

SUBSCRIBER GEOGRAPHIC

Distribution – Nov 2015

Unique Total Qualified

State	Total Qualified	State	Total Qualified
Maine	85	Kentucky	268
New Hampshire	52	Tennessee	118
Vermont	28	Alabama	1,767
Massachusetts	155	Mississippi	166
Rhode Island	13	Arkansas	361
Connecticut	165	Louisiana	108
New York	828	Oklahoma	110
New Jersey	233	Texas	1,297
Pennsylvania	542	Montana	105
Ohio	755	Idaho	318
Indiana	395	Wyoming	87
Illinois	961	Colorado	1,976
Michigan	604	New Mexico	95
Wisconsin	278	Arizona	370
Minnesota	450	Utah	102
Iowa	488	Nevada	184
Missouri	853	Alaska	8
North Dakota	42	Washington	2,928
South Dakota	143	Oregon	380
Nebraska	184	California	1,135
Kansas	410	Hawaii	13
Delaware	610	U.S. Territories	12
Maryland	160	Canada	69
Washington D.C.	14	Mexico	—
Virginia	693	Other International	1
West Virginia	62	APO/FPO	—
North Carolina	2,892		
South Carolina	143		
Georgia	238		
Florida	4,924		
Total Qualified Circulation	29,398		

Source: BPA Publisher's Statement 12/2015

PASS-ALONG

In addition to 29,337 qualified subscribers, each copy of *School Transportation News* magazine is passed along to 3.3 readers. This translates to a total monthly readership of more than 120,099 readers.

Readership & Pass-along

Source: EL Market Information Co.

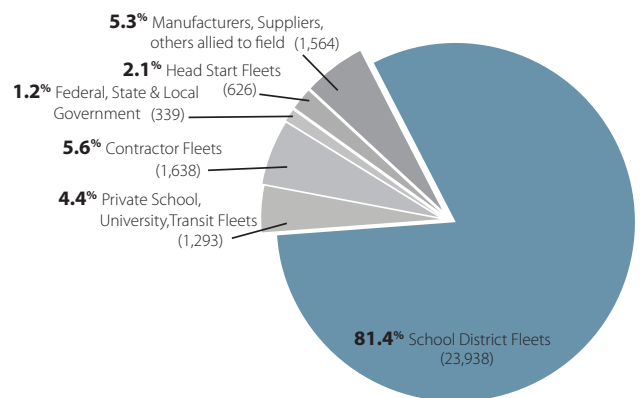
Primary Readers	29,337
Pass-along Readers	96,812
Total Readers	126,149

SUBSCRIBER CLASSIFICATION

by Business & Industry

Average Subscriber Base

Print Subscribers	82.9%	25,019
Digital Subscribers	17.1%	5,141
Total Subscribers		29,337
6 Issue Average	—	



Source: BPA Publisher's Statement 12/2015

Subscriber Titles (Nov 2015)

Transportation Director	17,232
Superintendent/School Business Official	6,361
President/CEO	1,659
Fleet Manager	1,546
Driver Trainer	1,203
Others Allied to the Field	1,397