

# 2025 CONTENT CALENDAR

## JANUARY/FEBRUARY

AD CLOSE: 1/14/2025  
MATERIALS DUE: 1/23/2025

**Issue Theme:** 2025 Outlook  
**Special Report:** 2025 Mobility Report  
**Bus:** Zero-Emission Transition  
**Rail:** 2025 Capital Project Update  
**Technology & Security:** Paratransit  
**Best Practices:** What does data-driven decision making look like?  
**Products:** Signage/Passenger Information  
**Bonus Distribution:** Transit Bus Summit; APTA Legislative

## MARCH/APRIL

AD CLOSE: 3/12/2025  
MATERIALS DUE: 3/20/2025

**Issue Theme:** Bus Market  
**Special Report:** Bus Report  
**Bus:** Rural/Tribal System Profile  
**Rail:** High-Speed Rail  
**Technology & Security:** ZEB Charge Management/Planning  
**Best Practices:** How can the value of transit be adequately communicated?  
**Products:** Buses & Bus Components  
**Bonus Distribution:** APTA Mobility; CTAA

## MAY/JUNE

AD CLOSE: 4/29/2025  
MATERIALS DUE: 5/7/2025

**Issue Theme:** Rail Market  
**Special Report:** Rail Report  
**Bus:** Special Event Service Planning  
**Rail:** Rail Safety  
**Technology & Security:** Fare Strategies  
**Best Practices:** How can a culture of safety among the workforce be promoted?  
**Products:** Rail & Rail Components  
**Bonus Distribution:** Rail Conference

## JULY/AUGUST

AD CLOSE: 7/16/2025  
MATERIALS DUE: 7/24/2025

**Issue Theme:** Workforce Development  
**Special Report:** 40 Under 40  
**Best Practices:** What practices are working to enhance recruitment and retention?  
**Products:** Fare Systems  
**Bonus Distribution:** APTA TRANSform; AREMA; Wheel Rail Seminar

## SEPTEMBER/OCTOBER

AD CLOSE: 9/10/2025  
MATERIALS DUE: 9/18/2025

**Issue Theme:** Innovation  
**Special Report:** IIJA Update  
**Bus:** Bus Applications for Automation  
**Rail:** Station Accessibility Progress  
**Technology & Security:** Extreme Weather Resilience  
**Best Practices:** How is AI improving the transit industry?  
**Products:** Safety & Security

## NOVEMBER/DECEMBER

AD CLOSE: 11/10/2025  
MATERIALS DUE: 11/18/2025

**Issue Theme:** Improving Transit Experiences  
**Special Report:** Safety & Security  
**Bus:** BRT Project Profile  
**Rail:** Rail Maintenance  
**Technology & Security:** Cybersecurity  
**Best Practices:** How is a safe travel environment being delivered to customers?  
**Products:** Shelters & Stops  
**Special Section:** Transit Supplier Directory  
**Bonus Distribution:** NRC; Business Member Annual Mtg