

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

About BPA Worldwide

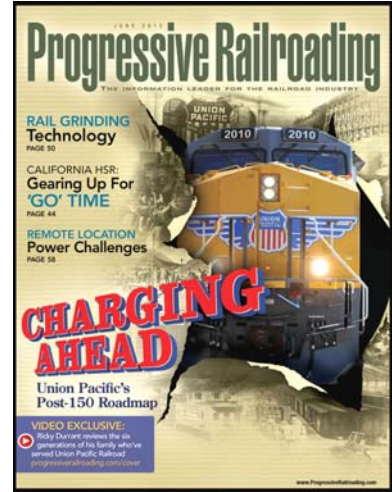
A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Progressive Railroading

Trade Press Media Group, Inc.
2100 West Florist Avenue
Milwaukee, WI 53209
Tel. No.: (414) 228-7701
Fax No.: (414) 228-1134
www.progressiverailroading.com

Official Publication of: None
Established: 1958
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, 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: 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 motive power, engineering-track, roadways, bridges and buildings, signaling and communications. 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 _____	106
Advertiser and Agency _____	692
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	158
Digital _____	-
All Other _____	406
TOTAL	1,362

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,055	100.0	25,055	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,055	100.0	25,055	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Number Removed	Number Added	Total Qualified
January _____	55	54	25,052
February _____	415	427	25,063
March _____	81	72	25,054
April _____	215	214	25,053
May _____	3,181	3,186	25,056
June _____	112	109	25,053
TOTAL	4,059	4,062	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

This issue is -% or 1 copy below 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 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	3,331	13.3
B. Marketing & Sales Department_____	994	4.0
C. Purchasing and Materials Department_____	397	1.6
D. Operating Department_____	3,107	12.4
E. Mechanical Department	-	-
1. Cars_____	276	1.1
2. Motive Power_____	364	1.4
3. Both Cars and Motive Power_____	791	3.2
F. Engineering Department	-	-
1. Track & Roadway_____	1,343	5.4
2. Bridge & Building_____	359	1.4
3. Both Track & Roadway and Bridge & Building_____	988	3.9
G. Signaling & Communications Department_____	1,206	4.8
H. Other_____	49	0.2
Sub-Total	13,205	52.7
2. Car & Locomotive Builders _____	872	3.5
3. Private Car Lines _____	326	1.3
4. Utility and Energy Companies _____	311	1.2
5. Car & Locomotive Repair Shops _____	968	3.9
6. Consultants and Contractors (Railroad & Rail Transit) _____	4,039	16.1
7. Industry Associations_____	369	1.5
8. Government _____	968	3.9
9. Shippers _____	661	2.6
10. Intermodal _____	573	2.3
11. Finance/Leasing Companies _____	688	2.7
12. Railway & Rail Transit Suppliers _____	2,076	8.3
13. Others Allied to the Field _____	-	-
TOTAL QUALIFIED CIRCULATION	25,056	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	20,402	3,341	-	23,743	94.7
II. Request from recipient's company: _____	464	254	-	718	2.9
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	595	-	-	595	2.4
Association rosters and directories _____	595	-	-	595	2.4
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,461	3,595	-	25,056	100.0
PERCENT	85.7	14.3	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	25,056	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	25,056	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	90		Kentucky _____	330	
New Hampshire _____	76		Tennessee _____	331	
Vermont _____	44		Alabama _____	267	
Massachusetts _____	419		Mississippi _____	123	
Rhode Island _____	32		EAST SO. CENTRAL	1,051	4.2
Connecticut _____	185		Arkansas _____	168	
NEW ENGLAND	846	3.4	Louisiana _____	185	
New York _____	1,395		Oklahoma _____	130	
New Jersey _____	801		Texas _____	1,825	
Pennsylvania _____	1,699		WEST SO. CENTRAL	2,308	9.2
MIDDLE ATLANTIC	3,895	15.5	Montana _____	157	
Ohio _____	827		Idaho _____	106	
Indiana _____	534		Wyoming _____	80	
Illinois _____	2,065		Colorado _____	405	
Michigan _____	450		New Mexico _____	62	
Wisconsin _____	439		Arizona _____	201	
EAST NO. CENTRAL	4,315	17.2	Utah _____	144	
Minnesota _____	513		Nevada _____	64	
Iowa _____	278		MOUNTAIN	1,219	4.9
Missouri _____	758		Alaska _____	55	
North Dakota _____	91		Washington _____	454	
South Dakota _____	76		Oregon _____	239	
Nebraska _____	796		California _____	1,495	
Kansas _____	437		Hawaii _____	13	
WEST NO. CENTRAL	2,949	11.8	PACIFIC	2,256	9.0
Delaware _____	135		UNITED STATES	23,164	92.5
Maryland _____	392		U.S. Territories _____	3	
Washington, DC _____	252		Canada _____	1,573	
Virginia _____	710		Mexico _____	49	
West Virginia _____	134		Other International _____	265	
North Carolina _____	400		APO/FPO _____	2	
South Carolina _____	215		TOTAL QUALIFIED CIRCULATION	25,056	100.0
Georgia _____	826				
Florida _____	1,261				
SOUTH ATLANTIC	4,325	17.3			

