

## AUDIENCE ENGAGEMENT REPORT





# Mass Transit — Audience Engagement Report

# MASS TRANSIT

JANUARY-JUNE 2024

Mass Transit is dedicated to covering the people, business, innovations and best practices of North America's mobility providers. The publication creates first-hand, in-depth profiles of transit agencies, examines emerging trends, shares breaking news and highlights best practices. Mass Transit's coverage connects people and ideas through content that engages and educates its readers as they navigate their way through the new mobility frontier.

## AVERAGE MONTHLY REACH



**210,941**

## COMPANIES THAT ENGAGE



Primary Business Activity	%
Transit Sytem/Agency/Board	54.5%
Consultant, Engineering, Architectural, Construction Firm/Professional Service Organization	33.4%
Equipment Manufacturer/Supplier/OEM	15.5%
Governmental Department	12.3%

## PERSONAL DIRECT REQUEST

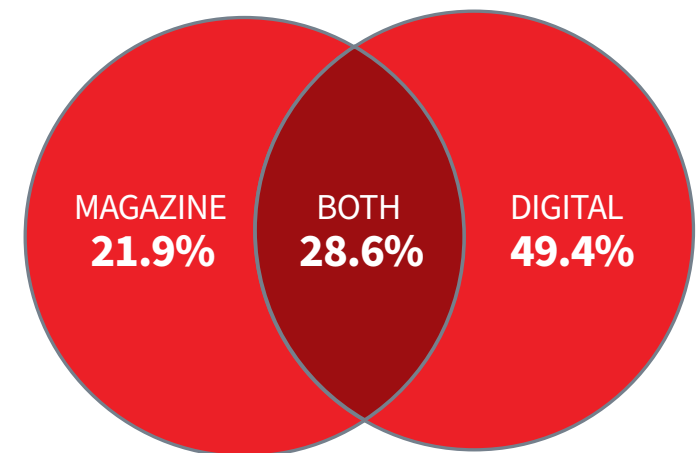
**76%**

of magazine readers have personally requested to receive the magazine.

Modes of Transportation	%
Bus	61.9%
Rail	49.9%
Ferry/Water Shuttle	12.8%
Paratransit/Demand Response	35.2%
Van Pool/Carpool/Car Sharing	19.8%
Shuttle/Taxi	15.6%

Top Titles Served	%
Corporate & Operating Management	66.0%
Sales & Marketing	12.4%
Planning	9.6%
Engineering	13.2%

## MAGAZINE/DIGITAL OVERLAP



The Audience Engagement Report provides an integrated view of the Mass Transit community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JANUARY-JUNE 2024

AVERAGE UNIQUE  
MONTHLY SESSIONS



**109,350**

AVERAGE UNIQUE  
MONTHLY VISITORS



**70,566**

AVERAGE MONTHLY  
PAGE VIEWS



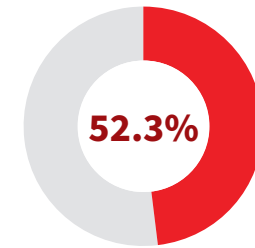
**209,945**

COMBINED SOCIAL REACH

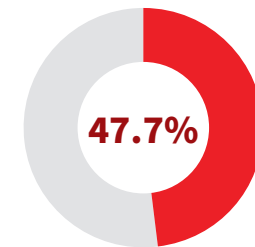


**31,944**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MASS TRANSIT MAGAZINE SUBSCRIBERS



**21,600**

# Mass Transit — eNewsletter Engagement & Insights

**MASS TRANSIT**

JANUARY-JUNE 2024

ENEWSLETTER REACH



**48,048**

AVERAGE TOTAL OPEN RATE



**52.73%**

AVERAGE TOTAL CTR



**5.00%**

	Monthly Average	Average Total Open Rate*	Average CTR
Mass Transit Daily Newsletter	17,467	52.00%	5.47%
Safety & Security	9,558	55.61%	3.52%
Transit Bid Tracker	10,873	57.69%	1.93%
Rail Update	10,150	53.47%	4.22%

## MASS TRANSIT EMAIL MARKETING

EMAIL MARKETING REACH



**9,896**

AVERAGE TOTAL OPEN RATE



**47.04%**

AVERAGE TOTAL CTR



**0.72%**

\*Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

JANUARY-JUNE 2024

## TOP TOPICS



Inflationary and Supply Chain Challenges



Budget Gaps at Transit Agencies



Recruitment/Development



Safety & Security: Ensuring Passengers Feel Safe



Expanded and Sustainable Mobility

## TOP VIEWED ARTICLES

- APTA honors five transit agencies with 2024 Bus Safety, Security and Emergency Management Awards
- Five Transit Trends to Watch in 2024
- MDOT MTA delays Purple Line opening until winter 2027
- Rick Leary to resign as TTC CEO Aug. 30
- COTA President and CEO Joanna M. Pinkerton to resign from agency May 6
- USDOT awards \$1.8 billion in RAISE grants
- L.A. Metro completes tunneling for Purple Subway Extension Project
- President Biden's FY 2025 Budget includes nearly \$4 billion in CIG funding
- USDOT approves \$2.5 billion in private activity bonds for Brightline West High-Speed Intercity Passenger Rail project
- BART Fleet of the Future project to come in \$394 million under budget

## WEBINAR - ENGAGEMENT

	Average
Registrants from typical webinar	150+
Median Registrant Conversion Rate	54.0%
Total webinar registrants YTD	403

Insight: "A 35%-45% conversion rate is typically considered to be good."  
Source: ON24 Webinar Benchmarks Report 2020

## TOP WEBINARS OF 2024

- Electrifying Transit: Best practices and innovative technology for bus electrification success
- 5 Tips to Future-Proof Transportation Procurement in 2024 and Beyond
- Minding the Workforce Gap: New Strategies and Innovative Tech
- Upgrade Your Transit Networks With IEC-62443 Industrial Cybersecurity Protection

# Mass Transit — Sworn Publisher's Statement



JANUARY-JUNE 2024

## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issues	Print	Digital	Total Qualified
January/February	16,000	7,586	21,610
March/April	16,000	8,275	21,594
May/June	16,000	8,271	21,595
<b>Avg Total Qualified Circulation</b>	<b>16,000</b>	<b>8,044</b>	<b>21,600</b>

			Corporate & Operating Management	Engineering	Planning	Sales/Marketing	Purchasing	Maintenance	Public Official	Transit Security
BUSINESS & INDUSTRY	Grand Total	% of Total								
Transit System/Agency/Board	13,135	60.8%	9,897	617	620	399	220	889	303	190
Governmental Department	1,567	7.3%	740	139	253	39	36	114	214	32
Consultant, Engineering, Architectural, Construction Firm, Professional Service Organization	4,863	22.5%	2,952	852	430	357	37	99	78	58
Equipment Manufacturer/Supplier	1,751	8.1%	882	134	30	619	33	44	5	4
OEM	279	1.3%	100	49	5	94	9	20	0	2
<b>Total</b>	<b>21,595</b>	<b>100.0%</b>	<b>14,571</b>	<b>1,791</b>	<b>1,338</b>	<b>1,508</b>	<b>335</b>	<b>1,166</b>	<b>600</b>	<b>286</b>
<b>% of Total</b>			<b>67.5%</b>	<b>8.3%</b>	<b>6.2%</b>	<b>7.0%</b>	<b>1.6%</b>	<b>5.4%</b>	<b>2.8%</b>	<b>1.3%</b>

We hereby make oath and say that all data set forth in this statement are true. | June 2024 | Brandon Williamson, Group Publisher, Mass Transit | Debbie Dumke, Audience Development Manager

# Mass Transit — Subscribers by State

**MASS TRANSIT**

JANUARY-JUNE 2024

## SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Total
Alabama	196
Arizona	226
Arkansas	100
California	1,983
Colorado	351
Connecticut	249
D. C.	186
Delaware	87
Florida	1,280
Georgia	674
Idaho	65
Illinois	955
Indiana	328
Iowa	176
Kansas	135
Kentucky	188
Louisiana	235
Maine	71
Maryland	466
Massachusetts	622
Michigan	506
Minnesota	432
Mississippi	106
Missouri	346
Montana	59
Nebraska	112
Nevada	107
New Hampshire	78

State	Total
New Jersey	725
New Mexico	107
New York	1,354
North Carolina	466
North Dakota	51
Ohio	749
Oklahoma	143
Oregon	238
Pennsylvania	1,146
Rhode Island	50
South Carolina	224
South Dakota	38
Tennessee	311
Texas	1,165
Utah	145
Vermont	55
Virginia	571
Washington	402
West Virginia	74
Wisconsin	319
Wyoming	23
<b>Total 48 Contiguous States</b>	<b>18,675</b>
Alaska	27
Hawaii	41
Possessions & Other Areas	9
<b>Total USA</b>	<b>18,752</b>

Circulation Outside the U.S.	Total
Total Canada	2,762
Total Mexico	2
Total Foreign	79
<b>Grand Total</b>	<b>21,595</b>

## SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS

