

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**



5 issues in the period  
24,018 average circulation

**SCHOOL TRANSPORTATION NEWS WEBSITE**



18,839 average users

**SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA**



2,509 Twitter followers  
5,306 Facebook likes  
4,853 LinkedIn group members  
987,887 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* (5 issues in the period)	24,018	-	24,018
a. Print	21,880	-	21,880
b. Digital	14,561	-	14,561
1. Requested	13,474	-	13,474
2. Non-Requested	1,087	-	1,087
<b>SCHOOL TRANSPORTATION NEWS WEBSITE</b> (Monthly Users with 75,253 average Pageviews)	18,839	-	18,839
<b>SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA</b>			
a. Twitter followers	**2,509	-	**2,509
b. Facebook likes	**5,306	-	**5,306
c. LinkedIn group members	**4,853	-	**4,853
d. YouTube views	**987,887	-	**987,887

\*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	1,530
Allocated for Trade Shows and Conventions	455
All Other	1,262
<b>TOTAL</b>	<b>3,247</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	23,318	97.1	23,318	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit Multi-Copy Same Addressee	700	2.9	700	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,018</b>	<b>100.0</b>	<b>24,018</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017	Print	Digital	*Unique Total Qualified
July	22,729	15,308	24,849
August	22,660	15,339	24,787
September	17,582	11,552	19,778
October	24,161	15,198	26,322
November	22,269	15,409	24,356

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**  
This issue is 1.8% or 422 copies above the average of the other 4 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 Represent- atives	Others Allied to the Field	
School District Owned Bus Fleet	18,190	74.7	16,662	11,315	7,478	5,183	1,376	1,187	1,054	1,912	
Private School, College/Univ & Transit Bus Fleet	818	3.4	743	518	261	158	78	67	157	97	
Contractor Owned Bus Fleet	2,623	10.8	2,481	1,624	563	176	228	127	709	820	
State/Federal/Local Government	481	2.0	427	330	121	51	28	35	69	177	
Head Start Owned Fleet	663	2.7	595	451	310	132	60	29	60	72	
<b>Sub-total</b>	<b>22,775</b>	<b>93.6</b>	<b>20,908</b>	<b>14,238</b>	<b>8,733</b>	<b>5,700</b>	<b>1,770</b>	<b>1,445</b>	<b>2,049</b>	<b>3,078</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 and Industry Consultant	887	3.6	777	649	41	48	12	64	447	275	
Others Allied to the Field	694	2.8	584	522	57	77	37	19	158	346	
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>24,356</b>	<b>100.0</b>	<b>22,269</b>	<b>15,409</b>	<b>8,831</b>	<b>5,825</b>	<b>1,819</b>	<b>1,528</b>	<b>2,654</b>	<b>3,699</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>91.4</b>	<b>63.3</b>	<b>36.2</b>	<b>23.9</b>	<b>7.5</b>	<b>6.3</b>	<b>10.9</b>	<b>15.2</b>	

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

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

QUALIFICATION SOURCE	Qualified Within					*Unique Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>9,601</b>	<b>5,499</b>	<b>2,305</b>	<b>15,318</b>	<b>11,817</b>	<b>17,405</b>	<b>71.5</b>
II. Request from recipient's company:	-	<b>1,297</b>	<b>1</b>	<b>1,298</b>	<b>825</b>	<b>1,298</b>	<b>5.3</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>117</b>	-	<b>126</b>	<b>243</b>	<b>161</b>	<b>243</b>	<b>1.0</b>
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>3,988</b>	<b>1,217</b>	<b>205</b>	<b>5,410</b>	<b>2,606</b>	<b>5,410</b>	<b>22.2</b>
**Association rosters and directories	-	372	-	372	160	372	1.5
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	3,988	845	205	5,038	2,446	5,038	20.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>13,706</b>	<b>8,013</b>	<b>2,637</b>	<b>22,269</b>	<b>15,409</b>	<b>24,356</b>	<b>100.0</b>
<b>PERCENT</b>	<b>56.3</b>	<b>32.9</b>	<b>10.8</b>	<b>91.4</b>	<b>63.3</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 NOVEMBER 2017

MAILING ADDRESS	Print	Digital	*Unique Total Qualified	Percent
Individuals by name and title and/or function	19,259	14,091	21,298	87.4
Individuals by name only	2,259	1,291	2,307	9.5
Titles or functions only	44	27	44	0.2
Company names only	7	-	7	-
Multi-Copy Same Addressee copies	700	-	700	2.9
Single Copy Sales	-	-	-	-
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>22,269</b>	<b>15,409</b>	<b>24,356</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		Circulation Claim	
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*
Unique Total Audit Average Qualified:***	27,142	28,296	26,776	26,279	24,033	24,018
Unique Qualified Non-Paid Total:***	27,136	29,292	26,774	26,278	24,032	24,018
Print:	24,208	25,015	24,301	24,062	22,263	21,880
Digital:	3,887	3,836	3,727	5,242	5,200	14,561
Unique Qualified Paid Total:***	6	4	2	1	1	-
Print:	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 – December 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 NOVEMBER 2017\*\*

State	Print	Digital	*Unique Total Qualified	Percent	State	Print	Digital	*Unique Total Qualified	Percent
Maine	104	72	109		Kentucky	281	203	310	
New Hampshire	86	55	89		Tennessee	212	147	230	
Vermont	30	19	32		Alabama	220	150	233	
Massachusetts	224	161	244		Mississippi	163	107	171	
Rhode Island	24	17	27		EAST SO. CENTRAL	876	607	944	3.9
Connecticut	158	124	179		Arkansas	283	193	309	
NEW ENGLAND	626	448	680	2.8	Louisiana	131	90	137	
New York	1,266	868	1,357		Oklahoma	149	101	154	
New Jersey	339	243	372		Texas	2,324	1,557	2,528	
Pennsylvania	650	455	705		WEST SO. CENTRAL	2,887	1,941	3,128	12.9
MIDDLE ATLANTIC	2,255	1,566	2,434	10.0	Montana	101	73	112	
Ohio	805	573	873		Idaho	261	201	300	
Indiana	571	388	618		Wyoming	100	68	106	
Illinois	891	645	996		Colorado	474	354	543	
Michigan	606	439	661		New Mexico	133	94	143	
Wisconsin	317	227	352		Arizona	396	314	450	
EAST NO. CENTRAL	3,190	2,272	3,500	14.4	Utah	150	108	167	
Minnesota	471	344	527		Nevada	151	106	162	
Iowa	448	339	516		MOUNTAIN	1,766	1,318	1,983	8.1
Missouri	1,169	782	1,282		Alaska	29	19	30	
North Dakota	42	28	46		Washington	2,517	1,512	2,692	
South Dakota	114	92	138		Oregon	472	329	523	
Nebraska	168	125	191		California	1,005	792	1,133	
Kansas	336	264	398		Hawaii	36	25	38	
WEST NO. CENTRAL	2,748	1,974	3,098	12.7	PACIFIC	4,059	2,677	4,416	18.1
Delaware	40	26	44		UNITED STATES	21,857	15,107	23,885	98.1
Maryland	276	185	290		U.S. Territories	11	9	11	
Washington, DC	25	19	28		Canada	401	286	453	
Virginia	740	499	795		Mexico	-	-	-	
West Virginia	86	57	89		Other International	-	7	7	
North Carolina	347	241	365		APO/FPO	-	-	-	
South Carolina	185	128	199						
Georgia	384	268	407						
Florida	1,367	881	1,485						
SOUTH ATLANTIC	3,450	2,304	3,702	15.2					
					<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>22,269</b>	<b>15,409</b>	<b>24,356</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
July	75,903	29,109	22,400	1:44
August	67,779	24,829	20,047	1:33
September	68,726	22,977	18,029	1:38
October	101,176	23,511	17,796	2:03
November	96,323	26,612	19,449	2:03
December	41,615	20,679	15,313	1:46
<b>AVERAGE:</b>	<b>75,253</b>	<b>24,619</b>	<b>18,839</b>	<b>1:47</b>

July – December 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 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 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	2,382	5,230	4,825	889,316
July	2,406	5,258	4,822	903,206
August	2,439	5,276	4,822	918,202
September	2,459	5,271	4,862	934,790
October	2,475	5,275	4,863	949,708
November	2,486	5,284	4,852	969,056
December	2,509	5,306	4,853	987,887

## 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 4 sources of circulation for quantities of 4 copies or -% to 202 copies or 0.8%. Other sources include 11 sources of circulation for quantities of 1 copy or -% to 3,476 copies or 14.3%, 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

(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

January 15, 2018

California

Torrance

January 15, 2018

BJ

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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.