Railway Age is the resource of choice for nearly 30,000 professionals at the management levels of North American freight and passenger railroads. Our coverage of the fast-moving North American freight railroading and rail transit industry spans the entire industry with an emphasis on technology, operations, strategic planning, marketing, labor and management developments, and regulatory challenges. Since its inception in 1856, Railway Age has sought to engage, inspire, and provide a voice to the rail industry. Railway Age, along with its sister publications—International Railway Journal and Railway Track & Structures—is the world’s largest source of railway information.
RAILROAD INVESTMENT IN PLANT AND EQUIPMENT SUSTAINS A HEALTHY SUPPLY INDUSTRY

In addition to state-of-good-repair dollars, North America’s freight railroads have poured upwards of $600 billion in private capital into plant and equipment since partial deregulation in 1980 to be competitive, safe and productive, and to expand. Railroads reinvest a higher percentage of their revenues—on average, about 20%—than most other industries. Roadway and structures, cars and locomotives and the shops to maintain them, signaling and communications, information technology: These represent an annual market that averages $30 billion. That’s just for freight railroads. Passenger railroads of every mode depend upon a continuous flow of federal, state, and local funds for investments in new systems, new equipment and expansion. Demand for passenger rail services is growing, and the public is willing to invest the billions required to meet that demand.

“Freight railroads have poured more than $600B in capital dollars into infrastructure and equipment since 1980.”
MILLIONS OF TOUCHPOINTS


Digital: Website, Newsletters, Digital Edition

Events: Conferences, Webinars, Railroader of the Year

Services: Global Rail Tenders, IRJ Pro, Training from Railway Educational Bureau, Books

Social Media: LinkedIn, Twitter, Facebook

20 MILLION ANNUAL POINTS OF CONTACT

29,297 PRINT CIRCULATION

1.75 MILLION WEBSITE PAGE VIEWS ANNUALLY

90,000 READERS PER ISSUE

50,000 EMAIL SUBSCRIBERS
The total qualified circulation of Railway Age is 29,297 of which 18,300 (62.7%) are employed by companies that “own, lease, operate or maintain railroad or transit equipment or facilities,” — a distinct advantage over the other monthly rail publication. This core audience is your primary market for products, service and technology, both freight and passenger rail. With 43% unduplicated readership, this exclusive audience can only be reached through Railway Age.

**90,000 READERS PER ISSUE**
According to a recent study, Railway Age averages 3.1 readers per copy for a total monthly audience of more than 90,000 readers.

**EXPANSIVE REACH TO YOUR MARKET**
The total qualified circulation of Railway Age is 29,297 of which 18,300 (62.7%) are employed by companies that “own, lease, operate or maintain railroad or transit equipment or facilities,” — a distinct advantage over the other monthly rail publication. This core audience is your primary market for products, service and technology, both freight and passenger rail. With 43% unduplicated readership, this exclusive audience can only be reached through Railway Age.

**Subscribers by Industry**

- Railway Industry Related Companies: 23.4%
- Shippers: 4.8%
- Companies who own, lease, operate, or maintain railroad or transit equipment or facilities: 62.7%
- Other: 6.5%
- Government: 2.6%

1. Verified™ Audit Circulation, June 2016
2. 2017 Railway Age Readership Survey
3. Google Analytics, Updated July 2017
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<th>Month</th>
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<td>Railway Age's 2018 Railroader of the Year</td>
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<td>2018 Passenger Rail Outlook and Car Market At-A-Glance</td>
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<td><strong>Fast Trackers</strong>: 10 Rising Industry Stars Under 40</td>
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<td>Modern Leadership, A Changing Work Force</td>
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<td><strong>Technology Focus</strong>: M/W: Rail Lubrication and Friction Management</td>
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<td>Special Report on Legislation and Regulation</td>
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## 2018 Editorial Planner

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|          | **Class I Profile:** Kansas City Southern  
|          | 47th Annual Car & Locomotive Repair Directory  
|          | Midyear Report on the State of the Industry |
| August   | Jul. 14             | Jul. 21           |
|          | **Class I Profile:** BNSF  
|          | **Technology Focus** – Mechanical: Locomotive Fueling Systems, Spill Prevention and Containment  
|          | **Technology Focus** – Mechanical: Wheels and Wheelsets  
|          | **Passenger Focus:** High Performance Rail Developments  
|          | **Bonus Distribution:** RSI, Nashville, Sept. 9-11 |
| September| Aug. 15             | Aug. 22           |
|          | **Class I Profile:** CN  
|          | **Technology Focus** – C&S: Next-Generation Train Control  
|          | **Passenger Focus:** New York MTA  
|          | **Bonus Distribution:** Railway Age/Parsons International Conference on Next-Generation Train Control; AREMA, Chicago, Sept. 16-18 |
| October  | Sep. 15             | Sep. 22           |
|          | **Class I Profile:** Canadian Pacific  
|          | 2019 Railroad Financial Desk Book  
|          | **Technology Focus** – Mechanical: Loss & Damage Prevention  
|          | **Technology Focus** – M/W: Rail Fastening Systems  
|          | **Passenger Focus:** Crash Energy Management |
| November | Oct. 13             | Oct. 20           |
|          | **Class I Profile:** Norfolk Southern  
|          | Women in Rail  
|          | **Technology Focus** – C&S: Traffic Management  
|          | **Technology Focus** – M/W: Ballast  
|          | **Passenger Focus:** Intercity Rail |
| DECEMBER | Nov. 14             | Nov. 21           |
|          | Railway Age’s 2019 Freight Rail Outlook  
|          | **Technology Focus** – M/W: Grade Crossing Surfaces  
|          | **Bonus Distribution:** NRC Conference and REMSA Exhibition, January 2019 |
RAILWAY AGE WEBSITE

1,000,000
SESSIONS PER YEAR

1.75 MILLION
PAGE VIEWS
ANNUALLY

500,000
USERS

155,000
PAGE VIEWS
MONTHLY

80%
SAY RAILWAY AGE IS A
TIMELY SOURCE OF
INDUSTRY NEWS

THE NEWS
DESTINATION FOR
THE RAIL
INDUSTRY

RAILWAY AGE WEBSITE

Reach railroad professionals who turn to Railway Age’s site daily for breaking rail news. With high-visibility banner positions integrated into the site design and editorial content, advertisers receive a high level of exposure.
WEBSITE ADVERTISING

RUN-OF-SITE BANNERS

Choose from one of four high-impact advertising units. These units rotate throughout the Railway Age website, including the home page.

Above the Fold, 728 x 90 or 300 x 250

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CHANNEL SPONSORSHIP

Become the exclusive sponsor of one of our channels, dedicated to key topics in the rail industry. Channels allow advertisers to align their messaging with highly relevant editorial content. In addition to exclusive channel sponsorship, banners rotate on the homepage and run-of-site article pages. Minimum: 3 months sponsorship

(2), 728 x 90 and (2) 300 x 250

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<th>Duration</th>
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RAIL GROUP NEWS

News from Railway Age, RT&S, and IRJ

RGN delivers a daily round-up of news stories from Railway Age, RT&S, and IRJ. This email newsletter offers North American and global news and analysis of the freight and passenger markets.

Your advertising message will appear approximately 10 business days per month, on an odd/even day execution.

**468 x 60:** $2,170 per month  
**160 x 600:** $3,099 per month  
**728 x 90:** $4,650 per month  

**26,000 subscribers**

PASSENGER RAIL NEWS

Passenger transit services and infrastructure news

Passenger Rail News covers the latest developments in passenger transit services and infrastructure. With news coverage from Railway Age, IRJ and RT&S every Wednesday, this new newsletter delivers business-critical information and market analysis on light rail, rapid transit, commuter, and intercity passenger transportation to 26,000 rail professionals.

**468 x 60:** $2,047 per month  
**160 x 600:** $2,924 per month  
**728 x 90:** $4,386 per month  

**26,000 subscribers**

INNOVATIONS+

Showcases products, services and technologies

This informative email is sent to 22,000 subscribers each month. Innovations+ highlights innovative products, services and technologies. It can be linked to your company’s website to build brand awareness and generate new leads.

$620 per month

**Deliverables:**
- Image: 220x220 JPEG, GIF, PNG
- Headline: 100-word description of product or service
- Landing page URL
Demonstrate expertise and thought leadership to the Railway Age audience with an informative, co-branded webinar. Tailored to your marketing objectives, a webinar allows you to create interest around a topic of your choosing while generating qualified business leads. Your webinar will be promoted to our audience of more than 33,000 railway professionals.

The Railway Age editors work closely with you to develop content for the webinar. All webinar materials are co-branded to align your brand with Railway Age.

**Deliverables:**
- Co-branded email invites, promotion, registration page, webinar interface, and email confirmations
- Synchronized slide presentation with audio
- Railway Age editor to act as moderator
- Live Q&A
- Ability to post assets and links in platform
- Speaker photos and bios
- Live polling with real time results
- Social media chat option
- Technical support via chat and telephone
- Auto redirect to URL of your choice at conclusion of webinar
- Customizable exit survey
- Comprehensive reporting with access to data portal
- Event archive of 6 months with registration page
- Option to add streaming video of speakers (additional cost)
CUSTOM EMAIL CAMPAIGNS

SEND YOUR BRANDING MESSAGE TO OUR AUDIENCE
Leverage the strength of Railway Age, RT&S and IRJ brands as trusted sources for up-to-date railway information. Promote your products, services, events and more through a custom email campaign.

Email Campaign Includes:
• Tailored message to Railway Age, RT&S and IRJ subscribers
• Your ready-to-deploy HTML
• Subject line
• Detailed metrics:
  - Deliveries
  - Open rate
  - Click-through by URL

Specifications:
• Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser’s server and linked by absolute URLs.
• All images should be resized prior to uploading to server.
• Recommended width of 500 - 700 pixels.
• To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third party tags, words in all caps, unusual punctuation, and excessive use of special characters.
• Use proper HTML codes for special characters.
• Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
• Many email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.

Subject Line for the Message:
50 characters max suggested

Materials Due:
Deliverables are due in full 7 days prior to deployment date.
Please email to Kevin Fuhrman at: kfuhrman@sbpub.com.
ESTABLISH YOUR COMPANY AS AN INDUSTRY THOUGHT LEADER

Tell a powerful story for your brand through content marketing on Railway Age’s website. Sponsored content aligned closely with our highly regarded digital content will help establish your company as a thought leader and drive traffic to your website.

Rate: $6,000/month
WHITE PAPERS

BUILD BRAND AWARENESS & GENERATE LEADS

Generate leads while building brand awareness with a white paper hosted on RailwayAge.com. Railway Age’s website offers a dedicated space for our active digital audience to explore white papers and on-demand webinars. A white paper will position your company as an industry leader and communicate your message to a targeted audience in a trusted editorial environment.

The white paper is actively promoted to the Railway Age audience through direct emails and banners in our daily newsletter, Rail Group News. The white paper landing page and all promotional materials are branded with the sponsor’s logo.

In addition to the inclusion of digital promotion, the white paper includes lead capture. A gated registration form generates qualified leads for the sponsor. Specify up to three questions to help further qualify leads.

Rate: $4,000/month; 2 months minimum recommended
Every year since 1964, Railway Age has bestowed one industry leader with the prestigious Railroader of the Year award. Railway Age’s Editor-in-Chief, Bill Vantuono, will interview the 55th Railroader of the Year in an exclusive video hosted on Railway Age’s website.

**Video Sponsorship:** $7,686
RAILWAY AGE VS. PROGRESSIVE RAILROADING

85% RAILWAY AGE
MOST TIMELY SOURCE OF INDUSTRY NEWS

87% RAILWAY AGE
MOST USEFUL FOR KEEPING INFORMED OF INDUSTRY TRENDS

85% RAILWAY AGE
DELIVERS THE MOST OBJECTIVE EDITORIAL CONTENT

84% RAILWAY AGE
BEST JOB COVERING THE MOST IMPORTANT RAIL ISSUES

81% RAILWAY AGE
MOST USEFUL IN HELPING SELECT CONTRACTING SERVICES (MAINTENANCE OF WAY, CAR REPAIR, ETC)

82% RAILWAY AGE
ALERTS INDUSTRY TO NEW PRODUCTS AND SERVICES

87% RAILWAY AGE
MOST USEFUL OVERALL IN JOB

WHICH OF THESE BRAND’S PRODUCTS DO YOU VISIT MORE FREQUENTLY?

MAGAZINE
- 87% Railway Age
- 13% Progressive Railroading

WEBSITE
- 76% Railway Age
- 24% Progressive Railroading

EMAIL NEWSLETTERS
- 76% Railway Age
- 24% Progressive Railroading

SOCIAL MEDIA PAGES
- 78% Railway Age
- 22% Progressive Railroading

Source: 2017 Railway Age Readership Survey
## PRINT RATES

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<td>$4,418</td>
<td>$4,242</td>
<td>$4,072</td>
<td>$3,890</td>
<td>$3,780</td>
<td>$3,676</td>
</tr>
<tr>
<td><strong>1/3 Page</strong></td>
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</tr>
<tr>
<td>4 color</td>
<td>$6,798</td>
<td>$6,683</td>
<td>$6,549</td>
<td>$6,544</td>
<td>$6,314</td>
<td>$6,190</td>
<td>$6,092</td>
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<tr>
<td>2 color</td>
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<td>4 color</td>
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<tr>
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<td>$3,566</td>
<td>$3,495</td>
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<td>$3,292</td>
<td>$3,214</td>
<td>$3,165</td>
</tr>
<tr>
<td>B&amp;W</td>
<td>$2,592</td>
<td>$2,544</td>
<td>$2,471</td>
<td>$2,363</td>
<td>$2,271</td>
<td>$2,191</td>
<td>$2,142</td>
</tr>
<tr>
<td><strong>Covers (4-color included)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2nd</td>
<td>$12,696</td>
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<tr>
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<td>$12,776</td>
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<td>$11,425</td>
<td>$10,648</td>
<td>$10,840</td>
<td>$10,670</td>
</tr>
</tbody>
</table>

### TIP-IN CHARGES

Tip-in: $1,399

### Classified Ads and Professional Cards

Per unit (3 3/8-in. wide x 1-in. deep) $335; 12 consecutive insertions in one year, $310 per unit. Payment must accompany order. Classified advertisements exceeding dimensions of 1/4 page are charged at the nearest display rate. Color $50 per insertion extra.

### Inserts

Consult publisher for rates and quantity.

### Bleed

No charge.
Industry Marketing Rates and Discounts

1. Combined Frequency Rates: Space in Railway Age, Railway Track & Structures and International Railway Journal may be combined in determining the yearly rate. For example, six insertions in Railway Age and six insertions in Railway Track & Structures earn the 12-time rate in each.

2. Frequency Page Rates: Rates are based on the number of insertions contracted for and used within a 12-month period from date of first insertion. Each page or fractional page counts as an insertion. Thus, a spread is figured as two insertions. Six 1/2-page advertisements and six full-page advertisements all earn the 12-time rate.

General and Contract Regulations

1. Publisher's Protective Clause: All advertising must be germane to the railroad field. Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorneys’ fees, sustained by the publisher in connection with any such demand, claim or suit.

No conditions, printed or otherwise, appearing on space order billing or copy instruction that conflict with the publisher’s policies will be binding on the publisher.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Two or more independent advertisers are not permitted to use space under the same contract. Individual members of an association cannot bulk their company space with that of an association to earn a bulk rate for themselves.

2. Agency Commissions: Agency commission is 15% to recognized agencies on space, color and position, if paid within 30 days. Insert back-up and tip-in not commissionable.

3. Short Rates and Rebates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

4. Cancellations: No cancellations accepted after space closing date.

5. Typographical Errors: Advertisers are responsible for the approval of all materials, whether the advertisement is created by the advertiser, a third party, or Simmons-Boardman Publishing. No refunds will be issued for incorrect
DIGITAL SPECS

WEBSITE SUBMISSION REQUIREMENTS

Materials should be submitted to the salesperson, Kevin Fuhrman at kfuhrman@sbpub.com, and Mary Conyers at mconyers@sbpub.com a minimum of five business days prior to start of schedule.

JPEG/GIF:
• JPEG and GIF files must be below 45K.
• Advertiser must include the clickthrough URL that the banner should link to.

Third Party Tags:
• We accept third party coding.
• Tags must be submitted in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
• Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google’s DoubleClick for Publishers to serve banners.
• Third party tags must be live at time of submission to enable testing prior to launch.
• We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on DoubleClick for Publisher’s Support Center.

Flash:
• All Flash banners must be submitted as .SWF files smaller than 150K.
• Shockwave (.SWF) files cannot contain spaces in the names. Please use underscores (_).
• Flash banners must meet Google’s DoubleClick for Publishers SWF file requirements. Requirements available at https://support.google.com/dfp_premium/?hl=en
• Flash Player set to a version 6 or higher but not above 9.
• Submissions must include a getURL action embedded on the topmost layer with the URL set to _level0.clickTAG (case sensitive).
• The source .FLA file must be included along with any unusual fonts so we can fix the clickTAG if necessary.
• A backup animated GIF or static JPEG must also be provided for browsers that are not Flash-enabled.
• Rich Media Polite Downloads: Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad. Please follow the IAB recommendations found at http://www.iab.net.
• Audio must be user-initiated and is defined as a click based interaction rather than a mouseover or rollover. All ads that include sound must be clearly labeled with “play” and “stop” controls.
• The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

EMAIL NEWSLETTER BANNER SUBMISSION REQUIREMENTS

• Ads may be in the following formats: JPEG, GIF. NOTE: Certain email clients do not support animated GIFs.
• All ad files must be under 45 KB.
• Advertiser must include the URL the ad should link to.
• Submit ad materials to Andrea Rovira at arovira@sbpub.com a minimum of five business days prior to start of schedule.
ADVERTISING SALES OFFICE

AL, KY, TN
Jonathan Chalon
Publisher
55 Broad St, 26th Fl
New York, NY 10004
Tel: (212) 620-7224
Fax: (212) 633-1863
jchalon@sbpub.com

CT, DE, DC, FL, GA, ME, MD, MA, NH, NJ, NY, NC, OH, PA, RI, SC, VT, VA, WV, CANADA – QUEBEC AND EAST, ONTARIO
Jerome Marullo
55 Broad St, 26th Fl
New York, NY 10004
Tel: (212) 620-7260
Fax: (212) 633-1863
jmarullo@sbpub.com

AR, AK, AZ, CA, CO, IA, ID, IL, IN, KS, LA, MI, MN, MO, MS, MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WI, WY, CANADA – AB, BC, MB, SK
Heather Disabato
20 South Clark Street
Suite 1910
Chicago, IL 60603
Tel: (312) 683-5026
Fax: (312) 683-0131
hdisabato@sbpub.com

FOR ALL AREAS EXCEPT GERMANY, AUSTRIA, GERMAN-SPEAKING SWITZERLAND, EASTERN EUROPE, ITALY, ITALIAN-SPEAKING SWITZERLAND, JAPAN AND NORTH AMERICA
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International Area Sales Manager
12 Beech Hill
Haywards Heath, West Sussex RH16 3RX
United Kingdom
Tel: +44 1444 454171
Cel: +44 7515 7322750
lc@railjournal.co.uk

ITALY & ITALIAN-SPEAKING SWITZERLAND
Dr. Fabio Potesta
Media Point & Communications SRL
Corte Lambruschini
Corso Buenos Aires 8
V Piano, Genoa, w
Italy 16129
Tel: +39 010 570 4948
Fax: +39-10-553-0088
info@mediapointsrl.it

JAPAN
Katsuhiko Ishii
Ace Media Service, Inc.
12-6 4-Chome,
Nishiiko, Adachi-Ku
Tokyo 121-0824
Japan
Tel: +81-3-5691-3335
Fax: +81-3-5691-3336
amskatsu@dream.com

CLASSIFIED, PROFESSIONAL & EMPLOYMENT
Jeanine Acquart
55 Broad St, 26th Fl
New York, NY 10004
Tel: (212) 620-7211
Fax: (212) 683-1165
jacquart@sbpub.com