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# RAIL

CONNECTING COMMUNITIES BY MOVING PEOPLE™



*Since its launch in 2000* as an official publication of the Community Transportation Association, **RAIL** has become a leading publication of the passenger rail industry. Its tagline, *Connecting Communities by Moving People*; reflects an editorial mission that's dedicated to presenting the many innovative ways rail transportation is successfully connecting communities all around the country. They're the stories of communities which have embraced rail transit as a way to enhance their sustainable futures as places to create business opportunities, to work-and most importantly, to live. No other publication is telling this extraordinary story.

**RAIL** recognizes that any successful transit system is the product of a number of sectors coming together. It not only covers the newest and best rail projects, it also spotlights how those systems fit into the overall transit infrastructure, and examines the key partnerships between policy makers, business leaders, and community development activists that are essential in this new age of passenger rail transportation.

Each edition features stories that highlight established rail agencies, newly launched systems, and thought-provoking commentary by some of the most influential people in the passenger rail industry today-along with news briefs that keep readers informed on what's happening around the country in rail transportation.

## Targeted Audience

**RAIL** reaches an audience of over 10,000 industry leaders who comprise an essential core group of decision and policy makers in the rail and mass transit sector. They include:

Urban and regional planners:	<b>15%</b>
Regional and metropolitan transit operators:	<b>30%</b>
Manufacturers and suppliers to the rail industry:	<b>10%</b>
State and municipal officials:	<b>10%</b>
Local and state elected officials:	<b>5%</b>
Members of Congress and their staff:	<b>5%</b>
Smart Growth & New Urbanism organizations, authorities, and authors:	<b>25%</b>



## Rave Reviews

**RAIL** has earned rave reviews from both readers and the press:

*"I receive many, many magazines relative to transportation, but RAIL is the only one I read from cover to cover, including the advertisements. Once it hits my desk, it would take an earthshaking event to pull my attention away from the magazine."*

– John McBeth, Brazos Transit District, Bryan, Texas

Named a top transportation title in 2004 by UTNE Magazine, **RAIL** is also praised for its outstanding photography and beautifully elegant design. It's a magazine that's widely shared, circulated, and archived-gaining it a sizeable pass-along readership.

For advertisers, that means your ad has an effective life well beyond the issue date. And with high visibility ad positioning and affordable rates, advertising in **RAIL** will ensure your message gains maximum exposure to a highly targeted audience in the most cost-effective way possible.

No other publication today better captures the exciting new spirit of passenger rail transportation.

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