

MEDIA KIT 2026

new york by rail

GET ON BOARD



newyorkbyrail.com



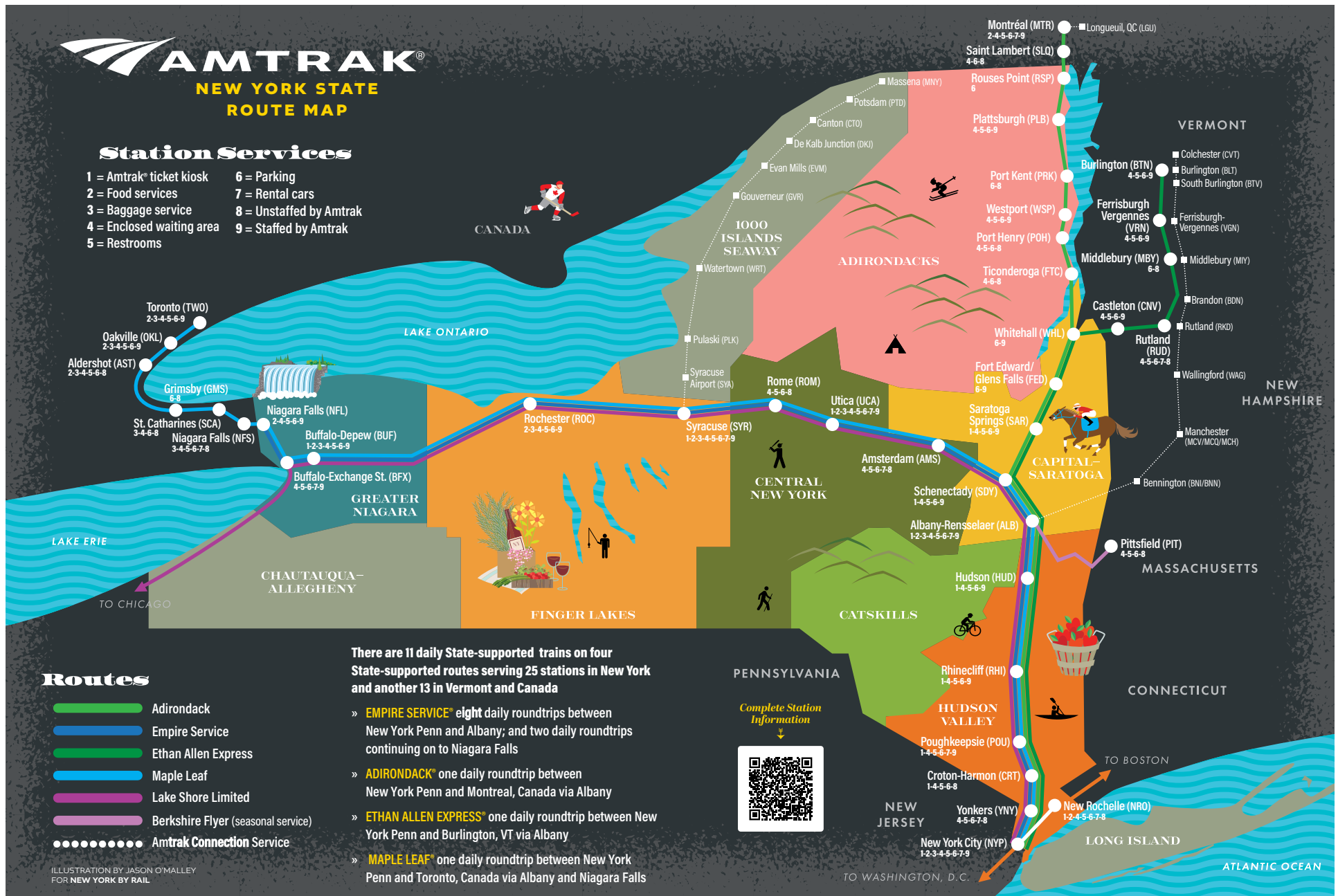
Who We Are

For more than 20 years, **New York By Rail** has been one of the leading resources to target an exclusive audience interested in train travel. Our vast amount of highly-curated content is the most comprehensive resource to plan and experience unforgettable destinations, attractions and major events reachable via Amtrak throughout New York, Canada and Vermont.

Our integrated marketing programs offer numerous ways to reach our exclusive audience attracted to desirable, relevant content across our multiple platforms.

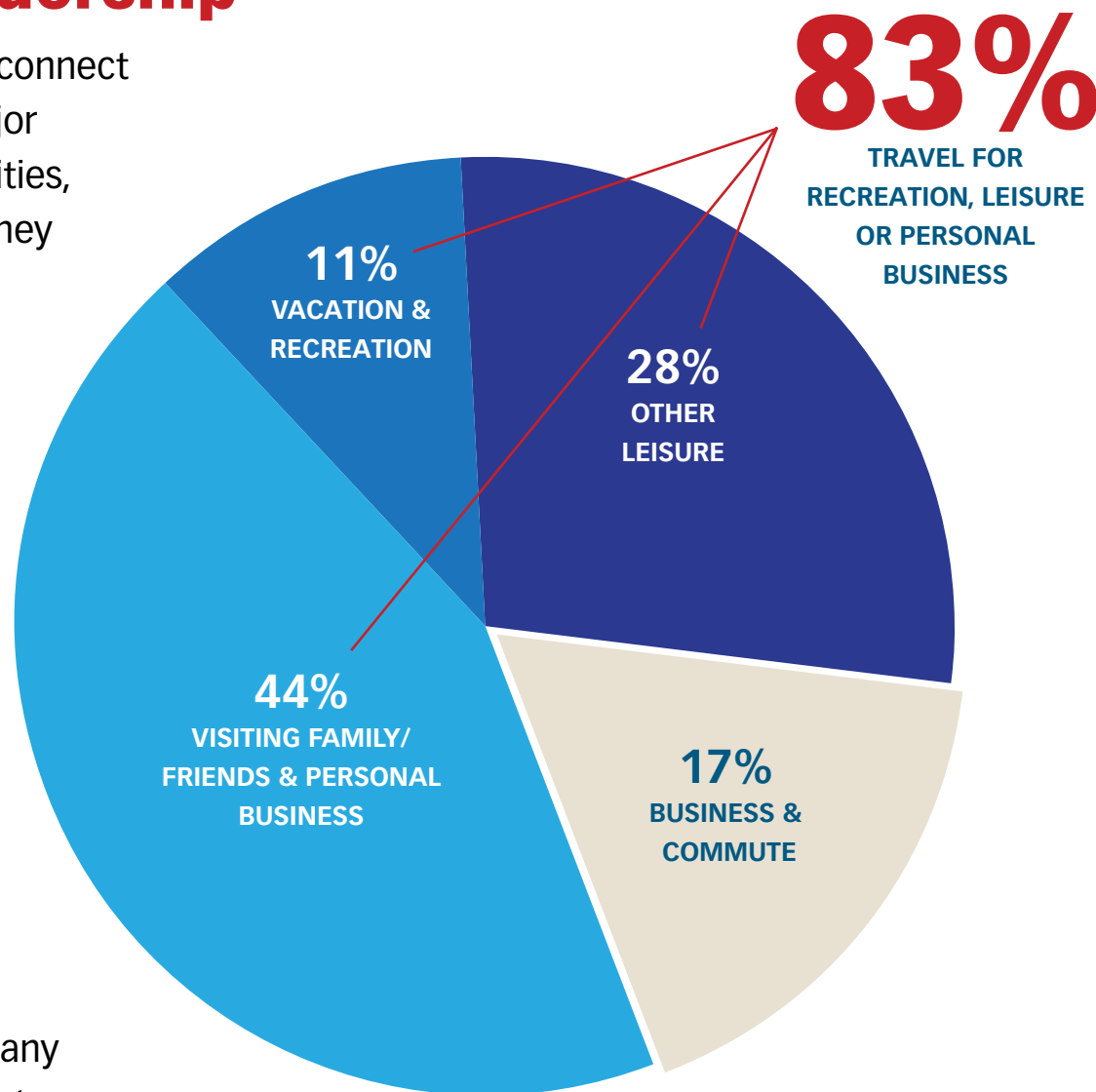
“Tourism along NY’s State-supported routes is promoted through **New York by Rail**, a 20-year partnership between Amtrak and New York to promote tourism to rail travelers, informing them of attractions, hotels, restaurants, art galleries, nature trails, and more that are all accessible by train.”

**SAIPRC ECONOMIC BENEFITS OF
STATE-SUPPORTED PASSENGER RAIL SERVICES,**
A REPORT FOR THE UNITED STATES CONGRESS, JULY 2025



Amtrak NY State Ridership

The New York State-supported routes connect New York City to the State Capital, major universities and colleges, medical facilities, and the two largest cities in Canada. They also connect the rest of New York to the Northeast Corridor, reaching Boston, MA, Washington, D.C., and beyond. Ridership on New York's State-supported routes has grown by **21%** over the past 12 years, from 1.7 million in FY13 to a record **2.0 million** in FY24. More than **80%** of riders are traveling for recreation, leisure, or personal business such as visiting family and friends. Moynihan Train Hall is the busiest train station in New York with the most passenger boardings of any railroad station in the U.S. Of the **32** State-supported routes operated by Amtrak, 12 serve Moynihan Train Hall at New York Penn.



SOURCE (CHART): Amtrak Customer Satisfaction Index Survey, Federal Fiscal Year 2023

SOURCE (TEXT): SAIPRC Economic Benefits Of State-Supported Passenger Railservices, A Report For The United States Congress, July 2025

Note: Fiscal Year '24 ridership is from October 2023 - September 2024

By The Numbers: Amtrak Ridership FY24

More than **18 million people** in New York live within 30 miles of a station served by a State-supported route, including 3 million seniors aged 65 or older. Approximately **1 million students** are enrolled in colleges and universities within 10 miles of a State-supported route.

Ridership on New York's State-supported routes has **grown by 21%** over the past 12 years, from 1.7 million in FY13- to a record 2 million in FY24.

Moynihan Train Hall is the busiest train station in New York City with the most passenger boardings of any railroad station in the US.

New York's State-supported routes carry more than **365,000 visitors** throughout the state each year, generating \$250 million in tourist spending and supporting 1,800 jobs.

SOURCE (TEXT): SAIPRC Economic Benefits Of State-Supported Passenger Rail Services,
A Report For The United States Congress, July 2025



“Advertising with **New York By Rail** has been an invaluable part of our marketing strategy for years. The magazine's quality, combined with its targeted distribution, gives us excellent visibility with both regional and out-of-state travelers. The digital exposure through their website and newsletter has only increased our reach. We truly value the partnership and the impact it has had on our brand awareness and visitor engagement.” — **PATTY AUSTIN**, DIRECTOR OF TOURISM, GREENE COUNTY TOURISM



Saratoga Springs
Amtrak Station
Magazine Display

Magazine Distribution

75,000

PRINTED COPIES
(ANNUALLY)

300,000+

ESTIMATED READERSHIP
(ANNUALLY)

At Most Staffed New York Amtrak Train Stations

+ Major Transportation Hubs

JFK International Airport, Albany International Airport, Plattsburgh International Airport and Greater Rochester International Airport

+ At Select New York State Thruway Information Centers

+ Major Travel / Consumer Shows

+ Subscribers / Interested Consumers

+ Travel Agents

+ Other NYS Attractions, In-Room Hotels, Tourist Centers

“**New York by Rail** is a big hit with passengers flying into Albany Int'l Airport looking for things to do — not just locally but throughout the state. Local residents also gravitate to this publication while waiting to pick up family and friends — as they look for interesting and meaningful sights to see and visit in the publication. The unique cover with its yellow stands out for sure. We have on many occasions run out of New York By Rail due to its popularity. And thanks to Tom working with us we now have a super delivery process and are always stocked. This publication is among our best for readership.”

MIKE MIRANDA

MANAGER, DISCOVER ALBANY INFORMATION CENTER, ALBANY INT'L AIRPORT

The award-winning magazine New York By Rail is best-in-class



“Thank you so much for sharing a copy of **New York By Rail** with me. This is a first-class publication of which you should be so proud. I found it chock full of pertinent information, intriguing stories and tempting articles to generate ridership, all supported by colorful photos and illustrations.”

JOHN ROBERT SMITH
CO-CHAIRMAN, TRANSPORTATION FOR AMERICA

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**National
Award-Winning
Magazine
16 YEARS
RUNNING**



2026 Editorial Lineup



AMTRAK UPDATES

Amtrak Specials & Offers

- Deals & Rewards, Special Fares & Discounts, Amtrak App & Guest Rewards Info. & More

Amtrak Route Map



Student Commuter Feature

Conductors Profiles



DEPARTMENTS

COLLABORATION Miss New York's Statewide Adventures

OVERNIGHT ITINERARIES Albany, Rochester, Syracuse, Hudson

TRAVELOGUE

Hope Henchey's New York

WELLNESS/SPAS World-class wellness destinations that pick you up at the train station

CALENDAR Hot Tix & Big Events Near Amtrak Stations

CABOOSE One last thing...



DESTINATIONS

Eat, Drink, Sleep and Fun in:

- New York City
- Hudson Valley
- Capital-Saratoga
- Adirondacks
- Central New York
- Finger Lakes
- Greater Niagara
- Vermont
- Canada: Montréal & Toronto



FEATURES

Let's Go Outside!

(NEAR TRAIN STATIONS)

Music Festivals; Empire State Trail; Skiing, Snowboarding, Hockey, Ice Skating; Hiking Trails

CELEBRATION

New York's 250th Birthday

CITY ASSIGNMENT

A Few Days in Burlington, VT

CULTURE Toronto, City Of Arts

PRO SPORTS Buffalo, NYC, Saratoga Springs, Toronto

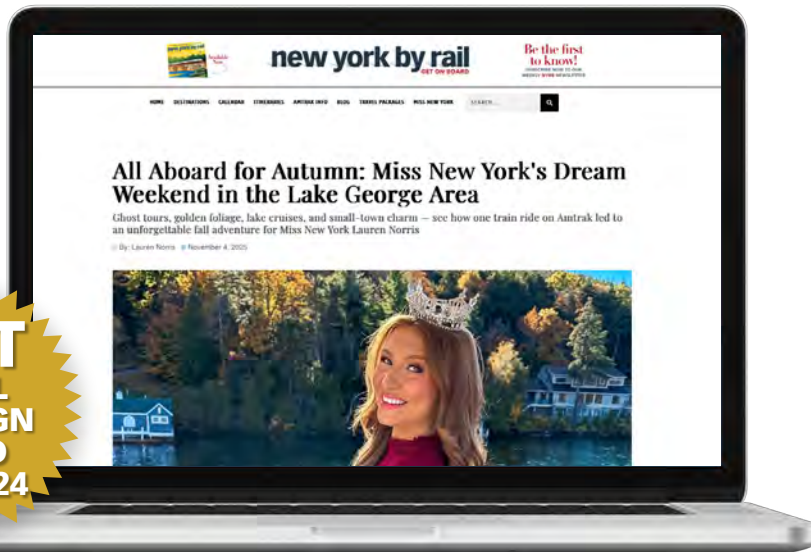
SPOTLIGHT No Car, No Problem

[Utica, Schenectady, Toronto, Niagara Falls]

LEGACY The Depot Theater, Westport, NY

Influencer Digital Marketing

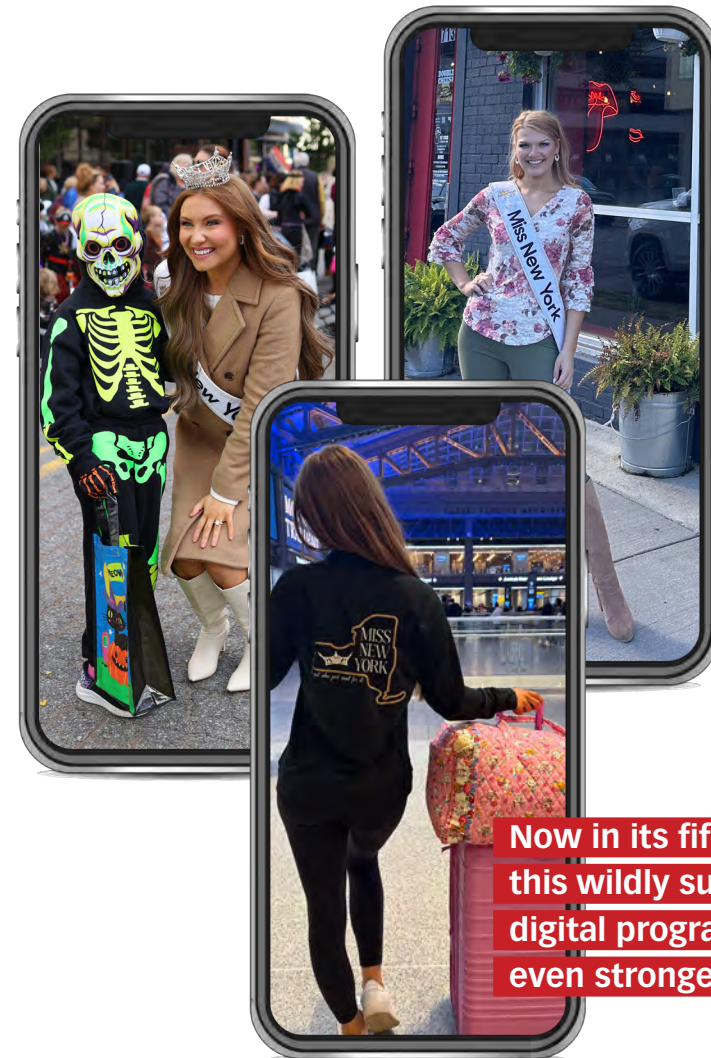
**BEST
DIGITAL
CAMPAIGN
AWARD
2023+2024**



**"Miss New York Destination Experiences
By Rail" from *New York By Rail***

**EXCELLENCE IN TOURISM MARKETING CAMPAIGNS, PROJECTS
& PROGRAMS: DIGITAL MARKETING CAMPAIGN**

BUDGET UNDER \$500,000



**Now in its fifth year,
this wildly successful
digital program is growing
even stronger in 2026**

“At Ulster County Tourism, we greatly value our partnership with **New York By Rail**. Tom Martinelli has been an outstanding collaborator, helping us reach travelers who love exploring New York’s scenic destinations by rail. The combination of high-quality print features and dynamic digital options — especially their e-newsletter and magazine placements — has proven to be an effective way to showcase Ulster County’s natural beauty, vibrant communities, and year-round attractions. **New York By Rail** continues to be a trusted and impactful partner in inspiring visitors to discover all that our region has to offer.”

LISA BERGER (SHE / HER), DIRECTOR, ULSTER COUNTY TOURISM AND OFFICE FOR FILM, ULSTER COUNTY GOVERNMENT



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Digital Marketing Offerings

- E-Newsletters
- Social Media Engagement
- Executing Exclusive Website Blogs
- **NEW!** Travel along with the ever-curious **HOPE HENCHEY** as she rediscovers some of New York State's greatest destinations including Albany, Schenectady, Hudson and Poughkeepsie while chronicling every fun moment on our Instagram platform. Inquire about her creating must-watch video posts on her train travels to your destination or attraction.

“**New York By Rail** has been a part of the Catskill Mountain Railroads marketing program for a number of years now. The combination of print ads in the magazine and the digital products they offer does an excellent job in sending us prospective customers. The email blasts are especially effective especially with the changes in our seasonal operations letting people know what different event trains we are running. As a major portion of our customers come from the Hudson Valley, NY by Rail is a perfect place for marketing the CMRR. All Aboard.”

HARRY JAMESON

CATSKILL MOUNTAIN RAILROAD, CHAIRMAN / MARKETING DIRECTOR

“The popularity of the **New York By Rail** magazine is unsurpassed by any other publication on our racks at consumer shows. We rack triple the inventory of this magazine comparably; they always run out before show's end, and we overhear many delighted exclamations from people when they spy it and grab it.”

SUZANNE HOPKINS

VP-CLIENT SERVICES & MARKETING,
MERCHANTRY TOURISM, LLC

DBA ANDERSON'S BROCHURE DISTRIBUTION SERVICE)

“Having **New York By Rail** magazine in our booth at travel shows has been an excellent resource for attendees. Many attendees are surprised by all the New York State destinations accessible by rail. Not to mention all the amazing scenic views that can only be seen while traveling by train.”

NATE GRESOCK

PROGRAM COORDINATOR
NEW YORK STATE TOURISM INDUSTRY ASSOCIATION

“Partnering with **New York By Rail** to advertise Mirbeau Inn & Spa Rhinebeck has been a great experience! It's allowed access to readers all over NY state. Working with Tom & Rebecca is always pleasure. Our guests love having the **New York By Rail** accessible in all our guest rooms in the hotel. Switching up our digital ads throughout the year to coincide with our seasonal overnight & spa specials has been a considerable way to expand our reach.”

EMORY WELCHER

SALES & MARKETING DIRECTOR AT MIRBEAU INN & SPA



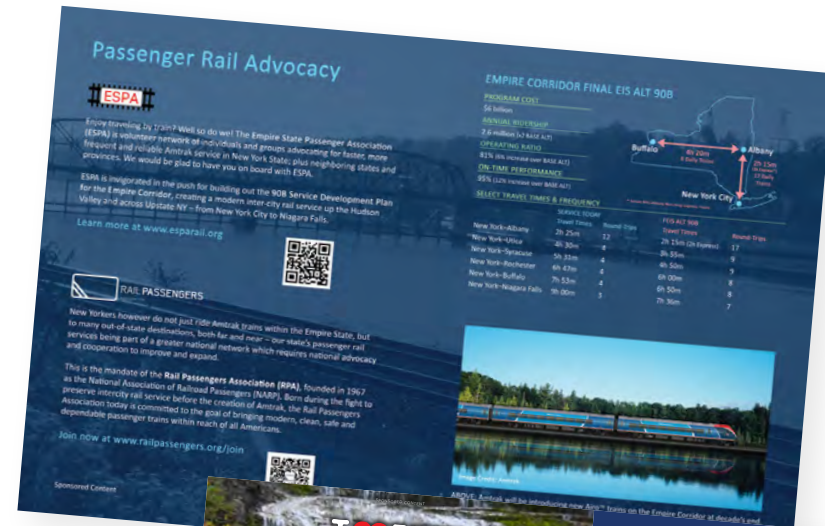
Capabilities

New York By Rail Embraces Print + Digital For Unique 360 Media Coverage

- Print Magazine (+ Digital Flip Issue)
- Destination Guides
- Weekly E-Newsletters
- Social Media Promotion
- First-Person Blogs
- Travel Packages
- Exclusive Videos
- Comprehensive Itineraries
- Events Calendar
- **NewYorkByRail.com**

NEW BY REQUEST: (INQUIRE ABOUT THE FOLLOWING ADVERTISING/MARKETING OPPORTUNITIES)

- Sponsored Content
- Advertorials
- Video Content
- Blog (Web-only) Content



Advertising Print Rates / Specifications

AD SIZES

TWO-PAGE SPREAD

TRIM 16 x 10.5" h
LIVE AREA 15.5 x 10" h
KEEP TEXT & LOGOS AT LEAST .25"
FROM ALL EDGES OF TRIM
BLEED 16.25 x 10.75" h

FULL-PAGE

TRIM 8 x 10.5" h
LIVE AREA 7.5 x 10" h
KEEP TEXT & LOGOS AT LEAST .25"
FROM ALL EDGES OF TRIM
BLEED 8.25 x 10.75" h

HALF-PAGE HORIZONTAL

TRIM 7.125 x 4.5" h

HALF-PAGE VERTICAL

TRIM 3.5 x 10" h

QUARTER-PAGE

TRIM 3.5 x 4.75" h

MAGAZINE SPECIFICATIONS

PAGE TRIM SIZE 8 x 10.5" H
PAGE SAFE AREA 7.5 x 10"
SPREAD TRIM SIZE 16 x 10.5" H
SPREAD SAFE AREA 15.5 x 10"
RESOLUTION 300 DPI at size
FILE FORMATS ACCEPTED JPEG, PDF



OPEN RATE

FULL-PAGE	\$8,000
HALF-PAGE	4,500
QUARTER-PAGE	2,500
PREMIUM	
BACK COVER	\$12,000
INSIDE FRONT COVER SPREAD	17,500
INSIDE FRONT COVER	10,000
PAGE ONE	9,500
PAGE TWO (OPPOSITE TOC)	8,750
INSIDE BACK COVER	9,500
TWO-PAGE SPREAD	13,500

ADVERTISING SCHEDULE

SPACE RESERVATION:
MARCH 2, 2026

AD MATERIALS DUE:
MARCH 9, 2026

Digital Rates / Specifications

PRODUCT / DETAILS

PRICING

WEBSITE DISPLAY ADVERTISING

		12	9	6	3	1
TOPIC-SPECIFIC PAGES	300 x 250 pixels	\$500	\$550	\$600	\$650	\$750
ALIGNING WITH SEARCH TOPICS	970 x 250 pixels (Leaderboard)	\$750	\$850	\$950	\$1050	\$1200

SPONSORED CONTENT BLOG

		3x	2x	1x
ARTICLE LENGTH IS GENERALLY 1,250-1,500 WORDS	STORYSELLER	\$2500	\$3000	\$3500
WITH SIDEBAR INFORMATION, PHOTOGRAPHS	MISS NEW YORK STORYSELLER / 2 DAYS	\$4000	\$4500	\$5000
MISS NEW YORK PACKAGE INCLUDES MULTIPLE	MISS NEW YORK STORYSELLER / 3 DAYS	\$5000	\$5500	\$6000
INSTAGRAM REELS AND CUSTOM VIDEOS.				

E-NEWSLETTER SPONSORSHIP

		12x	9x	6x	3x	1x
WEEKLY E-NEWSLETTER SPONSORSHIP	13,000 OPT-IN SUBSCRIBERS	\$650	\$700	\$775	\$850	\$950
WITH 75-WORDS OF COPY, .	30,000 EXTENDED NYC AREA SUBSCRIBERS	\$1500	\$1650	\$1750	\$1850	\$2000
2-3 PHOTOS AND LOGO	(COST IS ADDED TO STANDARD RATE)					

LOCAL BUSINESS GUIDE WEBPAGE

		1 Year	9 mos.	6 mos.	3 mos.
300-WORD PROFILE, 4-5 PHOTOS, VIDEO (IF SUPPLIED).		\$1200	\$1125	\$900	\$600

AUDIENCE TARGETING CAMPAIGN

PERSONALIZED AUDIENCE TARGETING.
OUR STRATEGIES EXPOSE YOUR BRAND TO SPECIFIC DEMOGRAPHICS.

Rates upon request

\$17,500 (\$21,500 VALUE)

- Full-Page Print Ad, Premium Position, in **New York By Rail** 2026
- 970x250 Website Display Ad on **NewYorkByRail.com** for 12 months
- 3 E-Newsletter Sponsorships
- Local Business Guide Webpage for 12 months

\$12,500 (\$14,700 VALUE)

- Full-Page Print Ad in **New York By Rail** 2026
- 300x250 Website Display Ad on **NewYorkByRail.com** for 6 months
- 2 E-Newsletter Sponsorships
- Local Business Guide Webpage for 12 months

2026 Integrated Marketing Packages

\$8,500 (\$10,900 VALUE)

- Half-Page Print Ad in **New York By Rail** 2026
- 300x250 Website Display Ad on **NewYorkByRail.com** for 6 months
- 2 E-Newsletter Sponsorships
- Local Business Guide Webpage for 6 months

\$5,000 (\$7,000 VALUE)

- Quarter-Page Print Ad in **New York By Rail** 2026
- 300x250 Website Display Ad on **NewYorkByRail.com** for 6 months
- Local Business Guide Webpage for 6 months

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TOM MARTINELLI

PUBLISHER

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newyorkbyrail.com

THANK YOU



newyorkbyrail.com