

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**SCHOOL TRANSPORTATION NEWS** is a brand intended for individuals with interests in safe and efficient transportation of North American school children. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

**SCHOOL TRANSPORTATION NEWS MAGAZINE**

6 issues in the period  
24,033 average circulation

**SCHOOL TRANSPORTATION NEWS WEBSITE**

18,061 average users

**SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA**

2,382 Twitter followers  
5,230 Facebook likes  
4,825 LinkedIn group members  
889,316 YouTube views

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>SCHOOL TRANSPORTATION NEWS MAGAZINE</b> Unique Total* (6 issues in the period)	24,032	1	24,033
a. Print	22,263	1	22,264
b. Digital	5,200	-	5,200
1. Requested	5,200	-	5,200
2. Non-Requested	-	-	-
<b>SCHOOL TRANSPORTATION NEWS WEBSITE</b> (Monthly Users with 53,208 average Pageviews)	18,061	-	18,061
<b>SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA</b>			
a. Twitter followers	**2,382	-	**2,382
b. Facebook likes	**5,230	-	**5,230
c. LinkedIn group members	**4,825	-	**4,825
d. YouTube views	**889,316	-	**889,316

\*Unique Total represents unique recipients, not the sum of Print and Digital.

\*\*Social Media Claims is a cumulative figure, not average.

### FIELD SERVED

**SCHOOL TRANSPORTATION NEWS** serves the fields of school-district-owned bus fleets; private school, college/university, transit bus fleets; contractor-owned bus fleets; head-start-owned fleets; state/federal/local government; bus body/chassis manufacturers; component suppliers; bus chassis dealers or distributor manufacturers; state district or contractor associations; mechanic/drivers associations; law enforcement; organized labor; industry consultants; and other allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are transportation supervisors and directors; sup/prin/school bus officials; school board members; financial directors; purchasing agents; head start directors; driver trainers; dispatchers; drivers; fleet managers; sup of transportation equipment; presidents/CEO/owners/managers and other managers; sales & marketing representatives; and others allied to the field.

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,527
Allocated for Trade Shows and Conventions	972
All Other	1,011
<b>TOTAL</b>	<b>3,510</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,783	94.8	22,782	94.8	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,250	5.2	1,250	5.2	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,033</b>	<b>100.0</b>	<b>24,032</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	*Unique Total Qualified
January	23,130	5,671	24,828
February	23,303	5,650	24,973
March	19,612	2,488	21,267
April	22,361	5,293	23,973
May	22,659	6,056	24,645
June	22,524	6,044	24,517

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 3.1% or 733 copies above the average of the other 5 issues reported in Paragraph 2.

PRIMARY BUSINESS	*UNIQUE TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE								
			Print	Digital	Transportation Supervisor & Director	Sup/Prin/ Sch Bus Official, School Board Member, Financial Director, Purchasing Agent, Head Start Directors	Driver Trainer, Dispatcher, Driver	Fleet Mgr & Sup. Of Transportation Equip	President/ CEO, Owner/Mgr and Other Managers, Sales & Marketing Representa- tives	Others Allied to the Field	
School District Owned Bus Fleet	18,433	74.8	16,989	4,117	7,497	5,692	1,289	1,165	1,001	1,789	
Private School, College/Univ & Transit Bus Fleet	651	2.6	579	233	231	126	43	50	135	66	
Contractor Owned Bus Fleet	2,454	9.9	2,326	584	587	155	195	116	670	731	
State/Federal/Local Government	466	1.9	422	160	130	49	27	27	65	168	
Head Start Owned Fleet	679	2.8	610	230	343	133	60	26	54	63	
<b>Sub-total</b>	<b>22,683</b>	<b>92.0</b>	<b>20,926</b>	<b>5,324</b>	<b>8,788</b>	<b>6,155</b>	<b>1,614</b>	<b>1,384</b>	<b>1,925</b>	<b>2,817</b>	
Bus body/chassis manufacturer; component supplier; bus, chassis dealer or distributor manufacturer, State District or Contractor Associations, Mechanics/Drivers Associations; Law Enforcement, Organized Labor, Industry Consultant and Others Allied to the Field	1,962	8.0	1,733	732	98	128	54	86	622	974	
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>24,645</b>	<b>100.0</b>	<b>22,659</b>	<b>6,056</b>	<b>8,886</b>	<b>6,283</b>	<b>1,668</b>	<b>1,470</b>	<b>2,547</b>	<b>3,791</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>91.9</b>	<b>24.6</b>	<b>36.0</b>	<b>25.5</b>	<b>6.8</b>	<b>6.0</b>	<b>10.3</b>	<b>15.4</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within					*Unique Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>8,694</b>	<b>6,574</b>	<b>3,269</b>	<b>16,551</b>	<b>6,056</b>	<b>18,537</b>	<b>75.2</b>
II. Request from recipient's company:	<b>1,401</b>	<b>1</b>	<b>2</b>	<b>1,404</b>	-	<b>1,404</b>	<b>5.7</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	<b>88</b>	<b>150</b>	<b>238</b>	-	<b>238</b>	<b>1.0</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>4,000</b>	<b>466</b>	-	<b>4,466</b>	-	<b>4,466</b>	<b>18.1</b>
**Association rosters and directories	281	143	-	424	-	424	1.7
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	3,719	323	-	4,042	-	4,042	16.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>14,095</b>	<b>7,129</b>	<b>3,421</b>	<b>22,659</b>	<b>6,056</b>	<b>24,645</b>	<b>100.0</b>
<b>PERCENT</b>	<b>57.2</b>	<b>28.9</b>	<b>13.9</b>	<b>91.9</b>	<b>24.6</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

MAILING ADDRESS	Print	Digital	*Unique Total Qualified	Percent
Individuals by name and title and/or function	19,255	5,880	21,204	86.0
Individuals by name only	2,080	164	2,117	8.6
Titles or functions only	68	12	68	0.3
Company names only	6	-	6	-
Multi-Copy Same Addressee copies	1,250	-	1,250	5.1
Single Copy Sales	-	-	-	-
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>22,659</b>	<b>6,056</b>	<b>24,645</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified:***	26,624	27,142	28,296	26,776	26,279	24,033
Unique Qualified Non-Paid Total:***	26,618	27,136	29,292	26,774	26,278	24,032
Print:	23,481	24,208	25,015	24,301	24,062	22,263
Digital:	3,137	3,887	3,836	3,727	5,242	5,200
Unique Qualified Paid Total:***	6	6	4	2	1	1
Print:	6	6	4	2	1	1
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*Unique Total represents unique recipients, not the sum of Print and Digital.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017\*\***

State	Print	Digital	*Unique Total Qualified	Percent	State	Print	Digital	*Unique Total Qualified	Percent
Maine	105	37	109		Kentucky	280	102	310	
New Hampshire	76	19	78		Tennessee	196	62	211	
Vermont	31	5	33		Alabama	232	71	246	
Massachusetts	209	75	233		Mississippi	173	51	182	
Rhode Island	22	3	25		<b>EAST SO. CENTRAL</b>	<b>881</b>	<b>286</b>	<b>949</b>	<b>3.8</b>
Connecticut	162	68	181		Arkansas	313	78	342	
<b>NEW ENGLAND</b>	<b>605</b>	<b>207</b>	<b>659</b>	<b>2.7</b>	Louisiana	115	42	122	
New York	1,297	367	1,388		Oklahoma	152	43	156	
New Jersey	345	112	376		Texas	2,149	566	2,345	
Pennsylvania	661	225	718		<b>WEST SO. CENTRAL</b>	<b>2,729</b>	<b>729</b>	<b>2,965</b>	<b>12.0</b>
<b>MIDDLE ATLANTIC</b>	<b>2,303</b>	<b>704</b>	<b>2,482</b>	<b>10.1</b>	Montana	106	32	116	
Ohio	790	277	866		Idaho	269	82	306	
Indiana	560	157	607		Wyoming	89	26	95	
Illinois	930	309	1,052		Colorado	485	147	537	
Michigan	630	219	683		New Mexico	119	41	128	
Wisconsin	337	107	371		Arizona	375	167	423	
<b>EAST NO. CENTRAL</b>	<b>3,247</b>	<b>1,069</b>	<b>3,579</b>	<b>14.5</b>	Utah	141	45	156	
Minnesota	488	167	537		Nevada	134	53	150	
Iowa	499	158	574		<b>MOUNTAIN</b>	<b>1,718</b>	<b>593</b>	<b>1,911</b>	<b>7.8</b>
Missouri	1,191	292	1,325		Alaska	25	7	26	
North Dakota	43	9	46		Washington	2,669	129	2,746	
South Dakota	117	49	141		Oregon	488	126	537	
Nebraska	180	55	202		California	851	283	951	
Kansas	365	130	427		Hawaii	27	9	28	
<b>WEST NO. CENTRAL</b>	<b>2,883</b>	<b>860</b>	<b>3,252</b>	<b>13.2</b>	<b>PACIFIC</b>	<b>4,060</b>	<b>554</b>	<b>4,288</b>	<b>17.4</b>
Delaware	39	11	43		<b>UNITED STATES</b>	<b>22,290</b>	<b>5,944</b>	<b>24,225</b>	<b>98.3</b>
Maryland	260	71	272		U.S. Territories	9	5	9	
Washington, DC	18	7	23		Canada	359	104	407	
Virginia	846	216	910		Mexico	-	-	-	
West Virginia	79	19	82		Other International	1	3	4	
North Carolina	352	111	365		APO/FPO	-	-	-	
South Carolina	180	54	193						
Georgia	370	122	390						
Florida	1,720	331	1,862						
<b>SOUTH ATLANTIC</b>	<b>3,864</b>	<b>942</b>	<b>4,140</b>	<b>16.8</b>					
					<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>22,659</b>	<b>6,056</b>	<b>24,645</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital

\*\*See Additional Data

## WEBSITE CHANNEL

WWW.STNONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	44,473	23,568	16,960	2:03
February	41,178	22,254	16,220	1:55
March	53,633	25,264	17,795	2:05
April	62,736	23,554	17,564	1:59
May	46,047	25,494	17,955	1:41
June	71,184	28,824	21,877	1:50
<b>AVERAGE:</b>	<b>53,208</b>	<b>24,826</b>	<b>18,061</b>	<b>1:55</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.





**Users:** An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## SOCIAL MEDIA CHANNEL

### School Transportation News Social Media

2017	 Twitter followers <a href="http://twitter.com/stnmagazine">http://twitter.com/stnmagazine</a>	 Facebook likes <a href="http://www.facebook.com/stnmag">http://www.facebook.com/stnmag</a>	 LinkedIn group members <a href="http://linkedin.com/groups/2417151/profile">http://linkedin.com/groups/2417151/profile</a>	 YouTube views <a href="https://www.youtube.com/user/STNMagazine/featured">https://www.youtube.com/user/STNMagazine/featured</a>
Beginning Balance	2,251	5,166	4,823	808,601
January	2,280	5,170	4,833	822,282
February	2,290	5,175	4,843	836,101
March	2,325	5,196	4,841	850,800
April	2,343	5,200	4,833	863,841
May	2,364	5,207	4,829	877,060
June	2,382	5,230	4,825	889,316

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE PARAGRAPH 3b

Association rosters and directories include 8 sources of circulation for quantities of 1 copy or -% to 235 copies or 1.0%. Other sources include 75 sources of circulation for quantities of 1 copy or -% to 2,941 copies or 11.9%, including School Bus Safety Company.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Tony Corpin, Publisher

Jan Edwards-Pullin, Circulation Consultant

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

City

Received by BPA Worldwide

Type

ID Number

July 20, 2017

California

Torrance

July 20, 2017

BD

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### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.