

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

Trade Press Publishing Corp.  
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Tel.: (414) 228-7701  
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Issues Per Year: 12



### 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, and suppliers.

### 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: chairman 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 locomotives, engineering-track, roadways, bridges and buildings, signaling and communications. Also qualified are 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 _____	-
Advertiser and Agency _____	1,029
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	183
All Other _____	1,068
<b>TOTAL</b>	<b>2,280</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,056	100.0	25,056	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,056</b>	<b>100.0</b>	<b>25,056</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	488	487			25,053	April _____	479	478			25,056
February _____	336	339			25,056	May _____	2,399	2,402			25,059
March _____	666	667			25,057	June _____	663	659			25,055
						<b>TOTAL</b>	<b>5,031</b>	<b>5,032</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

This issue is -% or 4 copies above the average of the other 5 issues reported in Paragraph two.

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 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
<b>1. RAILROADS AND RAIL TRANSIT</b>		
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 ____	2,979	11.9
B. Marketing & Sales Department _____	922	3.7
C. Purchasing and Materials Department _____	406	1.6
D. Operating Department _____	3,316	13.2
E. Mechanical Department _____	-	-
1. Cars _____	332	1.3
2. Motive Power _____	371	1.5
3. Both Cars and Motive Power _____	795	3.2
F. Engineering Department _____	-	-
1. Track & Roadway _____	1,423	5.7
2. Bridge & Building _____	376	1.5
3. Both Track & Roadway and Bridge & Building _____	908	3.6
G. Signaling & Communications Department _____	1,216	4.9
H. Other _____	25	0.1
Sub-Total	13,069	52.2
2. Car & Locomotive Builders _____	844	3.4
3. Private Car Lines _____	360	1.4
4. Utility and Energy Companies _____	250	1.0
5. Car & Locomotive Repair Shops _____	1,014	4.0
6. Consultants and Contractors (Railroad & Rail Transit) _____	4,051	16.2
7. Industry Associations _____	383	1.5
8. Government _____	876	3.5
9. Shippers _____	692	2.8
10. Intermodal _____	581	2.3
11. Finance/Leasing Companies _____	633	2.5
12. Railway & Rail Transit Suppliers _____	2,306	9.2
13. Others Allied to the Field _____	-	-
TOTAL QUALIFIED CIRCULATION	<b>25,059</b>	<b>100.0</b>
PERCENT	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>21,532</b>	<b>2,158</b>	-			<b>23,690</b>	<b>94.5</b>
a. Written _____	9,257	982	-			10,239	40.9
b. Telecommunication _____	5,910	751	-			6,661	26.6
c. Internet and E-Mail _____	6,365	425	-			6,790	27.1
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>667</b>	<b>250</b>	-			<b>917</b>	<b>3.7</b>
a. Written _____	162	54	-			216	0.9
b. Telecommunication _____	143	56	-			199	0.8
c. Internet and E-Mail _____	362	140	-			502	2.0
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>452</b>	-	-			<b>452</b>	<b>1.8</b>
Association rosters and directories _____	452	-	-			452	1.8
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,651</b>	<b>2,408</b>	-			<b>25,059</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.4</b>	<b>9.6</b>	-			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			25,059	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>25,059</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	88		400-427 Kentucky _____	355	
030-038 New Hampshire _____	80		370-385 Tennessee _____	348	
050-059 Vermont _____	47		350-369 Alabama _____	266	
010-027 Massachusetts _____	451		386-397 Mississippi _____	153	
028-029 Rhode Island _____	33		<b>EAST SO. CENTRAL</b>	<b>1,122</b>	<b>4.5</b>
060-069 Connecticut _____	172		716-729 Arkansas _____	182	
<b>NEW ENGLAND</b>	<b>871</b>	<b>3.5</b>	700-714 Louisiana _____	231	
100-149 New York _____	1,420		730-749 Oklahoma _____	145	
070-089 New Jersey _____	744		750-799 Texas _____	1,724	
150-196 Pennsylvania _____	1,748		<b>WEST SO. CENTRAL</b>	<b>2,282</b>	<b>9.1</b>
<b>MIDDLE ATLANTIC</b>	<b>3,912</b>	<b>15.6</b>	590-599 Montana _____	190	
430-459 Ohio _____	842		832-838 Idaho _____	96	
460-479 Indiana _____	512		820-831 Wyoming _____	89	
600-629 Illinois _____	2,180		800-816 Colorado _____	360	
480-499 Michigan _____	439		870-884 New Mexico _____	69	
530-549 Wisconsin _____	458		850-865 Arizona _____	141	
<b>EAST NO. CENTRAL</b>	<b>4,431</b>	<b>17.7</b>	840-847 Utah _____	107	
550-567 Minnesota _____	516		889-898 Nevada _____	63	
500-528 Iowa _____	315		<b>MOUNTAIN</b>	<b>1,115</b>	<b>4.4</b>
630-658 Missouri _____	792		995-999 Alaska _____	83	
580-588 North Dakota _____	107		980-994 Washington _____	410	
570-577 South Dakota _____	111		970-979 Oregon _____	251	
680-693 Nebraska _____	851		900-961 California _____	1,236	
660-679 Kansas _____	458		967-968 Hawaii _____	7	
<b>WEST NO. CENTRAL</b>	<b>3,150</b>	<b>12.6</b>	<b>PACIFIC</b>	<b>1,987</b>	<b>7.9</b>
197-199 Delaware _____	116		<b>UNITED STATES</b>	<b>22,935</b>	<b>91.5</b>
206-219 Maryland _____	382		969 & 004-009 U.S. Territories _____	3	
200-205 Washington, DC _____	240		Canada _____	1,640	
220-246 Virginia _____	678		Mexico _____	68	
247-268 West Virginia _____	169		Other International _____	409	
270-289 North Carolina _____	354		AP0/FPO _____	4	
290-299 South Carolina _____	215		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,059</b>	<b>100.0</b>
300-319 Georgia _____	729				
320-349 Florida _____	1,182				
<b>SOUTH ATLANTIC</b>	<b>4,065</b>	<b>16.2</b>			

