

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

## CHANNELS

**SCHOOL TRANSPORTATION NEWS MAGAZINE**

5 issues in the period  
26,279 average circulation

**SCHOOL TRANSPORTATION NEWS WEBSITE**

16,805 average unique browsers

**SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA**

2,251 Twitter followers  
5,166 Facebook likes  
4,823 LinkedIn group members  
808,601 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)	26,278	1	26,279
a. Print	24,062	1	24,063
b. Digital	5,242	-	5,242
1. Requested	5,240	-	5,240
2. Non-Requested	2	-	2
<b>SCHOOL TRANSPORTATION NEWS WEBSITE</b> (Monthly Unique Browsers with 40,240 average Page Impressions)	16,805	-	16,805
<b>SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA</b>			
a. Twitter followers	**2,251	-	**2,251
b. Facebook likes	**5,166	-	**5,166
c. LinkedIn group members	**4,823	-	**4,823
d. YouTube views	**808,601	-	**808,601

\*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	1,475
Allocated for Trade Shows and Conventions	903
All Other	1,434
<b>TOTAL</b>	<b>3,812</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	26,039	99.1	26,038	99.1	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	240	0.9	240	0.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,279</b>	<b>100.0</b>	<b>26,278</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016	Print	Digital	*Unique Total Qualified
July	25,246	5,132	26,744
August	25,070	5,093	26,546
September	25,551	5,386	27,051
October	22,014	5,476	27,206
November	22,433	5,122	23,847

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

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is **11.3%** or **3,040 copies** below the average of the other 4 issues reported in Paragraph 2. (See Additional Data)

PRIMARY BUSINESS	*UNIQUE TOTAL QUALIFIED	PERCENT OF TOTAL	Print		Digital		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	18,290	76.7	17,239	3,593	7,427	5,568	1,331	1,150	994	1,820	
Private School, College/Univ & Transit Bus Fleet	635	2.7	578	199	217	126	34	46	151	61	
Contractor Owned Bus Fleet	2,255	9.5	2,171	520	589	145	212	120	682	507	
State/Federal/Local Government	457	1.9	440	94	129	49	33	23	79	144	
Head Start Owned Fleet	700	2.9	645	219	339	139	69	27	55	71	
<b>Sub-total</b>	<b>22,337</b>	<b>93.7</b>	<b>21,073</b>	<b>4,625</b>	<b>8,701</b>	<b>6,027</b>	<b>1,679</b>	<b>1,366</b>	<b>1,961</b>	<b>2,603</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	1,510	6.3	1,360	497	93	119	58	77	600	563	
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>23,847</b>	<b>100.0</b>	<b>22,433</b>	<b>5,122</b>	<b>8,794</b>	<b>6,146</b>	<b>1,737</b>	<b>1,443</b>	<b>2,561</b>	<b>3,166</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>94.1</b>	<b>21.5</b>	<b>36.9</b>	<b>25.8</b>	<b>7.3</b>	<b>6.0</b>	<b>10.7</b>	<b>13.3</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 2016

QUALIFICATION SOURCE	Qualified Within					*Unique Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>11,585</b>	<b>4,209</b>	<b>1,414</b>	<b>15,794</b>	<b>5,120</b>	<b>17,208</b>	<b>72.2</b>
II. Request from recipient's company:	<b>1,460</b>	<b>1</b>	<b>2</b>	<b>1,463</b>	-	<b>1,463</b>	<b>6.1</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	<b>198</b>	<b>206</b>	<b>404</b>	<b>2</b>	<b>404</b>	<b>1.7</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>4,772</b>	-	-	<b>4,772</b>	-	<b>4,772</b>	<b>20.0</b>
**Association rosters and directories	712	-	-	712	-	712	3.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	4,060	-	-	4,060	-	4,060	17.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>17,817</b>	<b>4,408</b>	<b>1,622</b>	<b>22,433</b>	<b>5,122</b>	<b>23,847</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.7</b>	<b>18.5</b>	<b>6.8</b>	<b>94.0</b>	<b>21.4</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 2016**

MAILING ADDRESS	Print	Digital	*Unique Total Qualified	Percent
Individuals by name and title and/or function	19,031	4,782	20,380	85.5
Individuals by name only	2,151	160	2,191	9.2
Titles or functions only	69	23	70	0.3
Company names only	8	1	8	-
Multi-Copy Same Addressee copies	1,174	156	1,198	5.0
Single Copy Sales	-	-	-	-
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>22,433</b>	<b>5,122</b>	<b>23,847</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
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*	July – December 2016*
Unique Total Audit Average Qualified:***	25,063	26,624	27,931	29,337	26,776	26,279
Unique Qualified Non-Paid Total:***	25,058	26,618	27,925	29,333	26,774	26,278
Print:	25,058	23,481	24,209	25,015	24,301	24,062
Digital:	-	3,137	5,009	5,141	3,727	5,242
Unique Qualified Paid Total:***	5	6	6	4	2	1
Print:	5	6	6	4	2	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: July – December 2016 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 2016\*\***

State	Print	Digital	*Unique Total Qualified	Percent	State	Print	Digital	*Unique Total Qualified	Percent
Maine	107	36	110		Kentucky	267	87	292	
New Hampshire	70	17	72		Tennessee	194	49	200	
Vermont	32	8	34		Alabama	220	69	239	
Massachusetts	212	77	228		Mississippi	169	44	176	
Rhode Island	20	1	21		<b>EAST SO. CENTRAL</b>	<b>850</b>	<b>249</b>	<b>907</b>	<b>3.8</b>
Connecticut	167	70	183		Arkansas	312	84	338	
<b>NEW ENGLAND</b>	<b>608</b>	<b>209</b>	<b>648</b>	<b>2.7</b>	Louisiana	125	39	130	
New York	1,035	251	1,109		Oklahoma	132	42	139	
New Jersey	310	94	326		Texas	2,236	309	2,336	
Pennsylvania	655	136	693		<b>WEST SO. CENTRAL</b>	<b>2,805</b>	<b>474</b>	<b>2,943</b>	<b>12.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,000</b>	<b>481</b>	<b>2,128</b>	<b>8.9</b>	Montana	110	33	116	
Ohio	801	278	868		Idaho	277	76	306	
Indiana	540	154	574		Wyoming	91	25	95	
Illinois	921	160	991		Colorado	476	129	514	
Michigan	628	202	671		New Mexico	126	38	134	
Wisconsin	327	105	357		Arizona	386	142	414	
<b>EAST NO. CENTRAL</b>	<b>3,217</b>	<b>899</b>	<b>3,461</b>	<b>14.5</b>	Utah	149	42	160	
Minnesota	480	163	520		Nevada	145	46	156	
Iowa	509	131	574		<b>MOUNTAIN</b>	<b>1,760</b>	<b>531</b>	<b>1,895</b>	<b>8.0</b>
Missouri	1,199	265	1,286		Alaska	22	6	22	
North Dakota	42	11	44		Washington	2,704	226	2,792	
South Dakota	125	40	143		Oregon	510	118	551	
Nebraska	180	56	196		California	976	279	1,056	
Kansas	370	136	422		Hawaii	22	6	22	
<b>WEST NO. CENTRAL</b>	<b>2,905</b>	<b>802</b>	<b>3,185</b>	<b>13.4</b>	<b>PACIFIC</b>	<b>4,234</b>	<b>635</b>	<b>4,443</b>	<b>18.6</b>
Delaware	43	16	46		<b>UNITED STATES</b>	<b>22,077</b>	<b>5,075</b>	<b>23,476</b>	<b>98.4</b>
Maryland	240	65	249		U.S. Territories	14	6	14	
Washington, DC	15	6	19		Canada	341	40	355	
Virginia	827	191	872		Mexico	-	-	-	
West Virginia	81	16	83		Other International	1	1	2	
North Carolina	339	103	351		APO/FPO	-	-	-	
South Carolina	169	47	179		<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>22,433</b>	<b>5,122</b>	<b>23,847</b>	<b>100.0</b>
Georgia	377	107	388						
Florida	1,607	244	1,679						
<b>SOUTH ATLANTIC</b>	<b>3,698</b>	<b>795</b>	<b>3,866</b>	<b>16.2</b>					

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

\*\*See Additional Data

## WEBSITE CHANNEL

### WWW.STNONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	37,431	20,060	14,633	1.37	02:04	01:47
August	37,341	21,038	16,535	1.27	01:52	01:26
September	35,846	20,622	15,858	1.30	02:03	01:31
October	38,807	21,351	16,064	1.33	02:07	01:44
November	53,794	30,703	20,561	1.49	02:22	01:47
December	38,223	22,700	17,183	1.32	02:25	01:39
<b>AVERAGE:</b>	<b>40,240</b>	<b>22,745</b>	<b>16,805</b>	<b>1.35</b>	<b>02:08</b>	<b>01:39</b>

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User 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.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average 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

2016	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?gid=2417151/profile">http://linkedin.com/groups?gid=2417151/profile</a>	YouTube views <a href="https://www.youtube.com/user/STNMagazine/featured">https://www.youtube.com/user/STNMagazine/featured</a>
Beginning Balance	2,120	5,138	4,713	735,399
July	2,135	5,140	4,734	746,234
August	2,167	5,147	4,778	757,709
September	2,190	5,153	4,799	770,999
October	2,206	5,155	4,805	783,565
November	2,236	5,157	4,819	796,005
December	2,251	5,166	4,823	808,601

## ADDITIONAL DATA

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's 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 3a:

The November 2016 issue is 11.3% or 3,040 copies below the average of the other 4 issues reported in Paragraph 2.

#### PARAGRAPH 3b

Association rosters and directories include 7 sources of circulation for quantities of 1 copy or -% to 443 copies or 1.9%. Other sources include 4 source of circulation for quantities of 5 copies or -% to 3,622 copies or 15.2%, 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

January 25, 2017

California

Torrance

January 25, 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.