



MASS TRANSIT

BETTER TRANSIT THROUGH BETTER MANAGEMENT

2014 MEDIA PLANNER

MASS TRANSIT magazine and MassTransitmag.com are 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.

2014 EDITORIAL CALENDAR

EDITORIAL CALENDAR

AUDIENCE & PRIMARY BUSINESS

READER INSIGHTS

PRINT RATES & SPECIFICATIONS

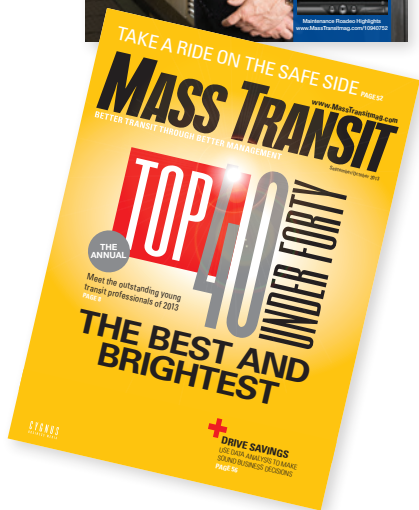
WEBSITE METRICS

DIGITAL OPPORTUNITIES

CYGNUS ANALYTICS

DIGITAL RATES

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FEBRUARY | AD CLOSE: 1/8/14

Reaching the Multilingual Audience
Facilities Maintenance

MATERIALS DUE: 1/13/14

Choosing a Lift
Best Practices for Digital Signage Revenue

Bonus Distribution:

Digital Signage Expo
SWTA Annual Conference & Expo
APTA Marketing & Communications Workshop

MARCH | AD CLOSE: 2/3/14

Crowdsourcing for Public Involvement
Options for Fare Evasion Mitigation

MATERIALS DUE: 2/6/14

MAP-21 and an Outlook on Reauthorization
Best Practices for Using Your Data

Bonus Distribution:

APTA Legislative Conference
APTA TranslTech
APTA Fare Collection Workshop

APRIL/MAY | AD CLOSE: 3/20/14

Training Your Future Maintenance Talent
BRT Project Update
Efficient ADA: In-House, Contracted or Brokered

MATERIALS DUE: 3/25/14

Focusing on Operator Wellness
Streetcar Update

Bonus Distribution:

APTA Bus and Paratransit Conference

JUNE | AD CLOSE: 4/29/14

PTC Update
HSR Project Update
Generating Development

MATERIALS DUE: 5/2/14

Keeping up with Regulations
Best Practices in Getting the Public Involved in Rail Car Selection

Bonus Distribution:

APTA Rail Conference

JULY/AUGUST | AD CLOSE: 7/15/14

Advances in ADA Equipment and Technology
Building the Support You Need

MATERIALS DUE: 7/18/14

Future Facility Design
Transit Funding Outlook

Bonus Distribution:

APTA Sustainability Workshop
BusCon

SEPTEMBER/OCTOBER | AD CLOSE: 8/19/14

TOP 40 UNDER FORTY
Top 40 Under 40
Effective Lobbying

MATERIALS DUE: 8/22/14

Recruiting Options
Alternatives for Funding

Bonus Distribution:

InnoTrans
Expo Daily – APTA Annual Meeting & Expo



NOVEMBER | AD CLOSE: 10/15/14

Rail Technology Update
Fare Collection Project Update

MATERIALS DUE: 10/20/14

Buy America
Best Practices for Educating the Public

DECEMBER/JANUARY | AD CLOSE: 11/7/14

Politics in the Year Ahead
Preventing Fatalities
Passenger Amenities

MATERIALS DUE: 11/13/14

Getting People on the Bus
Best Practices in Giving Back to the Community

Special Section:

Transit Suppliers Directory

THE 2014
TRANSIT SUPPLIERS DIRECTORY

AUDIENCE AND PRIMARY BUSINESS

Quick fact: 78%
of *Mass Transit*
subscribers set or
influence budgets.

Source: 2013 *Mass Transit* Reader Survey

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MASS TRANSIT AUDIENCE BREAKDOWN

21,893 *Mass Transit* print and
digital circulation**

11,108 *MassTransitmag.com*
monthly unique visitors*

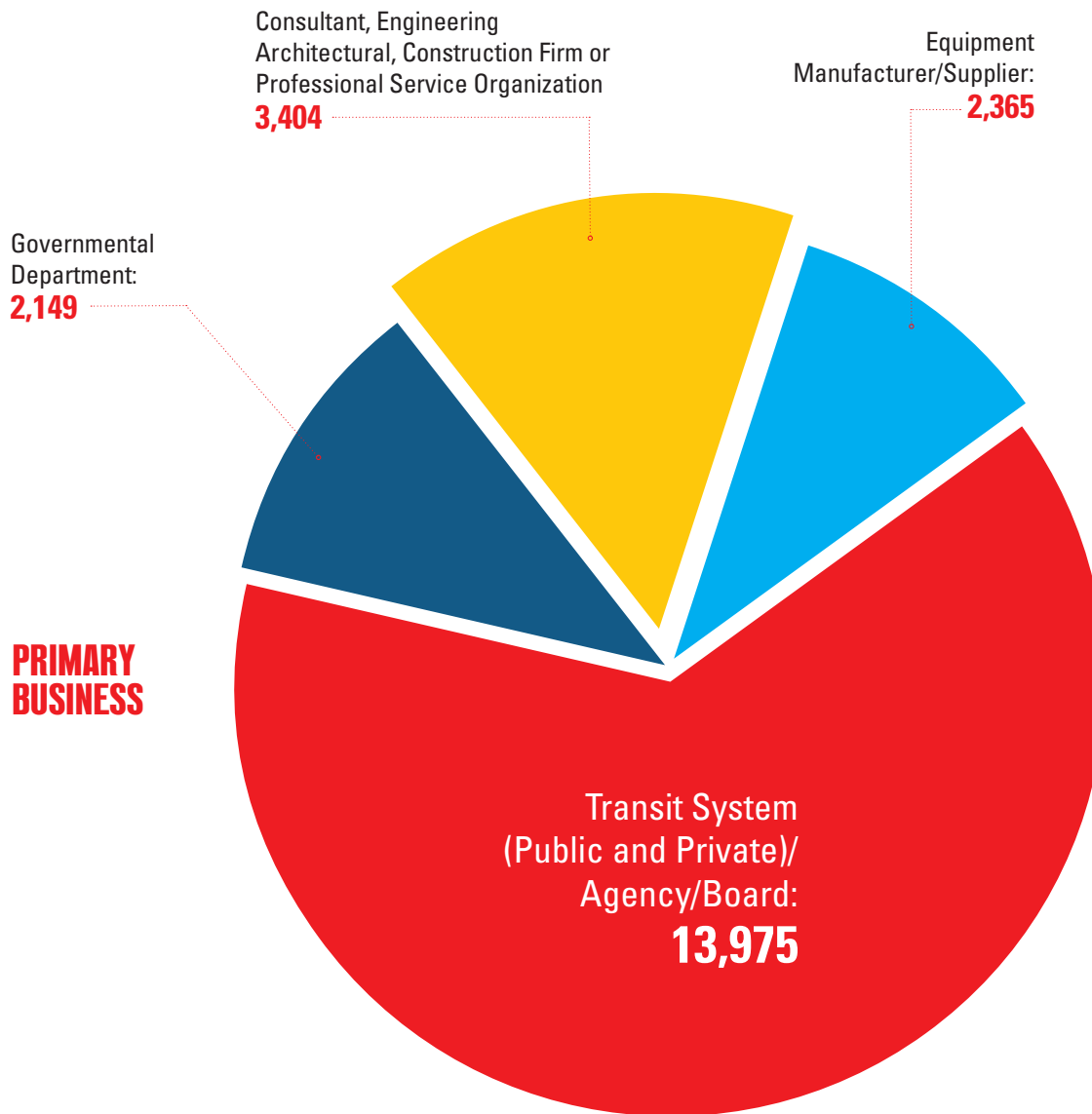
12,342 *Mass Transit* Daily
eNewsletter,
News & Views**

6,613 *Mass Transit*
Bi-monthly eNewsletter,
Transit Security**

Total *Mass Transit* Audience:

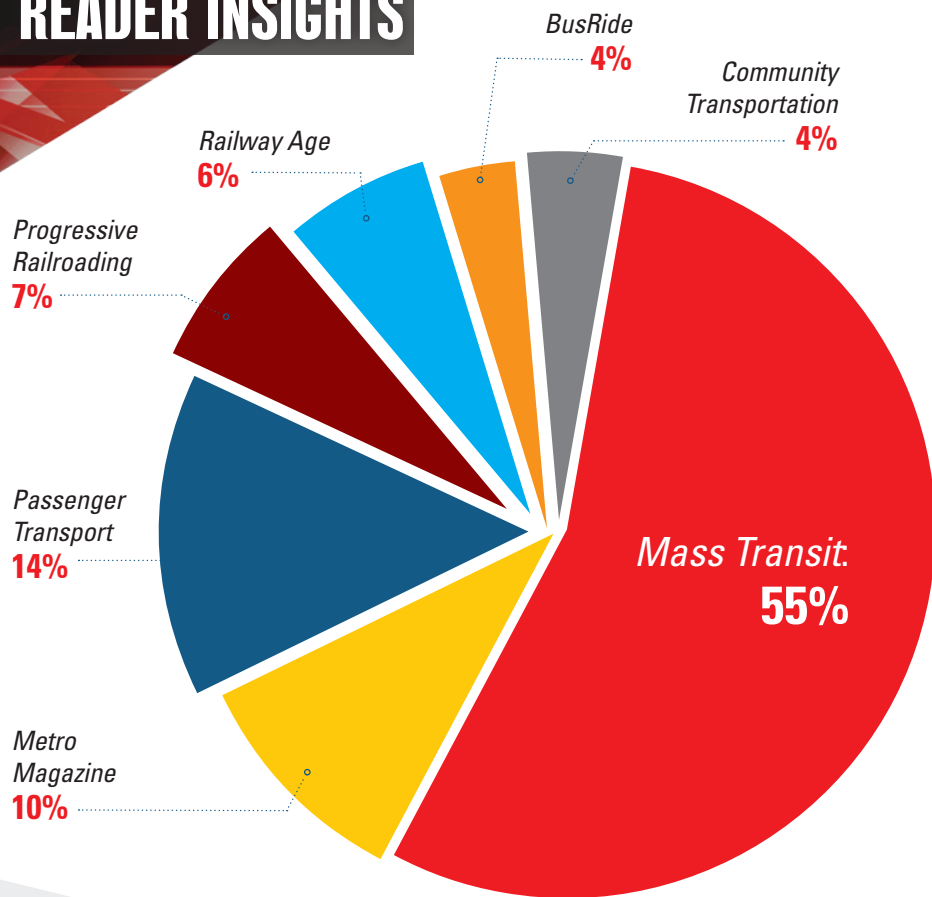
52,956

Source: *Google Analytics- Unique Monthly Visitors June 1-Aug. 31, 2013.
**June 2013 BPA. No attempt has been made to eliminate duplication



Source: June 2013 BPA-Print and digital edition

READER INSIGHTS



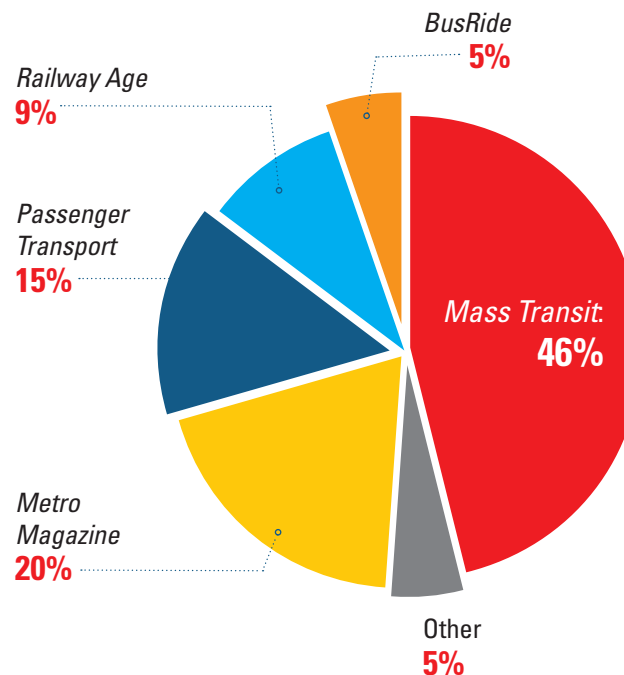
Q: What do you see as the three most critical issues facing the industry?

A: **Funding, politics and managing costs** were identified as the three most critical issues.*



Q: If all these magazines arrived on the same day, which would you open first?

A: **55%** choose *Mass Transit* over all other magazines.*



Q: Which magazine's eNewsletters do you receive?

A: **46%** receive *Mass Transit* eNewsletters.*

* 2013 Mass Transit Reader Survey

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2014 PRINT RATES AND SPECIFICATIONS

FOUR COLOR

	1x	4x	8x
Full Page	\$6,975	\$6,680	\$5,845
2/3 Page	\$4,890	\$4,700	\$4,375
1/2 Page	\$4,600	\$4,080	\$3,740
1/3 Page	\$3,105	\$2,985	\$2,775
1/4 Page	\$2,185	\$2,100	\$2,010

Gross Pricing

CLASSIFIEDS

	Per Column Inch
1x	\$225
4x	\$215
8x	\$185

Ask us for our online classified rates.

Print Specifications

Print Ready PDF is the preferred file format.

 If file is over 10MB, please upload to Barb Evenson at our FTP site: <http://ge.tt>

For specific information on digital ad submission please contact: Barb Evenson at 800.547.7377, ext. 1629.

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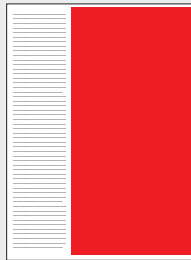
PRINT SPECIFICATIONS



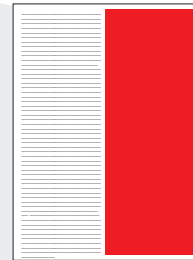
Full Page
Live: 7 $\frac{3}{8}$ " x 10 $\frac{1}{4}$ "
Trim: 7 $\frac{7}{8}$ " x 10 $\frac{3}{4}$ "
Bleed: 8" x 11"



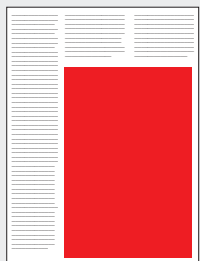
Two-Page Spread
Live: 14 $\frac{3}{4}$ " x 10 $\frac{1}{4}$ "
Trim: 15 $\frac{3}{4}$ " x 10 $\frac{3}{4}$ "
Bleed: 16" x 11"



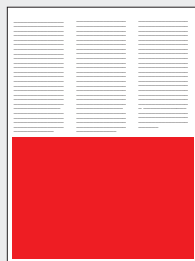
Two-thirds Page Vertical
49 $\frac{1}{16}$ " x 10"



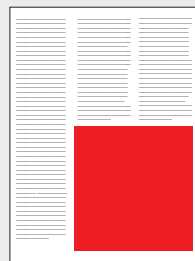
One-half Page Vertical
338" x 10"



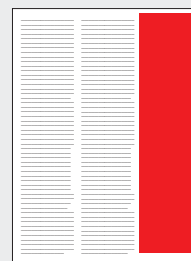
One-half Page Standard
49 $\frac{1}{16}$ " x 738"



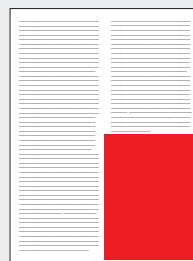
One-half Page Horizontal
7" x 478"



One-third Page Standard
49 $\frac{1}{16}$ " x 478"



One-third Page Vertical
2316" x 10"



One-fourth Page
338" x 478"

MassTransitmag.com METRICS

Mass Transit and its official website, MassTransitmag.com, provide powerful capabilities to help marketing executives connect with influential customers in the transit industry.

MONTHLY UNIQUE VISITORS

June 1-
Aug. 31, 2012

6,669 Monthly
Unique Visitors

June 1-
Aug. 31, 2013

11,108 Monthly
Unique Visitors

67%
Increase

MONTHLY PAGE VIEWS

June 1-
Aug. 31, 2012

22,843
Monthly Page Views

June 1-
Aug. 31, 2013

37,943
Monthly Page Views

66%
Increase

MassTransitmag.com REACHES ...

MORE NEW BUYERS

Sept. 1. 2011-
Aug. 31. 2012

74,856 Visitors

Sept. 1. 2012-
Aug. 31. 2013

109,569 Visitors

46%
Increase

MORE REPEAT BUYERS

Sept. 1. 2011-
Aug. 31. 2012

32,098 Visitors

Sept. 1. 2012-
Aug. 31. 2013

72,662 Visitors

126%
Increase

MORE OF THE TOTAL MARKET

Sept. 1. 2011-
Aug. 31. 2012

106,954 Visits

Sept. 1. 2012-
Aug. 31. 2013

182,191 Visits

70%
Increase

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MassTransitmag WEBSITE



MassTransitmag.com, the official website of *Mass Transit* magazine, is the leading online source of information for the transit industry.

Take charge of your marketing campaign by utilizing our digital products for lead generation and brand awareness. Banner advertising on the MassTransitmag.com website (including mobile), *Mass Transit* daily and bi-monthly eNewsletters, updated online suppliers directory, tablet apps, email marketing, whitepapers, case studies, video, webcasts and the new channel program.

Quick fact:

Mass Transit is **#1** in bus and rail subscribers.

Source: 2013 Mass Transit Reader Survey

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Wallpaper Ad >



DISPLAY ADS

A wide range of options are available, from rotating and fixed ads on home or interior pages. Programs can be configured to blanket the market.

WALLPAPER, CONTEXTUAL AND WELCOME ADS

Especially prominent and innovative ad types typically generate superior click-through rates and visitor engagement. MassTransitmag.com makes several such ad types available, including **Wallpaper** (ads appear on the side borders of the website), **Contextual** (ads are aligned with selected content categories) and **Welcome** (ads appear when site is opened).

DIGITAL OPPORTUNITIES

MassTransitmag WEBSITE



CHANNELS

MassTransitmag.com Channels offer you an opportunity to sponsor and “own” a channel. The marketing category that drives your business is all yours. Deliver your message with an integrated approach designed to increase engagement with your customers and prospects, provide a highly credible vehicle for your marketing, and drive superior click-through rates to your advertising.

 [Download the channels information sheet](#)



SUPPLIERS DIRECTORY

MassTransitmag.com has redesigned the online Suppliers Directory to allow easy, fast access to relevant information to the end users. Sponsorships are currently available for top position placement and include qualified leads directly to your inbox.

 [Download the Suppliers Directory information sheet](#)



JOB POSTINGS AND THE CAREER PAGE

Reach qualified candidates to fill your job opportunities by posting them on the Careers page of MassTransitmag.com. Various posting options available include package pricing for multiple listings. [Contact a sales representative for more information.](#)

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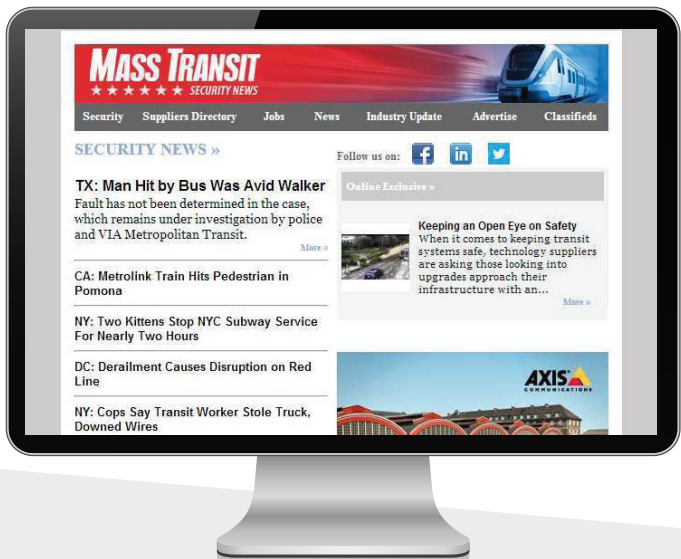
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EMAIL AND MOBILE

Qualified leads, complete with demographics and contact information, can be generated via multiple means, including the online suppliers directory, email marketing, whitepapers and case studies.



eNEWSLETTERS

Mass Transit Daily and bi-monthly eNewsletter Banner Advertising: Send your advertising message to industry leaders with eNewsletter banner advertising. Increase your brand awareness and help drive traffic to your website.

[Click here for rates](#)



CUSTOMIZED E-MAIL CAMPAIGNS

Drive leads, introduce new products, create improved awareness and drive buyers directly to your website with email messages sent to our highly qualified list.

Customized emails are sponsored exclusively by YOU.

[Click here for rates](#)



CUSTOM-BUILT APPS

Custom-built apps, including apps for the industry-leading iPad platform, can be built to your specification. Tablet apps are the perfect format for sales brochures, catalogs and other sales and marketing materials and presentations. Our in-house team of app designers and developers has created numerous apps of various types. **We bring your app ideas to the market quickly and efficiently.**

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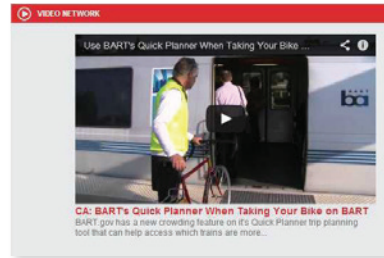
DIGITAL OPPORTUNITIES

VIDEO

Multiple video options are available to help you leverage the format that produces higher advertiser engagement levels. *Mass Transit* can provide professionally produced product demos, tradeshow videos and other custom videos tailored to your specific marketing needs. Here are a few samples of video production marketing ideas.

VIDEO SPOTLIGHT

This is a week-long campaign that features and promotes your video in the following ways to our subscribers and end users: **eNewsletter, homepage, 120x120 static image on video carousels, hosted in the MassTransitmag.com video library and keyword optimized.**



TRADESHOW VIDEO

The tradeshow may be over and your booth packed away, but your presentations continue. We provide a complete package of production, promotion and distribution all for a remarkably low rate.



MASS TRANSIT NETWORK

NEXT-GENERATION TV

Become a sponsor of the award-winning *MassTransit* Network-Next Generation TV. **For a list of sponsorship opportunities, contact one of the sales representatives.**

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View an episode of *Mass Transit TV* – [click here](#)

DIGITAL OPPORTUNITIES

VIDEO



WEBCASTS

Launch new products; directly interact with your customers; share solutions to critical issues within the industry; drive new leads. Turnkey program includes hosting and promotion.



PROFILE VIDEO

Create brand awareness and educate your customers by digitally capturing your product and company through video. The profile video can be shot at your desired location and can be edited to include existing images and video. Contact a sales representative for more information.

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ENGAGEMENT REPORT & TRACKtion LEADS

Cygnum Analytics is a revolutionary technology tool that incorporates social media, proprietary research questions, personal URLs and multi-channel tracking to augment your marketing campaign.

It's not good enough to generate sales leads without a plan to make the sale. Cygnus Analytics can give you a competitive advantage by transforming data into meaningful information and actionable market knowledge.



ENGAGEMENT REPORT

With the Cygnus Analytics Engagement Report, you will be able to learn how you stack up against the competition and how well your marketing strategy is performing by insights into what the market finds interesting and acts upon and what content increases engagement and sales.

The Engagement Report also measures your exposure versus your competitors, engagement by market segments and titles and the volume of your outbound communications.

TRACKtion LEADS

The best way to know if your brand/message is gaining traction is to track who's seeing your message in the marketplace. The TRACKtion Leads program provides complete campaign transparency. Receive reports on progress, engagement and results.

Download the TRACKtion Leads Sell sheet for more details.



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DIGITAL RATES AND SPECIFICATIONS

Website Advertising	CPM
Top Leaderboard 970x90 + Smartphone (320x50)* <small>15% Premium on Top Leaderboard if expandable to 970x415</small>	\$70
Top Medium Rectangle 300x250	\$60
Secondary Medium Rectangle 300x250	\$50
Large Rectangle 300x600	\$30
Bottom Leaderboard 970x90	\$80
Page Peel	\$90
Wallpaper	\$95
Welcome Ad	\$95
Contextual - available and priced by product category	
Suppliers Directory	Per Year
Tier One (Leaderboard + Smartphone 320x50)	\$4,800
Tier Two (300x250)	\$1,200
Lead Generation	Per Program
Case Studies and White Papers	
Base Fee + Lead Fee	\$995
+ Each Lead <small>(fee applies to first 100 leads only)</small>	\$20
TRACKtion Leads (Base + Lead Fees)	
Base Fee	\$3,500
+ Each Lead (All)	\$20
+ Each Lead (Qualified Only)	\$40

*Note: 728x90 (in the 970x90 position) is still supported

Channel Sponsorship	3 Months		6 Months		12 Months	
(3-month min.)	100% Share of Voice	50% Share of Voice	100% Share of Voice	50% Share of Voice	100% Share of Voice	50% Share of Voice
Channel With Newsletter	\$3,200	\$2,200	\$2,900	\$1,900	\$2,400	\$1,400
Channel Without Newsletter	\$2,700	\$2,000	\$2,400	\$1,700	\$1,900	\$1,200

• Bus • Rail • Security • Technology
(Each channel includes a Tier One sponsorship in the Suppliers Directory at no additional cost.)

Video	3 Months	6 Months	12 Months
Mass Transit TV Sponsorship (3-month min.)	\$3,200	\$2,800	\$2,400
Trade Show Video Packages: Includes production, promotion, online hosting	\$3,950 Per Video		
Video Spotlight	\$675 Two Weeks	\$195 Each Additional Week	

Daily eNewsletter	3 Months	6 Months	12 Months
Medium Rectangle 300 x 250	\$1,720	\$1,455	\$1,195
Skyscraper 120x600	\$1,455	\$1,195	\$930
Banner 468x60	\$1,195	\$1,060	\$795
Text ad	\$1,720	\$1,455	\$1,195
Hot Product, per week, (5 newsletters)	\$375/week		
Security Newsletter (bi-weekly)	\$950	\$875	\$750

Webcast (Turnkey, all promotion and hosting provided.) \$7,500

eMail Blasts	Per Email Address
Full List CPM	\$0.25

Tablet Apps	
Custom App	Available and priced per app

Custom Survey, market intelligence Contact us

Net rates

DIGITAL SPECIFICATIONS

We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

Email products: Animation and flash are not recommended.

 **For file size specifications and digital standards, click here.**

Send digital materials to
Barb Evenson, Media Production Representative
920-563-1629, 920-563-1707 Fax, barb.evenson@cygnus.com

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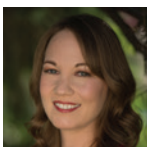
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MASS TRANSIT

BETTER TRANSIT THROUGH BETTER MANAGEMENT



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