

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



163,971 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 342,828 average Pageviews)	163,971	-	163,971

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	49
Advertiser and Agency	560
Allocated for Trade Shows and Conventions	42
All Other	654
TOTAL	1,305

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	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

2020 Issue	Total Qualified
January	25,053
February	25,053
March	25,053
April	25,052
May	25,053
June	25,054

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

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	3,165	12.6
B. Marketing & Sales Department	855	3.4
C. Purchasing and Materials Department	326	1.3
D. Operating Department	2,712	10.8
E. Mechanical Department		
1. Cars	223	0.9
2. Motive Power	289	1.2
3. Both Cars and Motive Power	628	2.5
F. Engineering Department		
1. Track & Roadway	1,065	4.3
2. Bridge & Building	331	1.3
3. Both Track & Roadway and Bridge & Building	843	3.4
G. Signaling & Communications Department	1,036	4.1
H. Other	-	-
Sub-Total	11,473	45.8
2. Car & Locomotive Builders	662	2.7
3. Private Car Lines	300	1.2
4. Utility and Energy Companies	256	1.0
5. Car & Locomotive Repair Shops	856	3.4
6. Consultants and Contractors (Railroad & Rail Transit)	4,932	19.7
7. Industry Associations	479	1.9
8. Government	1,158	4.6
9. Shippers	854	3.4
10. Intermodal	903	3.6
11. Finance/Leasing Companies	562	2.3
12. Railway & Rail Transit Suppliers	2,618	10.4
13. Others Allied to the Field	-	-
TOTAL QUALIFIED CIRCULATION	25,053	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	23,471	93.7
II. Request from recipient's company:	16	0.1
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,566	6.2
*Association rosters and directories	1,566	6.2
Business directories	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	25,053	100.0
PERCENT	100.0	

*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source and permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. This is for all 2020 reports. 900 copies or 3.6% of Total Qualified circulation is 36+ to 48 months.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	25,053	25,052	25,053	25,053	25,053	25,053
Qualified Non-Paid:	25,053	25,052	25,053	25,053	25,053	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 2019 – June 2020 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 JANUARY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	74		Kentucky	330	
New Hampshire	62		Tennessee	360	
Vermont	50		Alabama	306	
Massachusetts	415		Mississippi	148	
Rhode Island	39		EAST SO. CENTRAL	1,144	4.6
Connecticut	218		Arkansas	169	
NEW ENGLAND	858	3.4	Louisiana	203	
New York	1,299		Oklahoma	108	
New Jersey	809		Texas	1,960	
Pennsylvania	1,553		WEST SO. CENTRAL	2,440	9.7
MIDDLE ATLANTIC	3,661	14.6	Montana	154	
Ohio	823		Idaho	98	
Indiana	505		Wyoming	56	
Illinois	2,096		Colorado	429	
Michigan	419		New Mexico	74	
Wisconsin	438		Arizona	206	
EAST NO. CENTRAL	4,281	17.1	Utah	134	
Minnesota	540		Nevada	56	
Iowa	257		MOUNTAIN	1,207	4.8
Missouri	697		Alaska	43	
North Dakota	80		Washington	424	
South Dakota	61		Oregon	257	
Nebraska	822		California	1,513	
Kansas	455		Hawaii	4	
WEST NO. CENTRAL	2,912	11.6	PACIFIC	2,241	9.0
Delaware	104		UNITED STATES	23,106	92.2
Maryland	369		U.S. Territories	2	
Washington, DC	303		Canada	1,945	
Virginia	675		Mexico	-	
West Virginia	118		Other International	-	
North Carolina	411		APO/FPO	-	
South Carolina	247				
Georgia	809				
Florida	1,326				
SOUTH ATLANTIC	4,362	17.4			
			TOTAL QUALIFIED CIRCULATION	25,053	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020*

Province	Total Qualified	Percent	Province	Total Qualified	Percent
Newfoundland and Labrador	1	-	Alberta, N.W.T. and Nunavut	343	1.4
Prince Edward Island	1	-	B.C. and Yukon	165	0.7
Nova Scotia	3	-	TOTAL FOR CANADA	1,945	7.8
New Brunswick	29	0.1	United States	23,108	92.2
Quebec	526	2.1	Other Foreign	-	-
Ontario	684	2.7	TOTAL OUTSIDE CANADA	23,108	92.2
Manitoba	121	0.5	TOTAL QUALIFIED CIRCULATION	25,053	100.0
Saskatchewan	72	0.3			

*See Additional Data

WEBSITE CHANNEL

WWW.PROGRESSIVERAILROADING.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	403,500	289,106	218,076	0:51
February	331,679	226,090	159,848	0:59
March	330,693	221,048	153,744	1:02
April	393,908	258,159	185,464	0:56
May	305,290	202,062	138,117	1:04
June	291,903	189,228	128,578	1:05
AVERAGE:	342,828	230,948	163,971	0:59

January – June 2020 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.

ADDITIONAL DATA

MAGAZINE:
PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,566 copies or 6.2%.

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

July 15, 2020

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 15, 2020

Type

BJ

ID Number

P155B0JO

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.