

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.

Trade Press Media Group, Inc.
2100 West Florist Avenue
Milwaukee, WI 53209
Tel. No.: (414) 228-7701
Fax No.: (414) 228-1134
www.progressiverailroading.com

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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

PROGRESSIVE RAILROADING is produced in a print format. The editorial for the print copy is the same for all recipients.

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



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
PROGRESSIVE RAILROADING PRINT MAGAZINE (6 issues in the period)	25,053	-	25,053
(See Paragraph 3b for Source)			
PROGRESSIVE RAILROADING WEBSITE – ProgressiveRailroading.com (Monthly Users with 287,412 average Pageviews)	125,450	-	125,450

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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	37
Advertiser and Agency	542
Allocated for Trade Shows and Conventions	-
All Other	623
TOTAL	1,202

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

2021 Issue	Total Qualified
January	25,052
February	25,053
March	25,053
April	25,053
May	25,052
June	25,052

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

This issue is -% or 1 copy below 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	2,975	11.9
B. Marketing & Sales Department	825	3.3
C. Purchasing and Materials Department	311	1.2
D. Operating Department	2,656	10.6
E. Mechanical Department		
1. Cars	208	0.8
2. Motive Power	278	1.1
3. Both Cars and Motive Power	590	2.4
F. Engineering Department		
1. Track & Roadway	1,022	4.1
2. Bridge & Building	310	1.2
3. Both Track & Roadway and Bridge & Building	838	3.4
G. Signaling & Communications Department	978	3.9
H. Other	-	-
Sub-Total	10,991	43.9
2. Car & Locomotive Builders	609	2.4
3. Private Car Lines	279	1.1
4. Utility and Energy Companies	240	1.0
5. Car & Locomotive Repair Shops	813	3.3
6. Consultants and Contractors (Railroad & Rail Transit)	5,242	20.9
7. Industry Associations	491	2.0
8. Government	1,086	4.3
9. Shippers	881	3.5
10. Intermodal	912	3.7
11. Finance/Leasing Companies	561	2.2
12. Railway & Rail Transit Suppliers	2,940	11.7
13. Others Allied to the Field	7	-
TOTAL QUALIFIED CIRCULATION	25,052	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	22,642	90.4
II. Request from recipient's company:	8	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,402	9.6
*Association rosters and directories	2,402	9.6
Business directories	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	25,052	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 permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 2,509 copies or 10.0% 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 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	25,053	25,053	25,053	25,053	25,052	25,053
Qualified Non-Paid:	25,053	25,053	25,053	25,053	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 2020 – June 2021 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 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	73		Kentucky	330	
New Hampshire	65		Tennessee	385	
Vermont	48		Alabama	305	
Massachusetts	418		Mississippi	144	
Rhode Island	39		EAST SO. CENTRAL	1,164	4.6
Connecticut	216		Arkansas	160	
NEW ENGLAND	859	3.4	Louisiana	195	
New York	1,316		Oklahoma	107	
New Jersey	820		Texas	1,988	
Pennsylvania	1,549		WEST SO. CENTRAL	2,450	9.8
MIDDLE ATLANTIC	3,685	14.7	Montana	149	
Ohio	816		Idaho	97	
Indiana	505		Wyoming	55	
Illinois	2,097		Colorado	436	
Michigan	406		New Mexico	73	
Wisconsin	442		Arizona	207	
EAST NO. CENTRAL	4,266	17.0	Utah	123	
Minnesota	569		Nevada	55	
Iowa	254		MOUNTAIN	1,195	4.8
Missouri	710		Alaska	43	
North Dakota	82		Washington	434	
South Dakota	63		Oregon	253	
Nebraska	828		California	1,519	
Kansas	467		Hawaii	6	
WEST NO. CENTRAL	2,973	11.9	PACIFIC	2,255	9.0
Delaware	104		UNITED STATES	23,223	92.7
Maryland	361		U.S. Territories	2	
Washington, DC	288		Canada	1,827	
Virginia	682		Mexico	-	
West Virginia	124		Other International	-	
North Carolina	413		APO/FPO	-	
South Carolina	246				
Georgia	825				
Florida	1,333				
SOUTH ATLANTIC	4,376	17.5			
			TOTAL QUALIFIED CIRCULATION	25,052	100.0

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021*

Province	Total Qualified	Percent	Province	Total Qualified	Percent
Newfoundland and Labrador	1	-	Alberta, N.W.T. and Nunavut	329	1.3
Prince Edward Island	1	-	B.C. and Yukon	154	0.6
Nova Scotia	3	-	TOTAL FOR CANADA	1,827	7.3
New Brunswick	24	0.1	United States	23,225	92.7
Quebec	505	2.0	Other Foreign	-	-
Ontario	638	2.6	TOTAL OUTSIDE CANADA	23,225	92.7
Manitoba	108	0.4	TOTAL QUALIFIED CIRCULATION	25,052	100.0
Saskatchewan	64	0.3			

*See Additional Data

WEBSITE CHANNEL

WWW.PROGRESSIVERAILROADING.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	238,148	156,715	106,922	1:16
February	217,970	141,992	96,137	1:18
March	303,182	201,723	137,233	1:12
April	292,681	188,091	125,567	1:12
May	378,926	228,954	160,791	1:03
June	293,565	177,148	126,054	1:09
AVERAGE:	287,412	182,437	125,450	1:11

January – June 2021 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 2,402 copies or 9.6%.

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 16, 2021

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 16, 2021

Type

BJ

ID Number

P155B0J1

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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

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