

2010 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 their firsthand accounts that our subscribers demand.

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



EDITORIAL CALENDAR

FEBRUARY | Ad close: 1/13/10 Materials due: 1/21/10

Cover Agency Profile: What technology is keeping systems safe?

Web Technology: How transit systems are leveraging social media

Operations: Running a system with a funding deficit

Transit's Tops: Top Transit Tech Innovations

Supplemental Features: Maintenance Matters, Supplier Profile, Managers Forum

Bonus Distribution:
APTA TransITech/
Marketing Workshop

MARCH | Ad close: 2/09/10 Materials due: 2/18/10

Cover Agency Profile: Managing the economics of transit

Funding: How have stimulus funds helped agencies?

Fare Collection: When boarding times and fare systems collide

Transit's Tops: State of the Industry

Supplemental Features: Maintenance Matters, Small Agency Profile, Managers Forum

Bonus Distribution:
APTA Legislative Conference,
APTA Fare Collection

APRIL/MAY | Ad close: 3/24/10 Materials due: 4/01/10

Cover Agency Profile: Building a better bus system

Sustainability: Alternative power for bus fleets

Safety/Security: Rail Safety and Automated Systems

Transit's Tops: Top Green Fleets

Supplemental Features: Maintenance Matters, Supplier Profile, Managers Forum

Bonus Issue: Bus Show Daily

Bonus Distribution:
RSSI, APTA Bus &
Paratransit Conference

JUNE | Ad close: 5/04/10 Materials due: 5/12/10

Cover Agency Profile: Selling rail projects to the public

Funding: FRA rail spending - where is it?

Technology: How 'high-speed' is high-speed rail?

Transit's Tops: Top High-Speed Train Systems

Supplemental Features: Maintenance Matters, Small Agency Profile, Managers Forum

Bonus Issue: Rail Show Daily

Bonus Distribution:
APTA Rail
Conference

JULY/AUGUST | Ad close: 6/22/10 Materials due: 6/30/10

Cover Agency Profile: Maintaining a black budget with green technology

Planning: When should you reroute your bus system?

Operations: Teaching drivers to handle hybrids

Transit's Tops: Top Sustainability Innovations

Supplemental Features: Maintenance Matters, Supplier Profile, Managers Forum

Bonus Distribution:
APTA Sustainability &
Public Transportation
Workshop, BusCon

SEPTEMBER/OCTOBER | Ad close: 8/24/10 Materials due: 9/01/10

Workforce Development: Bringing fresh faces to the transit industry

Funding: What options are available to systems for training funding?

Transit's Tops: Top 40 Under 40

Supplemental Features: Maintenance Matters, Small Agency Profile, Managers Forum

Bonus Distribution:
APTA Annual Meeting,
AREMA Annual Conference,
CTA Fall Conference & Expo

NOVEMBER | Ad close: 10/13/10 Materials Due: 10/21/10

Cover Agency Profile: How does an agency keep its best employees?

Technology: Developing a learning program for a new generation

Safety/Security: Keeping customers off your tracks

Supplemental Features: Maintenance Matters, Supplier Profile, Managers Forum

Bonus Distribution:
CUTA Fall Conference
& Trans-Expo

DECEMBER | Ad close: 11/15/10 Materials due: 11/16/10

Cover Agency Profile: Managing BIG transit projects

Sustainability: Capital construction in a down economy

Customer Service: Keeping employees happy during the holidays

Supplemental Features: Maintenance Matters, Small Agency Profile, Managers Forum

Special: 2010 Transit Suppliers Directory, 2011 Executive Predictions

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Mass Transit is the only 100% public transportation magazine with more than 21,000 subscribers¹.

Mass Transit reaches 32% more transit agencies², 39% more suppliers and 43% more management subscribers³ than our nearest competitor.

Based on mode of transportation, Mass Transit reaches 50% more transit bus readers and 46% more rail transit readers compared to our nearest competitor¹.

In 2009 our circulation increased and our market share of advertising pages increased over our nearest competitor⁴.

Because of these facts, Mass Transit is the magazine the industry professionals and advertisers are increasingly turning to for all their needs.

¹ Based on Mass Transit's June 2009 BPA Statement.

² Based on a comparison of Publicly Operated Transit System, Privately Operated System, Publicly Owned/Privately Operated Transit System, Transit Agency/Board data from the June 2009 Mass Transit magazine BPA Statement (14,038 of the TQC 21,671) with the Public Multi-Modal System, Public Bus System, Passenger Rail Transit data from the Metro Magazine June 2009 BPA Statement (9,407 of the TQC 20,500).

³ Based on a comparison of Publicly Operated Transit System, Privately Operated Transit System, Publicly Owned/Privately Operated Transit System and Transit Agency/Board qualified subscribers who were classified by the Corporate And Operating Management function data from the June 2009 Mass Transit magazine BPA Statement (10,362 of the TQC 21,671) with the Public Multi-Modal System, Public Bus System and Passenger Rail Transit qualified subscribers who were classified by the Management Corporate/General Executive: GM, CEO, Partner, Pres., Owner, VP, Sijerintendent, Dir., Supv. title from the Metro Magazine June 2009 BPA Statement (5,884 of the TQC 20,500).

⁴ Based on Mass Transit's June 2009 BPA Statement compared to Mass Transit's December 2008 BPA Statement.

2010 AD RATES

BLACK & WHITE – all rates gross

	1X	4X	8X
Full Page	\$6,255	\$5,755	\$5,035
2/3 Page	\$4,580	\$4,210	\$3,740
1/2 Page	\$3,965	\$3,655	\$3,220
1/3 Page	\$2,920	\$2,670	\$2,385
1/4 Page	\$2,035	\$1,875	\$1,725

ASK US FOR BUS SHOW DAILY AND RAIL SHOW DAILY ADVERTISING RATES

COLOR – all rates gross

	PER PAGE	PER SPREAD
Two-Color (Red, Green, Yellow, Blue)	\$695	\$805
Four-Color (Process)	\$1,275	\$1,825

FREE COLOR TO ALL 8X ADVERTISERS

CLASSIFIED

	1X	4X	8X
Per Column Inch	\$195	\$185	\$165

ASK US FOR OUR ONLINE CLASSIFIED RATES

ONLINE – all rates net

	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard	\$1,050	\$950	\$850
Mid-Page	\$950	\$850	\$650
Skyscraper	\$850	\$750	\$650
Banner	\$750	\$650	\$550
Button	\$525	\$425	\$325
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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