

MASS TRANSIT

KEEPING THE PUBLIC TRANSPORTATION INDUSTRY INFORMED ON INTEGRATED MOBILITY



2025

MARKETING PLANNER

ENDEAVOR
BUSINESS MEDIA

AT A GLANCE

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE PUBLIC TRANSPORTATION SECTOR

Leverage **Mass Transit's** engaged audience, comprehensive coverage, multi-channel opportunities, and exclusive events to generate demand and high-quality leads in the public transportation sector. Our audience of decision-makers and influencers are responsible for leveraging **technology**, **investing in infrastructure**, **providing mobility and operations services**, **ensuring safety best practices**, and **enhancing the rider experience**, to advance integrated mobility.



MASSTRANSITMAG.COM

255K Monthly Page Views

Premium Mass Transit Insider Content

[+VISIT WEBSITE](#)



SOCIAL

32K Followers

Join the Conversation on: [Facebook](#), [LinkedIn Company](#), [LinkedIn Group](#) and [X](#)



NEWSLETTERS

50,974 Subscribers

Mass Transit Daily, Rail Update, Safety & Security, and Transit Bid Tracker

[+VIEW NEWSLETTERS](#)



PODCAST

New for 2025

Infrastructure Technology Podcast



MAGAZINE

21,056 Subscribers

6x Annual Print and Digital Issues
Award Winning Editorial Coverage

[+VISIT DIGITAL LIBRARY](#)



CAREER CENTER

Website & Newsletter Coverage

Post Job Opportunities and Attract Top Qualified Job Seekers

[+VIEW OPPORTUNITIES](#)



RFPs, RFQs & RFIs

11,306 Newsletter Subscribers

Post RFPs, RFQs and RFIs
Transit Bid Tracker Newsletter

[+VIEW OPPORTUNITIES](#)



40 UNDER 40 AWARDS

July/August Issue Feature

Highlights Innovators for Leadership and a Commitment to Impacting Transit



[VIEW FULL AUDIENCE PROFILE](#)

FOCUSED CONTENT

Mass Transit is a trusted resource for public transportation professionals.



MOBILITY INTEGRATION

MaaS and Saas, Autonomous Vehicles, Shared Mobility, Micromobility, On-Demand Options, Transit Equity/Transit Access



RAIL

Track Construction and Maintenance, Rail Vehicles, Signals, Passenger Experience



FACILITIES

Designing for Future Needs, Meeting Employee and Customer Expectations, Accessibility



LEGISLATIVE

Policy Changes Impacting Transit, Regulation Changes, Taking Advantage of IIJA Funding



TRANSPORTATION TECHNOLOGY

Audio/Visual Infotainment, Advanced Driver Assistance Systems, V2V, V2X, Dispatching Systems & Equipment, Passenger Information Systems, Signage and Displays



SAFETY & SECURITY

Training, Testing, Community Engagement, Impact of Societal Challenges on Systems, Reporting Systems, Cybersecurity, Rail Trespass Prevention, Grade-Crossing Safety



BUS

Paratransit, Infrastructure, Route Redesign, Bus Rapid Transit, Fueling and Propulsion Systems, Zero-Emission Fleet Planning, Vehicle Components, Passenger Experience



FARE COLLECTION

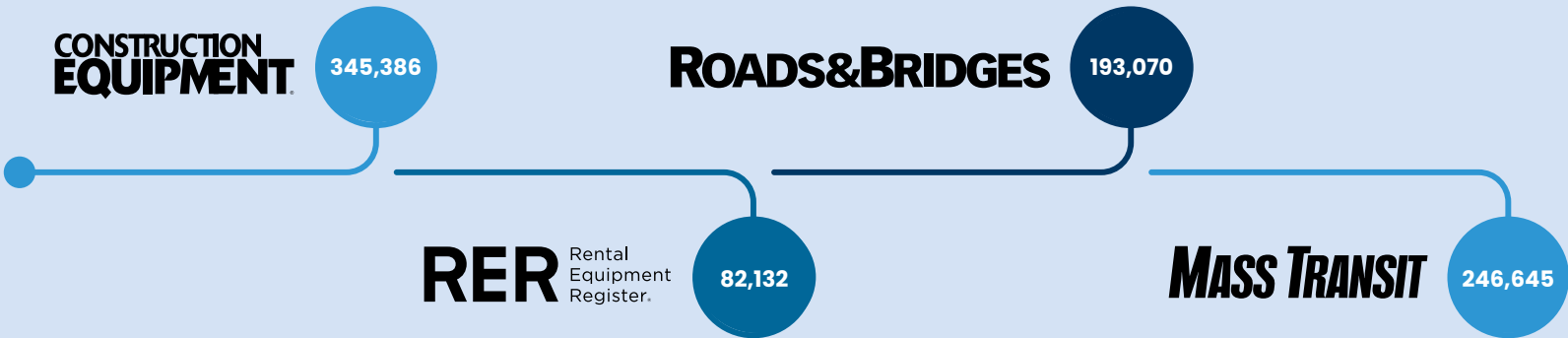
Fare Collection Equipment, Modernizing Fare Structures, Contactless Platforms, Zero Fare Transit



SPECIAL REPORTS

2025 Mobility Report, Bus Report, Rail Report, 40 under 40, Safety & Security

INFRASTRUCTURE GROUP AVERAGE MONTHLY REACHES



TRANSIT SUPPLIER DIRECTORY

Published annually in the Nov/Dec issue, this is an indispensable tool for agencies, planners and consultants in locating and identifying resources, products and services from companies like yours.

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
Special Opportunity: Harvey Ad-Q Study
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

MARKETING SOLUTIONS



RESEARCH & INTELLIGENCE

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

ADVERTISING & PROMOTIONS



MAGAZINE ISSUES

JANUARY/FEBRUARY

Ad Close: 1/14/25 | Material Due: 1/23/25
Show: Transit Bus Summit; APTA Legislative

MARCH/APRIL

Ad Close: 3/12/25 | Material Due: 3/20/25
Show: APTA Mobility; CTAA

MAY/JUNE

Ad Close: 4/29/25 | Material Due: 5/7/25
Show: Rail Conference

JULY/AUGUST

Ad Close: 7/16/25 | Material Due: 7/24/25
Show: APTA TRANSform; AREMA;
Wheel Rail Seminar

SEPTEMBER/OCTOBER

Ad Close: 8/12/25 | Material Due: 8/20/25

NOVEMBER/DECEMBER

Ad Close: 11/10/25 | Material Due: 11/18/25
Show: NRC; Business Member Annual Meeting



DETAILED CONTENT CALENDAR

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Mass Transit content.

[+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Mass Transit reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

NEWSLETTERS



MASS TRANSIT DAILY

The latest transit news along with information and opinions from industry experts.

Daily (Monday-Friday)

Subscribers: **18,646**

Net Per Month for 3 Months

Hot Product **\$600**

Leaderboard **\$1,850**

Sponsored Content Positions 1-4 **\$1,850**

RAIL UPDATE

A compilation of the week's rail news with a dedicated focus on rail transit from the progress of projects to the innovation driving enhanced service and maintenance practice.

Weekly

Subscribers: **10,953**

Net Per Month for 3 Months

Leaderboard **\$1,650**

Sponsored Content Positions 1-3 **\$1,650**

SAFETY & SECURITY

Features the latest transit security news and exclusive expert insight from transit security professionals.

Twice Monthly

Subscribers: **10,070**

Net Per Month for 3 Months

Leaderboard **\$1,300**

Sponsored Content Positions 1-3 **\$1,300**

TRANSIT BID TRACKER

Notifications for a comprehensive list of sales opportunities for North American public transit, including RFPs, RFOs and RFIs..

3x Monthly

Subscribers: **11,306**

Net Per Listing

Featured Listing (up to 8 weeks) **\$450 per posting**

Standard Listing (up to 3 weeks) **\$225 per posting**

+ NEWSLETTER SPECS

Market Focused Insight with MARKET MOVES NEWSLETTERS

INFRASTRUCTURE

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA.

Twice Monthly on Fridays

CYBERSECURITY

Focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors.

Twice Monthly on Wednesdays

ELECTRICAL VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

Twice Monthly on Fridays

**+ LEARN MORE ABOUT MARKET
MOVES NEWSLETTERS FROM
ENDEAVOR BUSINESS MEDIA**

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ENDEAVOR BUSINESS MEDIA

INSIGHTS FOR INFRASTRUCTURE CONSTRUCTION, EQUIPMENT, AND PUBLIC TRANSIT

Infrastructure and public transportation decision makers focused on designing, building, and maintaining roads, highways, and bridges in North America; acquiring and managing construction equipment; and improving integrated mobility.

Learn more at
infrastructure.endeavorb2b.com

CONSTRUCTION
EQUIPMENT

ROADS&BRIDGES

RER
Rental
Equipment
Register

MASS TRANSIT

RATES, SPECS & SUBMISSION



MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"
Mass Transit Publishes 6 Issues

Monthly Magazine Rates

4-COLOR RATES	1X
Full Page Spread	\$11,930
Full Page	\$7,855
2/3 Page	\$5,305
1/2 Page	\$4,790
1/4 Page	\$2,625

Print Ad Material Contact

Terry Gann
tgann@endeavorb2b.com
Include advertiser name, publication, and issue date.

[+ Click to Learn More](#)

DIGITAL ADS

AD TYPE	CPM
Leaderboard	\$75
Sticky Leaderboard	\$120
Billboard	\$95
Billboard Video	\$100
Rectangle	\$85
Half Page	\$95
Reskin	\$150
Welcome Ad	\$300
Native Ad	\$100
In-Banner Video	\$125
In-Article Video	\$125
In-Article Premium	\$130
In-Article Flex	\$130
Channel - Standard Banner Bundle	\$125
Channel - Native Ad	\$100

Digital Ad Material Contact

webtraffic@endeavorb2b.com
Materials Due: Seven business days prior to publication.

SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

- [+ PRINT SPECS](#)
- [+ DIGITAL BANNER AD SPECS](#)
- [+ NEWSLETTER SPECS](#)

ENDEAVOR ADVANTAGE



90+ media brands and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines**, and **delivering highquality leads** for their organizations.



INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

