

2011 MEDIA KIT

Mass Transit is the only magazine exclusively dedicated to public transportation.

It focuses on the people to showcase their best practices and give firsthand accounts that our readers demand. These are the decision makers who run the systems and purchase the products.

Mass Transit is the leader in giving industry professionals the information and advice they want to read.



MASS TRANSIT

BETTER TRANSIT THROUGH BETTER MANAGEMENT

EDITORIAL CALENDAR

FEBRUARY | AD CLOSE: 1/12/11 MATERIALS DUE: 1/20/11

Cover Agency Profile: The challenges in serving mixed-density areas

Technology: Top Tech Innovations 2011

Marketing: Agencies' inventive marketing techniques

Industry Forum: How do you keep your staff trained on the latest transit tech?

Bonus Distribution: APTA TranslTech, APTA Marketing & Communications Workshop, Digital Signage Expo

MARCH | AD CLOSE: 2/08/11 MATERIALS DUE: 2/16/11

Cover Agency Profile: How to deal with an influx of capital funding

Funding: Overcome operational funding deficits

Fare Collection: Why are fare collection systems modeled on past legacies?

Industry Forum: When is the best time to get transit's message to legislators?

Bonus Distribution: APTA Legislative Conference, APTA Fare Collection Workshop

APRIL/MAY | AD CLOSE: 3/23/11 MATERIALS DUE: 3/31/11

Cover Agency Profile: What to know to add hybrids to your fleet

Bus Rapid Transit: BRT 5 – 2011's five most interesting BRT projects

Ridership: When to make cuts when facing service shortages

Industry Forum: How should an agency handle a strike and not lose riders?

Bonus Distribution: APTA Bus & Paratransit Conference
Bonus Issue Distribution: Bus Show Daily

JUNE | AD CLOSE: 5/03/11 MATERIALS DUE: 5/11/11

Cover Agency Profile: Surviving megaprojects with minimal interruption

High-Speed Rail: HSR 5 – 2011's five most interesting HSR projects

Safety/Security: When do you need to increase security on your rails?

Industry Forum: What can the industry do to shift the public perception of transit?

Bonus Distribution: APTA Rail Conference

JULY/AUGUST | AD CLOSE: 6/21/11 MATERIALS DUE: 6/29/11

Cover Agency Profile: Leadership during catastrophe

Sustainability: Is it necessary to stay green while operating in the red?

Ridership: Tackling surging ridership

Industry Forum: What has your agency/company done to be green?

Bonus Distribution: APTA Sustainability Workshop, BusCon

SEPTEMBER/OCTOBER | AD CLOSE: 8/16/11 MATERIALS DUE: 8/24/11

Cover Profiles: Top 40 Under 40

Funding: Transit archaeology: new revenue streams unearthed

Workforce Development: When is it time to train?

Commuter Rail: How rail is changing the transit industry

Industry Forum: Where does your agency find new talent?

Bonus Distribution: Railway Interchange
Bonus Issue Distribution: EXPO Daily - APTA Annual Meeting & EXPO

NOVEMBER | AD CLOSE: 10/12/11 MATERIALS DUE: 10/20/11

Cover Agency Profile: Bringing in new innovations to your fleet

Sustainability: Challenges in adapting LEED

Light Rail Transit: LRT 5 – 2011's five most interesting LRT projects

Industry Forum: Who do you send to industry events from your staff? Why?

Bonus Distribution: CUTA Fall Conference & Trans Expo

DECEMBER | AD CLOSE: 11/07/11 MATERIALS DUE: 11/15/11

Cover Agency Profile: Working to keep the public happy

Technology: When do agencies need to worry about their tech infrastructure?

Safety/Security: Where large systems are the most vulnerable

Industry Forum: The best transit stories of 2011

Special: Transit Suppliers Directory, 2012 Executive Predictions

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MASS TRANSIT is the only 100% public transportation magazine, with more than 22,000 subscribers.

MASS TRANSIT reaches 33% more transit agencies, 51% more suppliers and 45% more transit management subscribers than our nearest competitor.

Based on mode of transportation, **MASS TRANSIT** reaches 38% more transit bus readers and 43% more rail transit readers compared to our nearest competitor.

In 2010 our circulation increased and our market share and advertising pages increased over our nearest competitor.

MASS TRANSIT is the transit industry resource professionals and advertisers are increasingly turning to for all their needs.

MASS TRANSIT

BETTER TRANSIT THROUGH BETTER MANAGEMENT**Four Color — all rates gross**

	1x	4x	8x
Full Page	\$6,445	\$5,930	\$5,190
2/3 Page	\$4,720	\$4,340	\$3,855
1/2 Page	\$4,085	\$3,765	\$3,320
1/3 Page	\$3,010	\$2,755	\$2,460
1/4 Page	\$2,100	\$1,935	\$1,780

Classifieds

	Per Column Inch
1x	\$205
4x	\$195
8x	\$165

Ask us for our online classified rates.

ONLINE -all rates net	3 months	6 months	12 months	Dimensions (pixels)
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Mid-Page	\$950	\$850	\$650	300 x 250
Skyscraper	\$850	\$750	\$650	160 x 600
Banner	\$750	\$650	\$550	468 x 60
Button	\$525	\$425	\$325	120 x 90
e-Newsletter Leaderboard	\$1,575	\$1,350	\$1,150	
e-Newsletter Skyscraper	\$1,050	\$850	\$550	
e-Newsletter Banner	\$1,300	\$1,100	\$900	
e-Newsletter Hot Product	\$225/week			
e-Newsletter Text Ad	\$1,300	\$1,100	\$900	
Whitepapers	\$3,300/year, \$2,600/year for advertisers, includes e-blast			
e-Blast Lists	\$0.35/email address			
Webinar	Call for pricing			
Custom Survey	1-5 questions \$0.35/email address plus \$500 6-20 questions \$0.35/email address plus \$750			

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