

<b>BUSINESS ANALYSIS</b>					
<b>Business/Industry and Department</b>		<b>Total</b>	<b>%</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>
1.	<b>RAILROADS AND RAIL TRANSIT</b>				
	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	2,500	10.0	1,765	735
	B. Marketing & Sales Department	2,590	10.3	1,722	868
	C. Purchasing and Materials Department	272	1.1	195	77
	D. Operating Department	3,815	15.2	3,139	676
	E. Mechanical Department				
	1. Cars	151	0.6	115	36
	2. Motive Power	169	0.7	144	25
	3. Both Cars and Motive Power	964	3.8	775	189
	F. Engineering Department				
	1. Track & Roadway	1,246	5.0	840	406
	2. Bridge & Building	348	1.4	201	147
	3. Both Track & Roadway and Bridge & Building	1,888	7.5	932	956
	G. Signaling & Communications Department	830	3.3	648	182
	H. Other				
	<b>Sub-Total Railroads and Rail Transit</b>	<b>14,773</b>	<b>59.0</b>	<b>10,476</b>	<b>4,297</b>
2.	Car & Locomotive Builders	371	1.5	249	122
3.	Private Car Lines	162	0.6	120	42
4.	Utility and Energy Companies	103	0.4	75	28
5.	Car & Locomotive Repair Shops	457	1.8	356	101
6.	Consultants and Contractors (Railroad & Rail Transit)	4,302	17.2	2,945	1,357
7.	Industry Associations	315	1.3	226	89
8.	Government	617	2.5	369	248
9.	Shippers	455	1.8	328	127
10.	Intermodal	369	1.5	265	104
11.	Finance/Leasing Companies	323	1.3	213	110
12.	Railway & Rail Transit Suppliers	2,803	11.2	1,913	890
	Others Allied to the Field				
	<b>Total Qualified Circulation</b>	<b>25,050</b>	<b>100.0</b>	<b>17,535</b>	<b>7,515</b>
	<b>Percent</b>	<b>100.0</b>		<b>70.0</b>	<b>30.0</b>

SOURCE ANALYSIS								
Source	Print	Digital	Qualified Within				Total	Percent
			1 Year	2 Years	3 Years			
<b>Total Direct Request From Recipient</b>	<b>10,113</b>	<b>3,657</b>	<b>8,234</b>	<b>3,979</b>	<b>1,557</b>	<b>13,770</b>	<b>55.0</b>	
<b>Total Direct Request From Recipient's Company</b>								
<b>Total Communication Other Than Request</b>								
Membership Benefit								
Business Directories	1,878	499	1,832	545		2,377	9.5	
Lists	5,544	3,359	8,294	609		8,903	35.5	
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	<b>17,535</b>	<b>7,515</b>	<b>18,360</b>	<b>5,133</b>	<b>1,557</b>	<b>25,050</b>	<b>100.0</b>	
<b>Percent</b>	<b>70.0</b>	<b>30.0</b>	<b>73.3</b>	<b>20.5</b>	<b>6.2</b>	<b>100.0</b>		

**GEOGRAPHIC ANALYSIS**

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	266	82	348
Arizona	113	33	146
Arkansas	113	48	161
California	704	330	1,034
Colorado	294	157	451
Connecticut	152	78	230
Delaware	356	189	545
District of Columbia	90	41	131
Florida	1,242	434	1,676
Georgia	819	277	1,096
Idaho	48	11	59
Illinois	1,222	477	1,699
Indiana	389	122	511
Iowa	174	61	235
Kansas	299	152	451
Kentucky	261	82	343
Louisiana	154	75	229
Maine	47	16	63
Maryland	204	85	289
Massachusetts	299	188	487
Michigan	281	62	343
Minnesota	324	133	457
Mississippi	115	45	160
Missouri	490	198	688
Montana	115	30	145
Nebraska	723	427	1,150
Nevada	51	23	74
New Hampshire	39	15	54
New Jersey	403	158	561
New Mexico	45	8	53
New York	762	311	1,073
North Carolina	282	99	381
North Dakota	68	35	103
Ohio	549	196	745
Oklahoma	83	37	120
Oregon	160	62	222
Pennsylvania	973	409	1,382
Rhode Island	15	18	33
South Carolina	168	64	232
South Dakota	41	21	62
Tennessee	258	79	337
Texas	1,726	816	2,542
Utah	97	47	144
Vermont	23	19	42
Virginia	349	141	490
Washington	241	127	368
West Virginia	85	35	120
Wisconsin	239	75	314
Wyoming	53	11	64
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>16,004</b>	<b>6,639</b>	<b>22,643</b>
Alaska	65	13	78
Hawaii	6	2	8
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>71</b>	<b>15</b>	<b>86</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>16,075</b>	<b>6,654</b>	<b>22,729</b>
Poss. & Other Areas	1		1
<b>U.S. &amp; POSS., etc.</b>	<b>16,076</b>	<b>6,654</b>	<b>22,730</b>
Canada	1,459	861	2,320
International			
Military or Civilian Personnel Overseas			
<b>Total International</b>	<b>1,459</b>	<b>861</b>	<b>2,320</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>17,535</b>	<b>7,515</b>	<b>25,050</b>

**GEOGRAPHIC ANALYSIS - CANADA**

<b>Province</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>	<b>Total Qualified Nonpaid</b>
Alberta	237	386	623
British Columbia	121	84	205
Manitoba	106	42	148
New Brunswick	14	5	19
Newfoundland/Labrador			
Northwest Territories	1		1
Nova Scotia	3	1	4
Nunavut			
Ontario	455	187	642
Prince Edward Island			
Quebec	452	146	598
Saskatchewan	68	10	78
Yukon Territory	2		2
Canadian Unclassified			
<b>TOTAL CANADA</b>	<b>1,459</b>	<b>861</b>	<b>2,320</b>
United States	16,076	6,654	22,730
Military or Civilian Personnel Overseas			
Other International			
<b>Total International</b>	<b>16,076</b>	<b>6,654</b>	<b>22,730</b>
E-mail Address Only			
Other Unclassified			
<b>Grand Total</b>	<b>17,535</b>	<b>7,515</b>	<b>25,050</b>

## NOTES

**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.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the Dec issue.

---

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1958  
**AAM Member Since:** 1963  
**Member #:** 06-3019-5  
**Class:** RAILROAD

Parent Company: Trade Press Media Group, Inc.

**Published by:**  
Trade Press Media Group, Inc.  
10001 W. Innovation Dr. Ste. 101  
Wauwatosa, WI 53226  
T: (414) 228-7701  
<https://www.progressiverailroading.com/>

DONNA HEUBERGER  
Director of Audience Strategy & Intelligence

JACOB GRANGER  
Manager of Audience Strategy & Intelligence