

B2B Media

Publisher's Statement

6 months ended June 30, 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		17,535
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		62
Total Nonqualified Allocated for Shows & Conventions		62
Nonqualified Miscellaneous, Including Staff Copies - Print		898
Total Nonqualified Miscellaneous, Including Staff Copies		898
Total Average Nonqualified Circulation		960

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	17,533	7,517	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

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	4,728	18.9	3,286	1,442
	B. Marketing & Sales Department	1,050	4.2	622	428
	C. Purchasing and Materials Department	378	1.5	248	130
	D. Operating Department	2,673	10.7	1,933	740
	E. Mechanical Department				
	1. Cars	466	1.9	317	149
	2. Motive Power	182	0.7	134	48
	3. Both Cars and Motive Power	620	2.5	473	147
	F. Engineering Department				
	1. Track & Roadway	1,617	6.5	1,066	551
	2. Bridge & Building	268	1.1	200	68
	3. Both Track & Roadway and Bridge & Building	828	3.3	616	212
	G. Signaling & Communications Department	984	3.9	706	278
	H. Other				
	Sub-Total Railroads and Rail Transit	13,794	55.1	9,601	4,193
2.	Car & Locomotive Builders	383	1.5	283	100
3.	Private Car Lines	306	1.2	193	113
4.	Utility and Energy Companies	145	0.6	108	37
5.	Car & Locomotive Repair Shops	434	1.7	365	69
6.	Consultants and Contractors (Railroad & Rail Transit)	4,211	16.8	3,080	1,131
7.	Industry Associations	274	1.1	213	61
8.	Government	771	3.1	497	274
9.	Shippers	624	2.5	463	161
10.	Intermodal	641	2.6	410	231
11.	Finance/Leasing Companies	351	1.4	236	115
12.	Railway & Rail Transit Suppliers	3,116	12.4	2,086	1,030
	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	11,177	3,232	14,409	57.5
Total Direct Request From Recipient's Company				
Total Communication Other Than Request	205	156	361	1.4
Membership Benefit				
Business Directories	2,244	973	3,217	12.8
Lists	3,908	3,154	7,062	28.2
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	238	106	344
Arizona	110	33	143
Arkansas	106	39	145
California	823	271	1,094
Colorado	305	153	458
Connecticut	132	65	197
Delaware	166	149	315
District of Columbia	69	24	93
Florida	1,006	499	1,505
Georgia	615	286	901
Idaho	46	9	55
Illinois	1,331	475	1,806
Indiana	419	138	557
Iowa	181	53	234
Kansas	279	143	422
Kentucky	277	80	357
Louisiana	158	72	230
Maine	55	8	63
Maryland	209	75	284
Massachusetts	256	45	301
Michigan	261	75	336
Minnesota	366	139	505
Mississippi	116	35	151
Missouri	515	228	743
Montana	159	37	196
Nebraska	549	314	863
Nevada	38	11	49
New Hampshire	40	10	50
New Jersey	430	131	561
New Mexico	45	11	56
New York	896	351	1,247
North Carolina	258	70	328
North Dakota	72	22	94
Ohio	490	153	643
Oklahoma	71	21	92
Oregon	182	67	249
Pennsylvania	921	388	1,309
Rhode Island	17	7	24
South Carolina	152	35	187
South Dakota	47	17	64
Tennessee	259	83	342
Texas	1,416	739	2,155
Utah	101	48	149
Vermont	33	16	49
Virginia	337	149	486
Washington	306	136	442
West Virginia	70	26	96
Wisconsin	269	67	336
Wyoming	41	10	51
TOTAL 48 CONTERMINOUS STATES	15,238	6,119	21,357
Alaska	58	29	87
Hawaii	8	5	13
TOTAL ALASKA & HAWAII	66	34	100
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	15,304	6,153	21,457
Poss. & Other Areas	1		1
U.S. & POSS., etc.	15,305	6,153	21,458
Canada	2,230	1,362	3,592
International			
Military or Civilian Personnel Overseas			
Total International	2,230	1,362	3,592
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	424	384	808
British Columbia	185	132	317
Manitoba	147	75	222
New Brunswick	22	14	36
Newfoundland/Labrador			
Northwest Territories	1		1
Nova Scotia	13	6	19
Nunavut			
Ontario	623	328	951
Prince Edward Island			
Quebec	721	386	1,107
Saskatchewan	92	36	128
Yukon Territory	2		2
Canadian Unclassified		1	1
TOTAL CANADA	2,230	1,362	3,592
United States	15,305	6,153	21,458
Military or Civilian Personnel Overseas			
Other International			
Total International	15,305	6,153	21,458
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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