

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)	25,052	-	25,052
a. Print	21,264	-	21,264
b. Digital	3,788	-	3,788
(See Paragraph 3b for Source)			
PROGRESSIVE RAILROADING WEBSITE – ProgressiveRailroading.com (Monthly Users with 219,100 average Pageviews)	103,149	-	103,149

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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	26
Advertiser and Agency	494
Allocated for Trade Shows and Conventions	38
All Other	619
TOTAL	1,177

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,052	100.0	25,052	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,052	100.0	25,052	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January	25,053	-	25,053
February	20,855	4,198	25,053
March	20,755	4,298	25,053
April	20,264	4,786	25,050
May	20,286	4,764	25,050
June	20,367	4,683	25,050

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

This issue is -% or 2 copies below 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	4,848	19.4
B. Marketing & Sales Department	1,165	4.7
C. Purchasing and Materials Department	405	1.6
D. Operating Department	2,592	10.3
E. Mechanical Department		
1. Cars	356	1.4
2. Motive Power	225	0.9
3. Both Cars and Motive Power	612	2.4
F. Engineering Department		
1. Track & Roadway	1,037	4.1
2. Bridge & Building	280	1.1
3. Both Track & Roadway and Bridge & Building	856	3.4
G. Signaling & Communications Department	1,043	4.2
H. Other	-	-
Sub-Total	13,419	53.5
2. Car & Locomotive Builders	418	1.7
3. Private Car Lines	380	1.5
4. Utility and Energy Companies	188	0.8
5. Car & Locomotive Repair Shops	529	2.1
6. Consultants and Contractors (Railroad & Rail Transit)	4,566	18.2
7. Industry Associations	333	1.3
8. Government	671	2.7
9. Shippers	734	2.9
10. Intermodal	744	3.0
11. Finance/Leasing Companies	475	1.9
12. Railway & Rail Transit Suppliers	2,593	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 JUNE 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	12,537	1,763	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):	7,830	2,920	10,750	42.9
*Association rosters and directories	1,455	844	2,299	9.2
*Business directories	3,381	396	3,777	15.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	2,994	1,680	4,674	18.6
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,367	4,683	25,050	100.0
PERCENT	81.3	18.7	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		Circulation Claim	
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Total Audit Average Qualified:	25,053	25,053	25,052	25,053	25,053	25,052
Qualified Non-Paid:	25,053	25,053	25,052	25,053	25,053	25,052
Print:	25,053	25,053	25,052	25,053	25,053	21,264
Digital:	-	-	-	-	-	3,788
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 2021 – June 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 JUNE 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	56		Kentucky	344	
New Hampshire	50		Tennessee	327	
Vermont	52		Alabama	288	
Massachusetts	354		Mississippi	156	
Rhode Island	23		EAST SO. CENTRAL	1,115	4.4
Connecticut	171		Arkansas	135	
NEW ENGLAND	706	2.8	Louisiana	209	
New York	1,231		Oklahoma	98	
New Jersey	636		Texas	2,226	
Pennsylvania	1,280		WEST SO. CENTRAL	2,668	10.6
MIDDLE ATLANTIC	3,147	12.6	Montana	189	
Ohio	691		Idaho	66	
Indiana	527		Wyoming	56	
Illinois	1,811		Colorado	435	
Michigan	364		New Mexico	65	
Wisconsin	358		Arizona	154	
EAST NO. CENTRAL	3,751	15.0	Utah	174	
Minnesota	559		Nevada	50	
Iowa	234		MOUNTAIN	1,189	4.7
Missouri	768		Alaska	78	
North Dakota	104		Washington	468	
South Dakota	63		Oregon	258	
Nebraska	864		California	1,144	
Kansas	452		Hawaii	9	
WEST NO. CENTRAL	3,044	12.2	PACIFIC	1,957	7.8
Delaware	76		UNITED STATES	21,677	86.5
Maryland	287		U.S. Territories	1	
Washington, DC	227		Canada	3,372	
Virginia	637		Mexico	-	
West Virginia	93		Other International	-	
North Carolina	341		APO/FPO	-	
South Carolina	192				
Georgia	828				
Florida	1,419				
SOUTH ATLANTIC	4,100	16.4			
			TOTAL QUALIFIED CIRCULATION	25,050	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022*

Province	Total Qualified	Percent	Province	Total Qualified	Percent
Newfoundland and Labrador	-	-	Alberta, N.W.T. and Nunavut	718	2.9
Prince Edward Island	1	-	B.C. and Yukon	268	1.1
Nova Scotia	17	0.1	TOTAL FOR CANADA	3,372	13.5
New Brunswick	36	0.1	United States	21,678	86.5
Quebec	1,136	4.5	Other Foreign	-	-
Ontario	856	3.4	TOTAL OUTSIDE CANADA	21,678	86.5
Manitoba	221	0.9	TOTAL QUALIFIED CIRCULATION	25,050	100.0
Saskatchewan	119	0.5			

*See Additional Data

WEBSITE CHANNEL

WWW.PROGRESSIVERAILROADING.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	228,419	153,763	103,702	1:06
February	254,073	183,892	142,213	0:49
March	218,314	141,961	95,560	1:13
April	205,735	135,275	92,056	1:11
May	189,315	125,190	84,331	1:10
June	218,746	148,815	101,035	1:04
AVERAGE:	219,100	148,149	103,149	1:05

January - June 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	August 19, 2022
State	Wisconsin
County	Milwaukee
Received by BPA Worldwide	August 19, 2022
Type	BJ
ID Number	P155B0J2

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.