

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 AND DIGITAL ISSUES

PROGRESSIVE RAILROADING is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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 AND DIGITAL MAGAZINE (6 issues in the period)	25,050	-	25,050
a. Print	18,910	-	18,910
b. Digital	6,140	-	6,140
(See Paragraph 3b for Source)			
PROGRESSIVE RAILROADING WEBSITE – ProgressiveRailroading.com (Monthly Users with 190,071 average Pageviews)	87,747	-	87,747

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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	29
Advertiser and Agency	349
Allocated for Trade Shows and Conventions	62
All Other	642
TOTAL	1,082

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,050	100.0	25,050	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,050	100.0	25,050	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Print	Digital	Total Qualified
July	20,388	4,662	25,050
August	18,982	6,068	25,050
September	18,991	6,059	25,050
October	18,947	6,103	25,050
November	18,790	6,260	25,050
December	17,364	7,686	25,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

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	4,999	19.9
B. Marketing & Sales Department	1,169	4.7
C. Purchasing and Materials Department	410	1.6
D. Operating Department	2,580	10.3
E. Mechanical Department		
1. Cars	350	1.4
2. Motive Power	220	0.9
3. Both Cars and Motive Power	609	2.4
F. Engineering Department		
1. Track & Roadway	1,029	4.1
2. Bridge & Building	275	1.1
3. Both Track & Roadway and Bridge & Building	843	3.4
G. Signaling & Communications Department	1,045	4.2
H. Other	-	-
Sub-Total	13,529	54.0
2. Car & Locomotive Builders	409	1.6
3. Private Car Lines	373	1.5
4. Utility and Energy Companies	183	0.7
5. Car & Locomotive Repair Shops	511	2.0
6. Consultants and Contractors (Railroad & Rail Transit)	4,497	18.0
7. Industry Associations	329	1.3
8. Government	676	2.7
9. Shippers	721	2.9
10. Intermodal	744	3.0
11. Finance/Leasing Companies	475	1.9
12. Railway & Rail Transit Suppliers	2,603	10.4
13. Others Allied to the Field	-	-
TOTAL QUALIFIED CIRCULATION	25,050	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	12,448	1,852	14,300	57.1
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,940	2,810	10,750	42.9
*Association rosters and directories	1,481	818	2,299	9.2
*Business directories	3,390	387	3,777	15.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	3,069	1,605	4,674	18.6
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,388	4,662	25,050	100.0
PERCENT	81.4	18.6	100.0	

*See Additional Data

Note: 2,344 copies or 9.4% of Total Qualified circulation is > 24 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 2020	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*
Total Audit Average Qualified:	25,053	25,052	25,053	25,053	25,052	25,050
Qualified Non-Paid:	25,053	25,052	25,053	25,053	25,052	25,050
Print:	25,053	25,052	25,053	25,053	21,264	18,910
Digital:	-	-	-	-	3,788	6,140
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 2022 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 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	55		Kentucky	354	
New Hampshire	51		Tennessee	324	
Vermont	54		Alabama	289	
Massachusetts	357		Mississippi	157	
Rhode Island	23		EAST SO. CENTRAL	1,124	4.5
Connecticut	171		Arkansas	135	
NEW ENGLAND	711	2.8	Louisiana	213	
New York	1,216		Oklahoma	98	
New Jersey	626		Texas	2,221	
Pennsylvania	1,278		WEST SO. CENTRAL	2,667	10.6
MIDDLE ATLANTIC	3,120	12.5	Montana	190	
Ohio	694		Idaho	63	
Indiana	528		Wyoming	55	
Illinois	1,810		Colorado	434	
Michigan	361		New Mexico	71	
Wisconsin	353		Arizona	143	
EAST NO. CENTRAL	3,746	15.0	Utah	172	
Minnesota	555		Nevada	51	
Iowa	240		MOUNTAIN	1,179	4.7
Missouri	769		Alaska	80	
North Dakota	101		Washington	458	
South Dakota	66		Oregon	264	
Nebraska	869		California	1,131	
Kansas	449		Hawaii	10	
WEST NO. CENTRAL	3,049	12.2	PACIFIC	1,943	7.8
Delaware	75		UNITED STATES	21,631	86.4
Maryland	285		U.S. Territories	1	
Washington, DC	220		Canada	3,418	
Virginia	617		Mexico	-	
West Virginia	97		Other International	-	
North Carolina	342		APO/FPO	-	
South Carolina	194				
Georgia	832				
Florida	1,430				
SOUTH ATLANTIC	4,092	16.3			
			TOTAL QUALIFIED CIRCULATION	25,050	100.0

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022*

Provinces and Territories	Total Qualified	Percent
Newfoundland and Labrador	-	-
Prince Edward Island	1	-
Nova Scotia	20	-
New Brunswick	36	0.1
Quebec	1,149	4.6
Ontario	871	3.5
Manitoba	222	0.9
Saskatchewan	119	0.5
Alberta, N.W.T and Nunavut	729	2.9
B.C. and Yukon	271	1.1
TOTAL FOR CANADA	3,418	13.6
United States	21,632	86.4
Other Foreign	-	-
TOTAL OUTSIDE CANADA	21,632	86.4
TOTAL QUALIFIED CIRCULATION	25,050	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.PROGRESSIVERAILROADING.COM

2022	Pageviews	Sessions	Users	Average Session Duration
July	209,759	138,562	92,191	1:09
August	222,136	147,916	98,673	1:08
September	201,987	140,032	95,632	1:04
October	182,646	123,116	84,745	1:08
November	167,920	115,873	80,567	1:03
December	155,980	105,329	74,679	1:09
AVERAGE:	190,071	128,471	87,747	1:06

July – December 2022 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: METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 2,299 copies or 9.2%.
Business directories include 2 sources of circulation for quantities of 1,376 copies or 5.5% to 2,401 copies or 9.6%.
Other sources include 1 source of circulation for a quantity of 4,674 copies or 18.6%, including ZoomInfo.

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 17, 2023
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County	Milwaukee
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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.