



**ENDEAVOR ANALYTICS**  
Data driven. Results focused.

# REPORT

## TOTAL AUDIENCE PROFILE

**ENDEAVOR BUSINESS MEDIA, LLC**  
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For Period of July-September 2019

# MASS TRANSIT

BEST PRACTICES FOR INTEGRATED MOBILITY

### PROFILE OF MARKET SERVED:

Mass Transit serves the public and private transportation market in North America including publicly and privately operated transit systems, transit agencies and boards, governmental departments, transportation consultants, engineering, architectural and construction firms, as well as other businesses serving the transportation industry.



Audience Profile for Quarterly Period: July-September 2019	Frequency	Qualified Distribution
<b>Mass Transit</b>		
Print Version (VAC audited) - Sep/Oct 2019 Issue	8	16,000
Digital Version (VAC audited) - Sep/Oct 2019 Issue	8	8,759
<b>eNewsletter</b>		
Mass Transit Daily News	Daily	13,575
Safety & Security News	Bi-Monthly	6,964
Transit Bid Tracker	Bi-Monthly	8,620
<b>Email Marketing</b>		
Mass Transit Email Marketing		11,560
<b>Social Media</b>		
Facebook Follows		3,368
LinkedIn Discussion Group Members		11,271
Twitter Followers		11,700

Source: Publisher's Own Data and audited data pending December 2019 audit by Verified Audit Circulation

## WEBSITE METRICS

Website Metrics				
	Sessions	Users	Pageviews	Avg Time on Site
July	104,614	70,867	193,793	0:01:35
August	104,232	70,284	185,985	0:01:34
September	113,989	79,550	227,972	0:02:00
<b>Average for Period</b>	<b>107,612</b>	<b>73,567</b>	<b>202,583</b>	<b>0:01:43</b>

Source: Google Analytics

**Sessions:** Total number of visits to the site.

**Users:** The total number of unique people who visited the site, based on browser and/or device combinations.

**Pageviews:** The total number of pages view on the site.

**Average Time on Site:** The average time a person spends on the website each visit, otherwise known as Average Visit Duration.



## PRINT/DIGITAL ISSUE DISTRIBUTION

Sep/Oct 2019 Print & Digital Issue	Classification By Function											
Business and Industry	Unique Total Qualified*	% of Total	Print	Digital	Corporate & Operating Management	Engineering	Planning	Sales/Marketing	Purchasing	Maintenance	Public Official	Transit Security
Transit System/Agency/Board	12,447	56.6%	9,664	4,364	9,374	432	730	454	274	728	263	192
Governmental Department	1,761	8.0%	1,144	854	824	189	268	33	41	102	270	34
Consultant, Engineering Architectural, Construction Firm or Professional Service Organization	5,246	23.8%	3,496	2,367	3,366	693	493	412	36	117	68	61
Equipment Manufacturer/Supplier	2,258	10.3%	1,503	1,039	1,029	183	30	919	30	52	4	11
OEM	288	1.3%	193	135	102	48	7	81	15	31	1	3
<b>Total Qualified Circulation</b>	<b>22,000</b>	<b>100.0%</b>	<b>16,000</b>	<b>8,759</b>	<b>14,695</b>	<b>1,545</b>	<b>1,528</b>	<b>1,899</b>	<b>396</b>	<b>1,030</b>	<b>606</b>	<b>301</b>
<b>Percent</b>	<b>100.0%</b>		<b>72.7%</b>	<b>39.8%</b>	<b>66.8%</b>	<b>7.0%</b>	<b>6.9%</b>	<b>8.6%</b>	<b>1.8%</b>	<b>4.7%</b>	<b>2.8%</b>	<b>1.4%</b>

\* Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## SUPPLEMENTAL DATA for the Issue of Sep/Oct 2019

Analysis of 18,396 or 83.6% recipients who indicated the modes of transportation their organization is involved in. Since any one respondent may select more than one category, this data should not be added together as the total may exceed the total circulation.

This data is presented for statistical and marketing purposes only.

Mode of Transportation	Unique Total Respondents*	Print	Digital	Corporate & Operating Management	Engineering	Planning	Sales/Marketing	Purchasing	Maintenance	Public Official	Transit Security
Bus	12,907	8,776	6,041	7,889	903	1,254	1,257	304	729	380	191
Rail	8,243	5,160	4,386	4,195	1,160	908	1,095	197	352	207	129
Ferry/Water Shuttle	2,404	1,510	1,264	1,338	253	283	336	40	50	68	36
Paratransit/Demand Response	7,158	4,713	3,627	4,384	421	807	625	202	368	242	109
Van Pool/Carpool/Car Sharing	4,031	2,669	2,009	2,407	273	488	369	110	170	153	61
Shuttle/Taxi	3,609	2,519	1,633	2,388	186	324	366	63	126	111	45

\* Unique Total Respondents represents unique recipients, not the sum of Print and Digital.

Source: Publisher's Own Data Pending December 2019 audit by Verified Audit Circulation



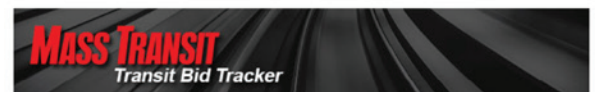


## eNEWSLETTER DISTRIBUTION

Mass Transit Daily News	Classification By Function										
Business and Industry	Total	% of Total	Corporate & Operating Management	Engineering	Planning	Sales/ Marketing	Purchasing	Maintenance	Public Official	Transit Security	Other Titled & Non-Titled Personnel
Transit System/Agency/Board	5,075	37.4%	2,881	277	535	244	193	485	112	123	225
Governmental Department	1,029	7.6%	375	113	224	22	21	50	129	31	64
Consultant, Engineering Architectural or Construction Firm	2,077	15.3%	815	585	369	174	9	27	5	15	78
Professional Service Organization	1,000	7.4%	587	59	74	162	12	32	9	12	53
Equipment Manufacturer/Supplier	1,386	10.2%	433	137	21	697	22	26	0	6	44
OEM	136	1.0%	36	23	5	52	6	11	0	1	2
Others Allied to the Field	2,872	21.2%	514	49	152	179	11	27	47	4	1,889
<b>Total Qualified Circulation</b>	<b>13,575</b>	<b>100.0%</b>	<b>5,641</b>	<b>1,243</b>	<b>1,380</b>	<b>1,530</b>	<b>274</b>	<b>658</b>	<b>302</b>	<b>192</b>	<b>2,355</b>
<b>Percent</b>	<b>100.0%</b>		<b>41.6%</b>	<b>9.2%</b>	<b>10.2%</b>	<b>11.3%</b>	<b>2.0%</b>	<b>4.8%</b>	<b>2.2%</b>	<b>1.4%</b>	<b>17.3%</b>



Safety & Security eNewsletter	Classification By Function										
Business and Industry	Total	% of Total	Corporate & Operating Management	Engineering	Planning	Sales/ Marketing	Purchasing	Maintenance	Public Official	Transit Security	Other Titled & Non-Titled Personnel
Transit System/Agency/Board	3,293	47.3%	1,973	158	302	134	130	316	74	111	95
Governmental Department	614	8.8%	228	68	118	14	13	34	91	26	22
Consultant, Engineering Architectural or Construction Firm	1,128	16.2%	476	344	171	88	4	14	2	13	16
Professional Service Organization	633	9.1%	409	23	39	98	9	18	9	12	16
Equipment Manufacturer/Supplier	761	10.9%	236	83	10	396	12	14	0	5	5
OEM	89	1.3%	28	16	0	30	5	9	0	1	0
Others Allied to the Field	446	6.4%	62	11	31	40	1	6	2	3	290
<b>Total Qualified Circulation</b>	<b>6,964</b>	<b>100.0%</b>	<b>3,412</b>	<b>703</b>	<b>671</b>	<b>800</b>	<b>174</b>	<b>411</b>	<b>178</b>	<b>171</b>	<b>444</b>
<b>Percent</b>	<b>100.0%</b>		<b>49.0%</b>	<b>10.1%</b>	<b>9.6%</b>	<b>11.5%</b>	<b>2.5%</b>	<b>5.9%</b>	<b>2.6%</b>	<b>2.5%</b>	<b>6.4%</b>



Transit Bid Tracker eNewsletter	Classification By Function										
Business and Industry	Total	% of Total	Corporate & Operating Management	Engineering	Planning	Sales/ Marketing	Purchasing	Maintenance	Public Official	Transit Security	Other Titled & Non-Titled Personnel
Transit System/Agency/Board	3,044	35.3%	1,558	123	440	99	130	463	58	120	53
Governmental Department	585	6.8%	164	43	188	11	13	67	62	28	9
Consultant, Engineering Architectural or Construction Firm	1,835	21.3%	786	468	279	166	8	27	6	14	81
Professional Service Organization	1,149	13.3%	745	51	64	176	12	32	13	15	41
Equipment Manufacturer/Supplier	1,392	16.1%	440	136	14	702	21	27	2	6	44
OEM	113	1.3%	33	18	4	40	5	10	0	3	0
Others Allied to the Field	502	5.8%	42	8	141	42	0	38	0	8	223
<b>Total Qualified Circulation</b>	<b>8,620</b>	<b>100.0%</b>	<b>3,768</b>	<b>847</b>	<b>1,130</b>	<b>1,236</b>	<b>189</b>	<b>664</b>	<b>141</b>	<b>194</b>	<b>451</b>
<b>Percent</b>	<b>100.0%</b>		<b>43.7%</b>	<b>9.8%</b>	<b>13.1%</b>	<b>14.3%</b>	<b>2.2%</b>	<b>7.7%</b>	<b>1.6%</b>	<b>2.3%</b>	<b>5.2%</b>

## EMAIL MARKETING

Email Marketing	Classification By Function										
Business and Industry	Total	% of Total	Corporate & Operating Management	Engineering	Planning	Sales/ Marketing	Purchasing	Maintenance	Public Official	Transit Security	Other Titled & Non-Titled Personnel
Transit System/Agency/Board	4,561	39.5%	2,844	212	343	213	131	415	99	125	179
Governmental Department	853	7.4%	323	83	143	20	13	63	143	21	44
Consultant, Engineering Architectural or Construction Firm	1,435	12.4%	592	378	211	135	7	24	5	12	71
Professional Service Organization	1,090	9.4%	699	46	53	153	13	49	16	18	43
Equipment Manufacturer/Supplier	1,163	10.1%	377	129	17	536	22	33	2	6	41
OEM	146	1.3%	48	24	3	41	8	17	1	2	2
Others Allied to the Field	2,312	20.0%	387	39	125	154	8	28	34	7	1,530
<b>Total Qualified Circulation</b>	<b>11,560</b>	<b>100.0%</b>	<b>5,270</b>	<b>911</b>	<b>895</b>	<b>1,252</b>	<b>202</b>	<b>629</b>	<b>300</b>	<b>191</b>	<b>1,910</b>
<b>Percent</b>	<b>100.0%</b>		<b>45.6%</b>	<b>7.9%</b>	<b>7.7%</b>	<b>10.8%</b>	<b>1.7%</b>	<b>5.4%</b>	<b>2.6%</b>	<b>1.7%</b>	<b>16.5%</b>

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Mass Transit*.

Emily Guill, Publisher

Total Audience Profile report provided by

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