

# NEW YORK BY RAIL



# 2020 MEDIA KIT

PUBLISHED BY

**CONTENTSTUDIO**  
AT MARTINELLI CUSTOM PUBLISHING



# 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\*

<b>New York City</b>	<b>10,408,484</b>
New York-Penn Station (NYP)	10,132,025
New York-Grand Central (NYG)	276,549**
<b>Hudson River Valley</b>	<b>680,044</b>
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
<b>Capital-Saratoga Region</b>	<b>889,488</b>
Albany-Rensselaer (ALB)	800,368
Schenectady (SCH)	50,950
Saratoga Springs (SAR)	38,170
<b>Adirondacks</b>	<b>35,875</b>
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
<b>Central New York</b>	<b>76,152</b>
Amsterdam (AMS)	9,676
Rome (ROM)	6,146***
Utica (UTC)	60,330
<b>Western New York</b>	<b>439,181</b>
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
<b>Total New York Station Usage:</b>	<b>12,529,224</b>



\*During FY18 Amtrak served the following New York locations.

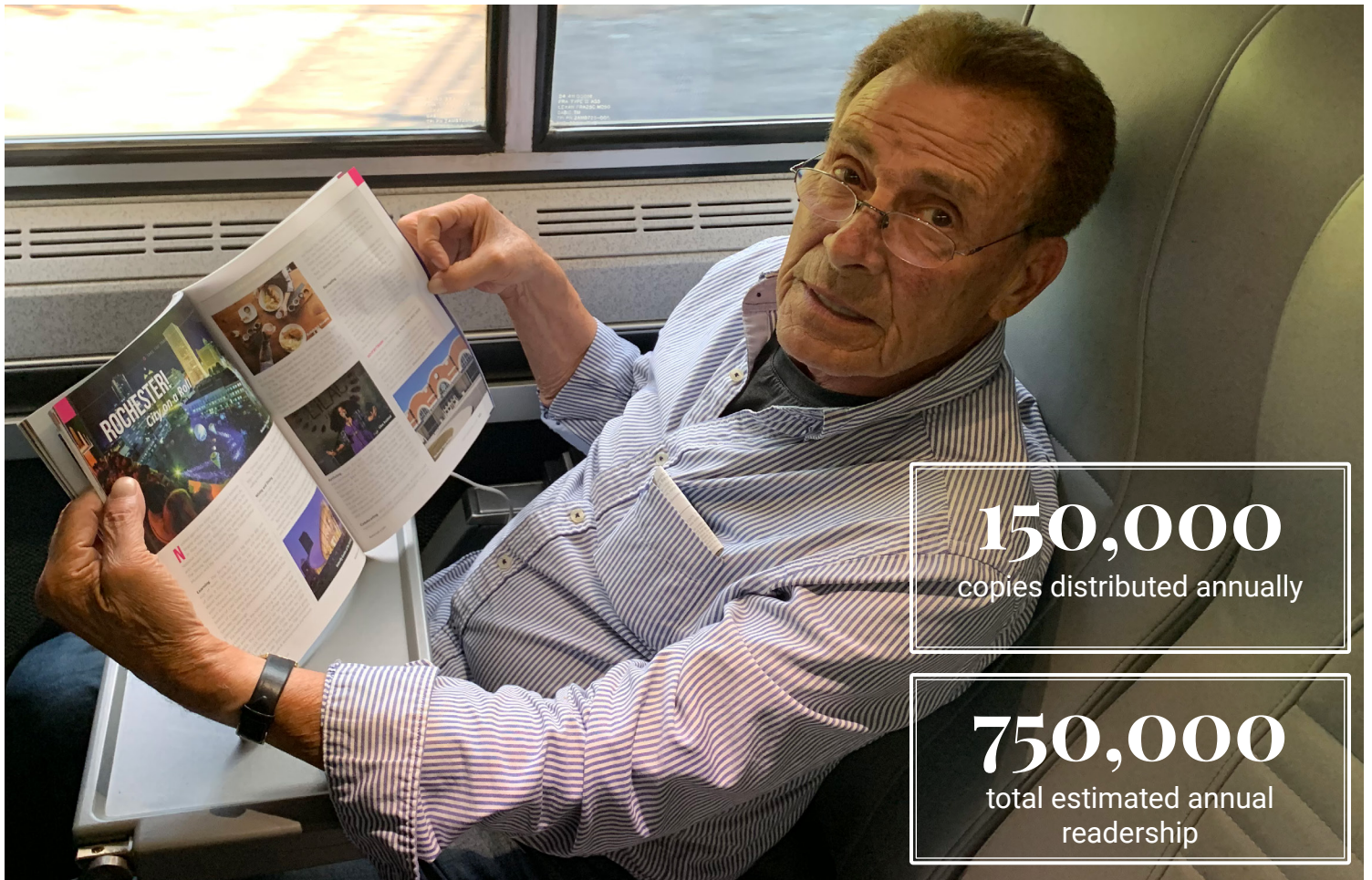
\*\*Empire trains diverted to New York-Grand Central during summer track work program at New York-Penn Station, 5/26/18 through 9/3/18.

\*\*\*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)

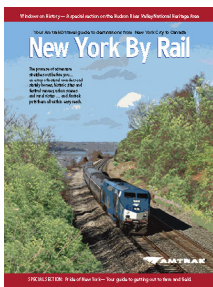
**NEW YORK  
BY RAIL**

**2020**

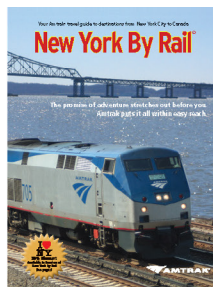


## FACTS & FIGURES

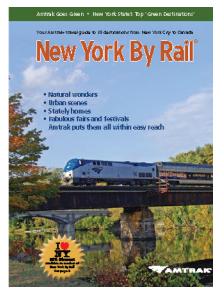
# National Award-Winning Magazine 11 Years Running



2008



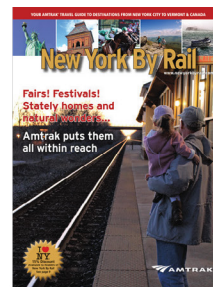
2009



2010



2011



2012



2013



2014



2015



2016



2017



2018

**NEW YORK  
BY RAIL**

**2020**



## AT A GLANCE

# Editorial Outline & Examples

## Adjacencies Available in Featured Destinations



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

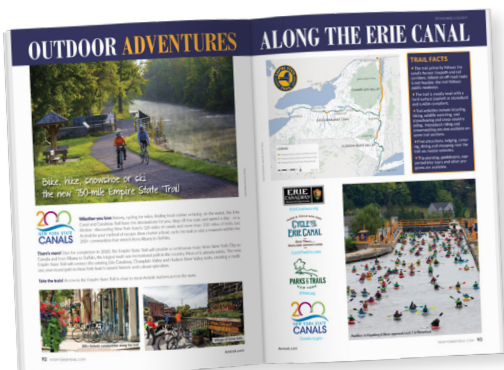
## StorySeller™ Article

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 ongoing, 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 | • StatewideTravel 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.