

B2B Media

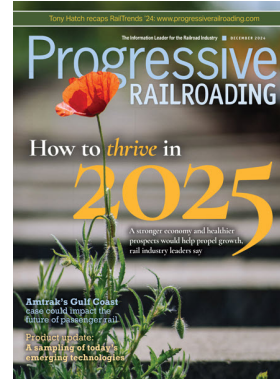
Publisher's Statement

6 months ended December 31, 2024

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.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		25,050
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		17,537
Qualified Nonpaid Individual - Digital		7,513
Total Qualified Nonpaid Individual		25,050
Total Average Qualified Nonpaid Circulation		25,050

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	98
Total Nonqualified Allocated for Shows & Conventions	98
Nonqualified Miscellaneous, Including Staff Copies - Print	882
Nonqualified Miscellaneous, Including Staff Copies - Digital	2
Total Nonqualified Miscellaneous, Including Staff Copies	884
Total Average Nonqualified Circulation	982

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	17,535	7,515	25,050
Aug	17,535	7,515	25,050
Sep	17,535	7,515	25,050
Oct	17,545	7,505	25,050
Nov	17,535	7,515	25,050
Dec	17,535	7,515	25,050

BUSINESS ANALYSIS					
Classification by Business, Industry & Department		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
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	4,670	18.6	3,267	1,403
	B. Marketing & Sales Department	1,048	4.2	628	420
	C. Purchasing and Materials Department	375	1.5	250	125
	D. Operating Department	2,662	10.6	1,915	747
	E. Mechanical Department				
	1. Cars	461	1.8	320	141
	2. Motive Power	183	0.7	136	47
	3. Both Cars and Motive Power	604	2.4	468	136
	F. Engineering Department				
	1. Track & Roadway	1,616	6.5	1,102	514
	2. Bridge & Building	270	1.1	198	72
	3. Both Track & Roadway and Bridge & Building	801	3.2	595	206
	G. Signaling & Communications Department	978	3.9	696	282
	H. Other				
	Sub-Total Railroads and Rail Transit	13,668	54.6	9,575	4,093
2.	Car & Locomotive Builders	390	1.6	280	110
3.	Private Car Lines	301	1.2	186	115
4.	Utility and Energy Companies	150	0.6	113	37
5.	Car & Locomotive Repair Shops	431	1.7	360	71
6.	Consultants and Contractors (Railroad & Rail Transit)	4,250	17.0	3,062	1,188
7.	Industry Associations	288	1.1	218	70
8.	Government	802	3.2	511	291
9.	Shippers	635	2.5	468	167
10.	Intermodal	642	2.6	419	223
11.	Finance/Leasing Companies	364	1.5	240	124
12.	Railway & Rail Transit Suppliers	3,129	12.5	2,103	1,026
	Others Allied to the Field				
	Total Qualified Circulation	25,050	100.0	17,535	7,515
	Percent	100.0		70.0	30.0

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	11,233	3,471	14,704	58.7
Total Direct Request From Recipient's Company				
Total Communication Other Than Request	175	146	321	1.3
Membership Benefit				
Business Directories	2,071	1,003	3,074	12.3
Lists	4,055	2,895	6,950	27.7
Acquired Circulation				
Other Sources	1		1	0.0
Total Qualified Subscriptions	17,535	7,515	25,050	100.0
Percent	70.0	30.0	100.0	
Single Copy Sales				
Total Qualified Circulation			25,050	

11,043 copies or 44.1% of Total Qualified Circulation is >24 months.

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	237	105	342
Arizona	112	33	145
Arkansas	107	39	146
California	801	284	1,085
Colorado	301	160	461
Connecticut	150	47	197
Delaware	165	148	313
District of Columbia	70	23	93
Florida	1,029	482	1,511
Georgia	632	274	906
Idaho	46	9	55
Illinois	1,306	494	1,800
Indiana	421	133	554
Iowa	180	58	238
Kansas	284	138	422
Kentucky	267	84	351
Louisiana	156	75	231
Maine	51	12	63
Maryland	211	77	288
Massachusetts	245	54	299
Michigan	257	80	337
Minnesota	367	137	504
Mississippi	114	33	147
Missouri	521	229	750
Montana	129	49	178
Nebraska	543	319	862
Nevada	40	13	53
New Hampshire	39	12	51
New Jersey	418	154	572
New Mexico	43	10	53
New York	863	368	1,231
North Carolina	263	75	338
North Dakota	74	21	95
Ohio	489	154	643
Oklahoma	72	21	93
Oregon	169	74	243
Pennsylvania	905	406	1,311
Rhode Island	17	7	24
South Carolina	151	36	187
South Dakota	46	17	63
Tennessee	260	78	338
Texas	1,434	727	2,161
Utah	99	50	149
Vermont	30	19	49
Virginia	319	154	473
Washington	309	139	448
West Virginia	73	26	99
Wisconsin	263	70	333
Wyoming	36	11	47
TOTAL 48 CONTERMINOUS STATES	15,114	6,218	21,332
Alaska	72	17	89
Hawaii	10	4	14
TOTAL ALASKA & HAWAII	82	21	103
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	15,196	6,239	21,435
Poss. & Other Areas	1		1
U.S. & POSS., etc.	15,197	6,239	21,436
Canada	2,338	1,276	3,614
International			
Military or Civilian Personnel Overseas			
Total International	2,338	1,276	3,614
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	17,535	7,515	25,050

GEOGRAPHIC ANALYSIS - CANADA			
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alberta	381	426	807
British Columbia	188	129	317
Manitoba	149	75	224
New Brunswick	22	15	37
Newfoundland/Labrador			
Northwest Territories	1		1
Nova Scotia	14	6	20
Nunavut			
Ontario	641	318	959
Prince Edward Island			
Quebec	849	269	1,118
Saskatchewan	91	37	128
Yukon Territory	2		2
Canadian Unclassified		1	1
TOTAL CANADA	2,338	1,276	3,614
United States	15,197	6,239	21,436
Military or Civilian Personnel Overseas			
Other International			
Total International	15,197	6,239	21,436
E-mail Address Only			
Other Unclassified			
Grand Total	17,535	7,515	25,050

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.

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