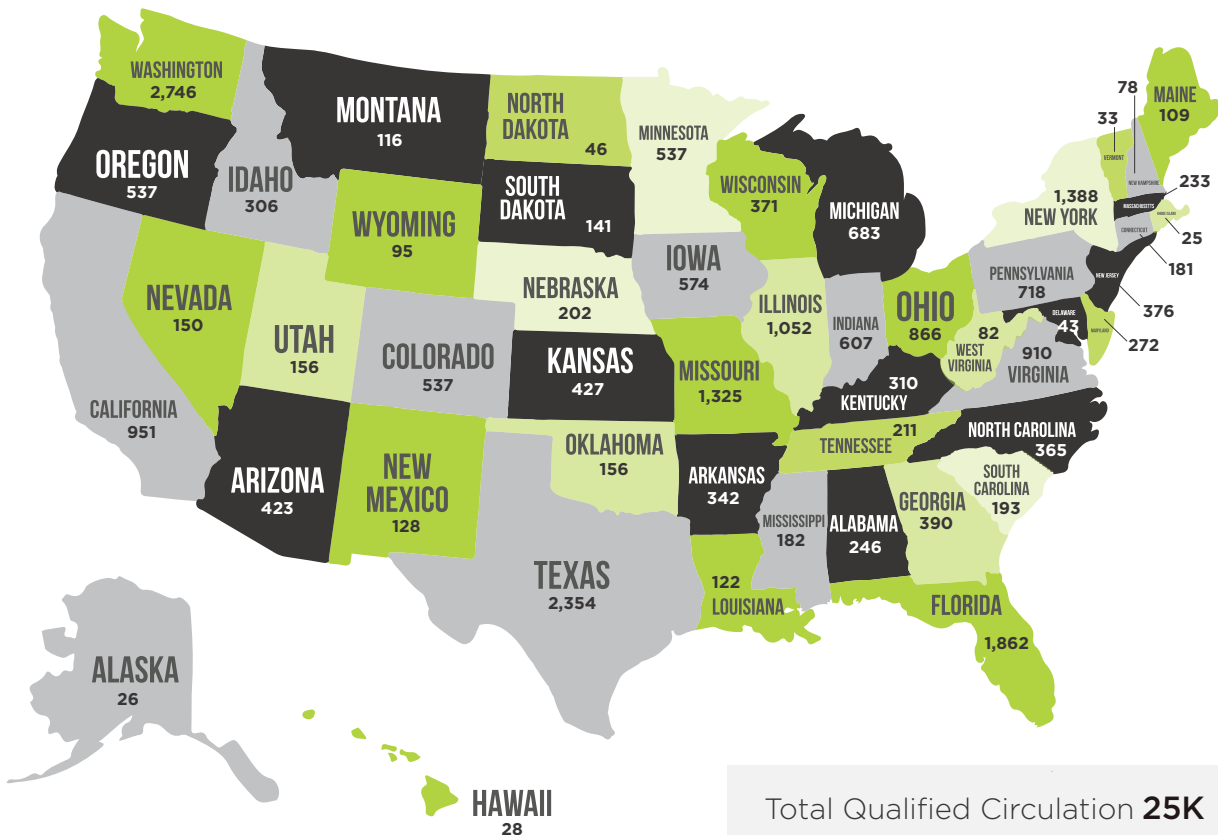


## SUBSCRIBER GEOGRAPHIC

Distribution - May 2017 | Unique Total Qualified Circulation



Total Qualified Circulation **25K**  
 Source: BPA Publisher's Statement 06/2017

## Readership & Pass-along

Source: EL Market Information Co.

PRIMARY READERS **▶ 24K** PASS-ALONG READERS **▶ 79K** TOTAL READERS **▶ 103K**

**PASS-ALONG ::** In addition to 24,033 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 103,342 readers.

## SUBSCRIBER CLASSIFICATION

by Business & Industry

Average Subscriber Base

PRINT SUBSCRIBERS <b>22K</b>	DIGITAL SUBSCRIBERS <b>5K</b>	TOTAL SUBSCRIBERS 11 ISSUE AVERAGE <b>24K</b>
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<b>75%</b> School District Fleets (18,433)	<b>3%</b> Head Start Fleets (679)	<b>2%</b> Federal, State & Local Government (466)
<b>3%</b> Private School, University Transit Fleets (651)		<b>10%</b> Contractor Fleets (2,454)
<b>8%</b> Manufacturers, Suppliers, others allied to field (1,962)		

Source: BPA Publisher's Statement 06/2017

## Subscriber Titles (May 2017)

Transportation Director	<b>8,886</b>
Superintendent/School Business Official	<b>6,283</b>
President/CEO	<b>2,547</b>
Fleet Manager	<b>1,470</b>
Driver Trainer	<b>1,668</b>
Others Allied to the Field	<b>3,791</b>