

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.

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 255,743 average Pageviews)	121,399	-	121,399

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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	35
Advertiser and Agency	549
Allocated for Trade Shows and Conventions	83
All Other	648
TOTAL	1,315

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
July	25,053
August	25,053
September	25,053
October	25,053
November	25,054
December	25,053

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

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	2,812	11.2
B. Marketing & Sales Department	790	3.2
C. Purchasing and Materials Department	305	1.2
D. Operating Department	2,612	10.4
E. Mechanical Department		
1. Cars	201	0.8
2. Motive Power	272	1.1
3. Both Cars and Motive Power	589	2.4
F. Engineering Department		
1. Track & Roadway	1,034	4.1
2. Bridge & Building	307	1.2
3. Both Track & Roadway and Bridge & Building	862	3.5
G. Signaling & Communications Department	980	3.9
H. Other	-	-
Sub-Total	10,764	43.0
2. Car & Locomotive Builders	607	2.4
3. Private Car Lines	264	1.1
4. Utility and Energy Companies	238	0.9
5. Car & Locomotive Repair Shops	786	3.1
6. Consultants and Contractors (Railroad & Rail Transit)	5,456	21.8
7. Industry Associations	492	2.0
8. Government	1,030	4.1
9. Shippers	858	3.4
10. Intermodal	880	3.5
11. Finance/Leasing Companies	541	2.2
12. Railway & Rail Transit Suppliers	3,137	12.5
13. Others Allied to the Field	-	-
TOTAL QUALIFIED CIRCULATION	25,053	100.0

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

Qualification Source	Total Qualified	Percent
I. Direct Request:	21,741	86.8
II. Request from recipient's company:	7	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,305	13.2
*Association rosters and directories	3,305	13.2
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 permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 4,611 copies or 18.4% of Total Qualified circulation is 36 to 48 months.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*
Total Audit Average Qualified:	25,053	25,053	25,053	25,052	25,053	25,053
Qualified Non-Paid:	25,053	25,053	25,053	25,052	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 – December 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 JULY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	68		Kentucky	331	
New Hampshire	68		Tennessee	389	
Vermont	49		Alabama	299	
Massachusetts	422		Mississippi	143	
Rhode Island	41		EAST SO. CENTRAL	1,162	4.7
Connecticut	213		Arkansas	163	
NEW ENGLAND	861	3.4	Louisiana	194	
New York	1,311		Oklahoma	107	
New Jersey	825		Texas	1,967	
Pennsylvania	1,553		WEST SO. CENTRAL	2,431	9.7
MIDDLE ATLANTIC	3,689	14.7	Montana	153	
Ohio	828		Idaho	93	
Indiana	523		Wyoming	55	
Illinois	2,096		Colorado	439	
Michigan	402		New Mexico	73	
Wisconsin	447		Arizona	209	
EAST NO. CENTRAL	4,296	17.2	Utah	126	
Minnesota	570		Nevada	61	
Iowa	254		MOUNTAIN	1,209	4.8
Missouri	717		Alaska	46	
North Dakota	81		Washington	421	
South Dakota	65		Oregon	254	
Nebraska	819		California	1,477	
Kansas	453		Hawaii	7	
WEST NO. CENTRAL	2,959	11.8	PACIFIC	2,205	8.8
Delaware	111		UNITED STATES	23,115	92.3
Maryland	362		U.S. Territories	2	
Washington, DC	270		Canada	1,936	
Virginia	676		Mexico	-	
West Virginia	122		Other International	-	
North Carolina	396		APO/FPO	-	
South Carolina	243				
Georgia	798				
Florida	1,325				
SOUTH ATLANTIC	4,303	17.2			
			TOTAL QUALIFIED CIRCULATION	25,053	100.0

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021*

Province	Total Qualified	Percent	Province	Total Qualified	Percent
Newfoundland and Labrador	1	-	Alberta, N.W.T. and Nunavut	352	1.4
Prince Edward Island	1	-	B.C. and Yukon	166	0.7
Nova Scotia	6	-	TOTAL FOR CANADA	1,936	7.7
New Brunswick	26	0.1	United States	23,117	92.3
Quebec	530	2.1	Other Foreign	-	-
Ontario	679	2.7	TOTAL OUTSIDE CANADA	23,117	92.3
Manitoba	114	0.5	TOTAL QUALIFIED CIRCULATION	25,053	100.0
Saskatchewan	61	0.2			

*See Additional Data

WEBSITE CHANNEL

WWW.PROGRESSIVERAILROADING.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	267,743	154,768	107,912	1:14
August	259,029	174,536	126,702	1:01
September	308,748	221,713	166,312	0:50
October	264,925	181,535	128,445	1:02
November	220,943	145,499	99,359	1:11
December	213,071	142,804	99,666	1:05
AVERAGE:	255,743	170,142	121,399	1:03

July – December 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 3,305 copies or 13.2%, including AREMA.

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 14, 2022

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 14, 2022

Type

BJ

ID Number

P155B0D1

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.