

B2B Media

Publisher's Statement

6 months ended June 30, 2025

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.



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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		25,050
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		17,535
Qualified Nonpaid Individual - Digital		7,515
Total Qualified Nonpaid Individual		25,050
Total Average Qualified Nonpaid Circulation		25,050

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		116
Total Nonqualified Allocated for Shows & Conventions		116
Nonqualified Miscellaneous, Including Staff Copies - Print		857
Nonqualified Miscellaneous, Including Staff Copies - Digital		3
Total Nonqualified Miscellaneous, Including Staff Copies		860
Total Average Nonqualified Circulation		976

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan		17,535	7,515	25,050
Feb		17,535	7,515	25,050
Mar		17,535	7,515	25,050
Apr		17,535	7,515	25,050
May		17,535	7,515	25,050
Jun		17,535	7,515	25,050

BUSINESS ANALYSIS					
Business/Industry and 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	2,530	10.1	1,816	714
	B. Marketing & Sales Department	2,593	10.4	1,685	908
	C. Purchasing and Materials Department	267	1.1	192	75
	D. Operating Department	3,746	15.0	3,097	649
	E. Mechanical Department				
	1. Cars	154	0.6	116	38
	2. Motive Power	174	0.7	147	27
	3. Both Cars and Motive Power	948	3.8	760	188
	F. Engineering Department				
	1. Track & Roadway	1,248	5.0	831	417
	2. Bridge & Building	345	1.4	207	138
	3. Both Track & Roadway and Bridge & Building	1,773	7.1	772	1,001
	G. Signaling & Communications Department	824	3.3	649	175
	H. Other				
	Sub-Total Railroads and Rail Transit	14,602	58.3	10,272	4,330
2.	Car & Locomotive Builders	384	1.5	261	123
3.	Private Car Lines	161	0.6	118	43
4.	Utility and Energy Companies	105	0.4	78	27
5.	Car & Locomotive Repair Shops	468	1.9	358	110
6.	Consultants and Contractors (Railroad & Rail Transit)	4,371	17.4	3,076	1,295
7.	Industry Associations	323	1.3	243	80
8.	Government	609	2.4	375	234
9.	Shippers	462	1.8	338	124
10.	Intermodal	367	1.5	264	103
11.	Finance/Leasing Companies	335	1.3	229	106
12.	Railway & Rail Transit Suppliers	2,863	11.4	1,923	940
	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	10,113	3,657	13,770	55.0
Total Direct Request From Recipient's Company				
Total Communication Other Than Request				
Membership Benefit				
Business Directories	2,738	1,586	4,324	17.3
Lists	4,684	2,272	6,956	27.8
Acquired Circulation				
Other Sources				
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	

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	287	85	372
Arizona	112	34	146
Arkansas	118	50	168
California	740	314	1,054
Colorado	311	153	464
Connecticut	153	75	228
Delaware	301	190	491
District of Columbia	88	40	128
Florida	1,156	430	1,586
Georgia	743	284	1,027
Idaho	48	11	59
Illinois	1,247	477	1,724
Indiana	402	119	521
Iowa	180	71	251
Kansas	296	145	441
Kentucky	257	89	346
Louisiana	159	83	242
Maine	52	16	68
Maryland	197	88	285
Massachusetts	295	185	480
Michigan	293	64	357
Minnesota	338	130	468
Mississippi	117	47	164
Missouri	515	197	712
Montana	109	35	144
Nebraska	728	435	1,163
Nevada	48	20	68
New Hampshire	41	14	55
New Jersey	401	152	553
New Mexico	45	8	53
New York	769	297	1,066
North Carolina	286	98	384
North Dakota	71	34	105
Ohio	549	197	746
Oklahoma	81	36	117
Oregon	167	66	233
Pennsylvania	993	407	1,400
Rhode Island	19	14	33
South Carolina	152	66	218
South Dakota	44	20	64
Tennessee	258	82	340
Texas	1,745	810	2,555
Utah	106	46	152
Vermont	27	20	47
Virginia	357	140	497
Washington	234	139	373
West Virginia	86	34	120
Wisconsin	242	71	313
Wyoming	58	12	70
TOTAL 48 CONTERMINOUS STATES	16,021	6,630	22,651
Alaska	62	14	76
Hawaii	6	1	7
TOTAL ALASKA & HAWAII	68	15	83
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	16,089	6,645	22,734
Poss. & Other Areas	1		1
U.S. & POSS., etc.	16,090	6,645	22,735
Canada	1,445	870	2,315
International			
Military or Civilian Personnel Overseas			
Total International	1,445	870	2,315
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	262	393	655
British Columbia	119	82	201
Manitoba	106	43	149
New Brunswick	14	4	18
Newfoundland/Labrador			
Northwest Territories	1		1
Nova Scotia	2	1	3
Nunavut			
Ontario	454	189	643
Prince Edward Island			
Quebec	425	146	571
Saskatchewan	60	12	72
Yukon Territory	2		2
Canadian Unclassified			
TOTAL CANADA	1,445	870	2,315
United States	16,090	6,645	22,735
Military or Civilian Personnel Overseas			
Other International			
Total International	16,090	6,645	22,735
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 June 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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