

NEW YORK BY RAIL



2020

MEDIA KIT

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CONTENTSTUDIO
AT MARTINELLI CUSTOM PUBLISHING

FACTS & FIGURES

Amtrak® Ridership

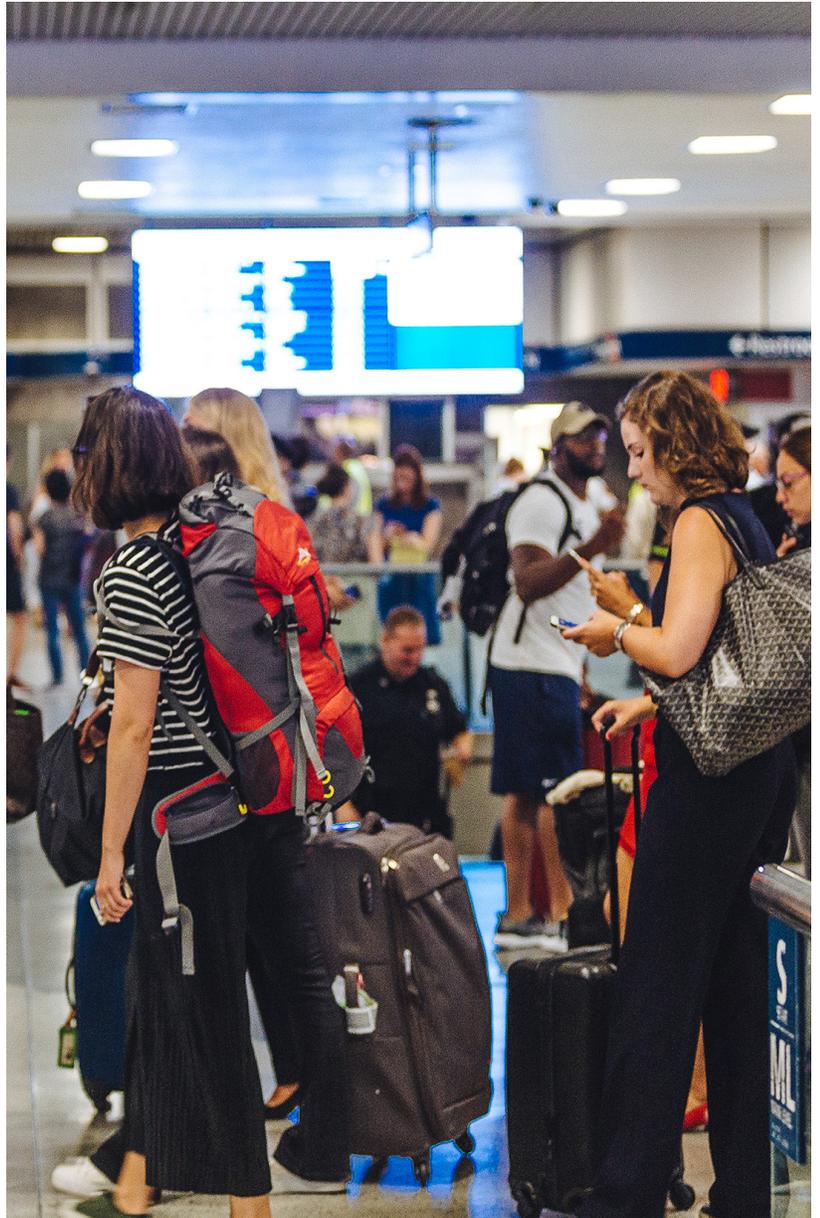
Amtrak posted gains in ridership on all of its routes operating through Albany in the fiscal year 2019 ending Oct. 31.

Systemwide, Amtrak carried a record 32.5 million passengers, up 2.5 percent from the previous fiscal year.

- ▲6.5% - Empire Corridor (West of Albany)
- ▲5.9% - Lake Shore Limited (CHI, BOS, NYC via Albany)
- ▲5.5% - Empire Corridor (South of Albany)
- ▲5.5% - The Adirondack (Between NYC and Montreal)
- ▲1.7% - Ethan Allen Express (Between NYC and Rutland)

Boardings & Alightings in NYS*

New York City	10,408,484
New York-Penn Station (NYP)	10,132,025
New York-Grand Central (NYG)	276,549**
Hudson River Valley	680,044
New Rochelle (NRO)	91,416
Yonkers (YNY)	28,223
Croton-Harmon (CRT)	44,932
Poughkeepsie (POU)	97,169
Rhinecliff-Kingston (RHI)	201,316
Hudson (HUD)	216,988
Capital-Saratoga Region	889,488
Albany-Rensselaer (ALB)	800,368
Schenectady (SCH)	50,950
Saratoga Springs (SAR)	38,170
Adirondacks	35,875
Fort Edward-Glens Falls (FED)	9,353
Whitehall (WHL)	1,653
Ticonderoga (FTC)	1,660
Port Henry (POH)	2,442
Westport (WSP)	5,626
Port Kent (PRK)	380
Plattsburgh (PLB)	13,506
Rouses Point (RSP)	1,255
Central New York	76,152
Amsterdam (AMS)	9,676
Rome (ROM)	6,146***
Utica (UTC)	60,330
Western New York	439,181
Syracuse (SYR)	131,487
Rochester (ROC)	130,306
Buffalo-Depew (BUF)	107,251
Buffalo-Exchange St. (BFX)	38,739
Niagara Falls, USA (NFL)	31,398
Total New York Station Usage:	12,529,224



*During FY18 Amtrak served the following New York locations.

**Empire trains diverted to New York-Grand Central during summer track work program at New York-Penn Station, 5/26/18 through 9/3/18.

***Rome station closed from 7/4/18 due to ceiling collapse in tunnel leading to platform. The station reopened 12/17/18, during FY19.

FACTS & FIGURES

Print Magazine Distribution



150,000
copies distributed annually

750,000
total estimated annual
readership

New York By Rail is distributed...

Onboard Amtrak NYS Supported Train Routes

- Empire Service
- The Adirondack
- Maple Leaf
- Ethan Allen Express

New York State Thruway Information Centers

Amtrak Ticket Offices

- New York
- California
- North Carolina
- Colorado
- North Dakota
- New Jersey

Travel & Consumer Shows throughout the Northeast

- New York Times Travel Show
- Boston Globe Travel Show
- Philadelphia Flower Show
- Penn Station Travel Show
- Grand Central Travel Show
- Jones Beach Air Show
- Hudson Valley Wine & Food Fest
- and more!**

Train Stations

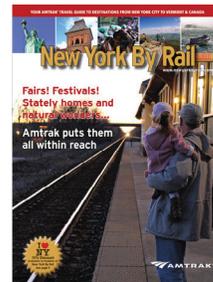
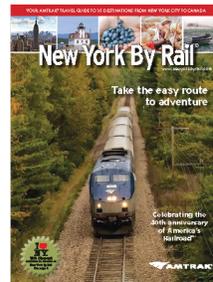
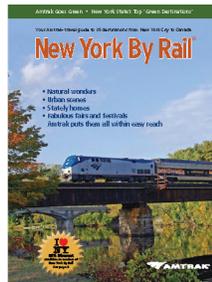
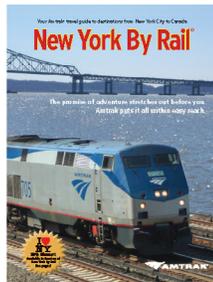
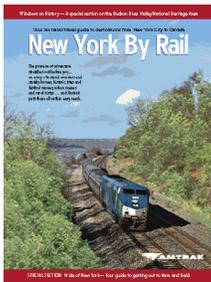
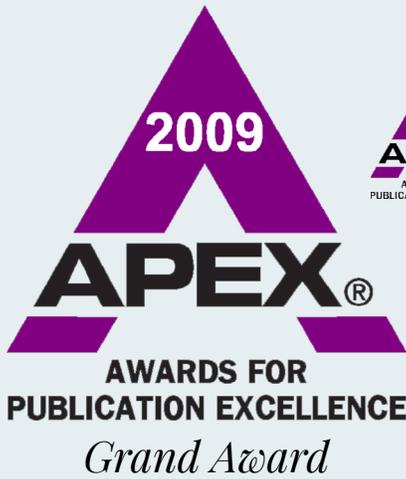
- New York-Penn Station
- Rhinecliff-Kingston
- Hudson
- Albany-Rensselaer
- Saratoga Springs
- Schenectady
- Utica
- Syracuse
- Rochester
- Buffalo
- Niagara Falls
- Montréal-Central Station
- Michigan

Travel & Consumer Shows throughout Canada

- Montréal Adventure Show
- Ottawa Travel Show
- CAA Seminars Québec
- CAA Seminars Ontario
- New England Info Kiosk (QC)
- Travel Show/Group Atrium
- CAA Niagara Travel Show
- New England Info Kiosk (ON)

FACTS & FIGURES

National Award-Winning Magazine 11 Years Running



AT A GLANCE

Editorial Outline & Examples

Adjacencies Available in Featured Destinations



- New York City
- Hudson River Valley
- Albany-Rensselaer
- Schenectady
- Saratoga Springs
- Adirondacks
- Central New York
- Syracuse
- Rochester
- Buffalo
- Niagara Falls
- Montreal, Quebec
- Ontario, Canada
- Vermont

Premium Ad Placement

Take advantage of premium ad placement next to destination-specific information highlighting the top Eat, Play, and Stay attractions for each featured destination.

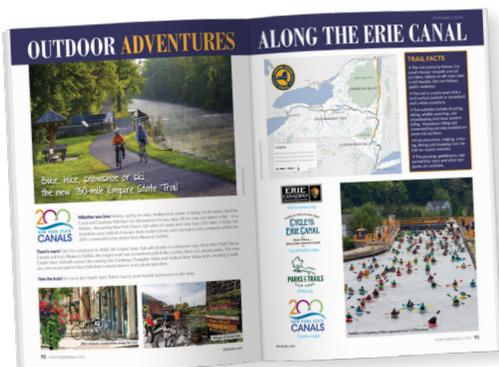
StorySeller™ Article

Custom written digital promotion of a destination or attraction visit via Amtrak. First-person articles based upon a pre-planned itinerary available.



Featured Itinerary

Available in half-page ad style. Two-day itinerary highlighting exciting attractions and lodging in your area.



Customized Special Sections

Advertise adjacent customized special sections highlighting ongoings, attractions, destinations, or events throughout New York State. Anticipated special sections include:

- Top Events Calendar
- Amtrak Student Discount & Travel Information
- The Fun 50*
- New York City Concierge
- Festivals by Season*
- Statewide Travel Packages
- Empire State Trail

MORE CONTENT TO BE ANNOUNCED! TELL YOUR DESTINATION, ATTRACTION, OR EVENT'S STORY WITH NEW YORK BY RAIL.

**NEW YORK
BY RAIL**

2020

FACTS & FIGURES

Digital Audience

500,000+

annual page views on
NewYorkByRail.com

265,000+

unique annual users on
NewYorkByRail.com

8,700+

opt-in subscribers reached
with weekly e-blast

00:01:36

average time on page

FACTS & FIGURES

Digital Reader Profile



58.2-41.8%

Female to Male Ratio

43

Median User Age

18-24 (07.31%)	45-54 (17.45%)
25-34 (24.14%)	55-64 (18.77%)
35-44 (18.71%)	65+ (13.62%)

39.53%

Total In-Market Users interested in
Travel/Hotels & Accommodations

Top User Locations

BY COUNTRY

United States	- 1 -	New York
Canada	- 2 -	New Jersey
United Kingdom	- 3 -	Massachusetts
France	- 4 -	Pennsylvania
Australia	- 5 -	California

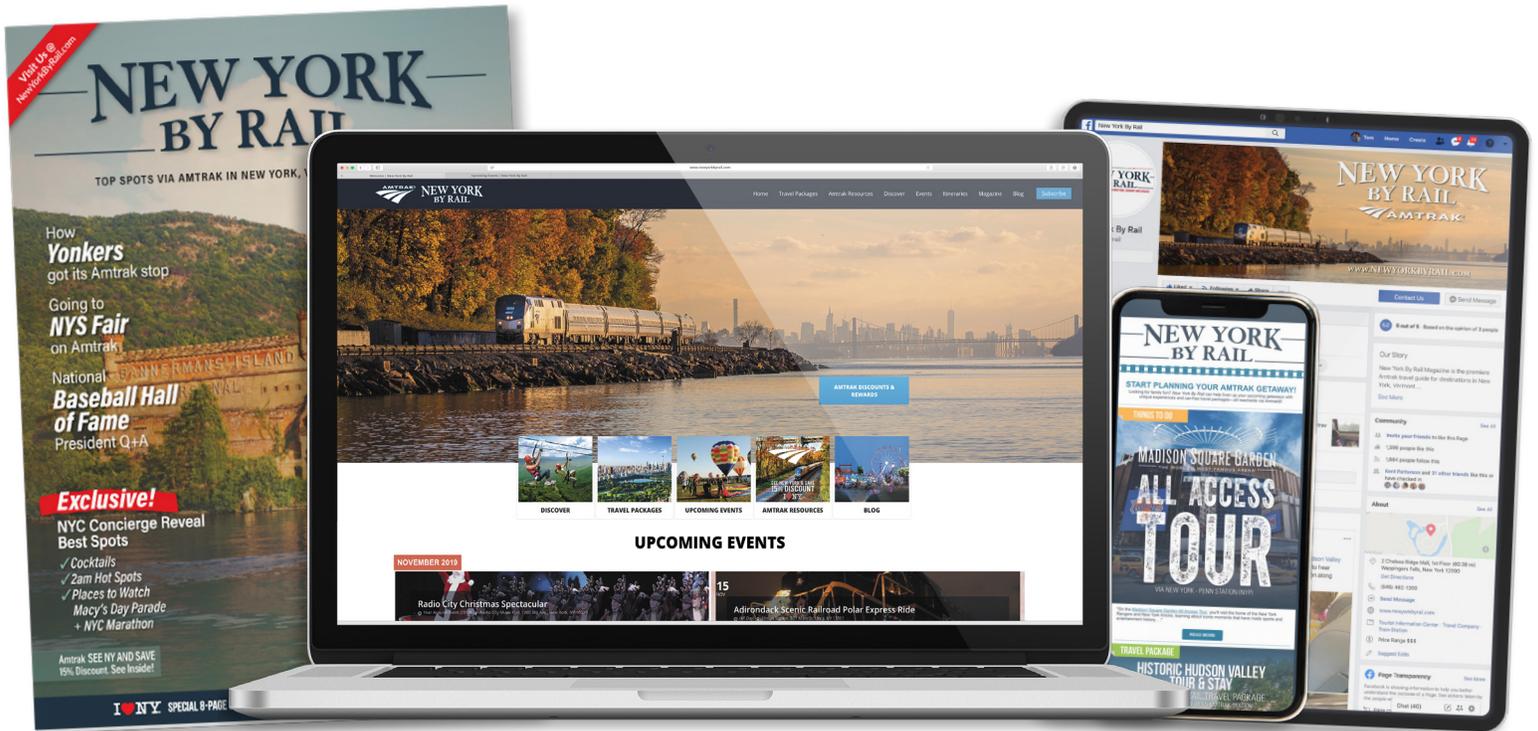
BY STATE

*Statistics and User Data Provided by Google Analytics

INTEGRATED MARKETING PROGRAM

Ride Along with Millions

Be part of an official Amtrak magazine with multimedia advertising packages from *New York By Rail!* Amtrak travelers need tips for where to eat, stay, or play. Why not suggest your business?



Print · New York By Rail Travel Magazine

Reach 750,000 estimated readers annually with 150,000 copies distributed (Spring 2020 - Spring 2021) via seatbacks on Amtrak trains traveling through New York State, parts of Canada (Montréal and Toronto) and Vermont. Also, publicly placed copies are found in NYS Amtrak stations and NYS Thruway Information Centers. Print ads are synergistically placed within highlighted destination editorial sections based on your location.

NYC Penn Station Travel Show · May 2020

Reach tens of thousands of daily Amtrak riders and NY Metro area commuters at the 16th annual New York By Rail Day at Penn Station with brochure or table presence.



Digital · NewYorkByRail.com

Digital Banner Ads

NewYorkByRail.com is the exclusive web site for planning a NYS Amtrak trip. Banners are available on topic-specific pages aligning with search topics like Destinations, Events, Blogs, etc.

Profile within Local Guide

300-word profile, photos, video (if supplied) and information about a location with distance from Penn Station. Placed within Local Guide categories: Restaurants, Hotels, Museums, etc.

E-Mail Marketing

Sponsor weekly e-newsletter featuring timely train getaway ideas sent to opt-in New York Metro area and regional subscribers.

StorySeller™ Blog

Custom written digital promotion of a destination or attraction visit via Amtrak. First-person articles based upon a pre-planned itinerary available. Article length is ~1,500 words with helpful tips and sidebar information.

Contextual Digital Content Promotion

Can be combined with StorySeller™ Blog. Reach in market travelers, contextually targeting audience based on demographic and geographic profile. Priced on a cost-per-click (CPC) basis.

Content Development

SEO-rich, custom content development and consulting. We can supply a writer and/or editor to develop customized content for client website, social media, digital campaigns, etc.