

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  
24,955 average circulation

**SCHOOL TRANSPORTATION NEWS WEBSITE**



21,555 average users

**SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA**



2,638 Twitter followers  
5,358 Facebook likes  
4,893 LinkedIn group members  
1,091,518 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)	24,954	1	24,955
a. Print	22,719	1	22,720
b. Digital	15,622	1	15,623
1. Requested	12,452	1	12,453
2. Non-Requested	3,170	-	3,170
<b>SCHOOL TRANSPORTATION NEWS WEBSITE</b> (Monthly Users with 100,819 average Pageviews)	21,555	-	21,555
<b>SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA</b>			
a. Twitter followers	**2,638	-	**2,638
b. Facebook likes	**5,358	-	**5,358
c. LinkedIn group members	**4,893	-	**4,893
d. YouTube views	**1,091,518	-	**1,091,518

\*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	1,520
Allocated for Trade Shows and Conventions	782
All Other	1,146
<b>TOTAL</b>	<b>3,448</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 Sponsored Individually Addressed	24,255	97.2	24,254	97.2	1	-
Membership Benefit Multi-Copy Same Addressee	700	2.8	700	2.8	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,955</b>	<b>100.0</b>	<b>24,954</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

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

2018	Print	Digital	Unique Total Qualified*
January	22,559	15,897	24,885
February	22,609	15,863	24,921
March	22,759	15,623	25,000
April	21,715	15,481	23,911
May	23,344	15,419	25,506
June	23,333	15,453	25,507

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
 This issue is 2.7% or 661 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 Representatives	Others Allied to the Field	
School District Owned Bus Fleet	18,767	73.5	17,191	11,182	7,477	4,943	1,629	1,167	1,042	2,509	
Private School, College/Univ & Transit Bus Fleet	1,195	4.7	1,105	680	336	188	223	117	201	130	
Contractor Owned Bus Fleet	2,602	10.2	2,452	1,554	522	175	238	119	699	849	
State/Federal/Local Government	476	1.9	423	320	128	52	30	24	64	178	
Head Start Owned Fleet	641	2.5	570	423	295	127	59	21	58	81	
<b>Sub-total</b>	<b>23,681</b>	<b>92.8</b>	<b>21,741</b>	<b>14,159</b>	<b>8,758</b>	<b>5,485</b>	<b>2,179</b>	<b>1,448</b>	<b>2,064</b>	<b>3,747</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	-	-	-	-	-	-	-	-	-	-	
Others Allied to the Field	1,825	7.2	1,603	1,260	127	119	124	93	613	749	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>25,506</b>	<b>100.0</b>	<b>23,344</b>	<b>15,419</b>	<b>8,885</b>	<b>5,604</b>	<b>2,303</b>	<b>1,541</b>	<b>2,677</b>	<b>4,496</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>91.5</b>	<b>60.5</b>	<b>34.9</b>	<b>22.0</b>	<b>9.0</b>	<b>6.0</b>	<b>10.5</b>	<b>17.6</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 2018**

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>10,177</b>	<b>4,049</b>	<b>3,203</b>	<b>15,272</b>	<b>11,606</b>	<b>17,429</b>	<b>68.3</b>
II. Request from recipient's company:	<b>135</b>	<b>1,213</b>	<b>1</b>	<b>1,349</b>	<b>639</b>	<b>1,349</b>	<b>5.3</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>126</b>	-	<b>57</b>	<b>180</b>	<b>91</b>	<b>183</b>	<b>0.7</b>
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>4,884</b>	<b>1,286</b>	<b>375</b>	<b>6,543</b>	<b>3,083</b>	<b>6,545</b>	<b>25.7</b>
**Association rosters and directories	1,497	178	111	1,785	840	1,786	7.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	3,387	1,108	264	4,758	2,243	4,759	18.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>15,322</b>	<b>6,548</b>	<b>3,636</b>	<b>23,344</b>	<b>15,419</b>	<b>25,506</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.0</b>	<b>25.7</b>	<b>14.3</b>	<b>91.5</b>	<b>60.5</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

2018	Pageviews	Sessions	Users	Average Session Duration
January	131,361	28,356	19,869	2:22
February	87,926	26,802	18,758	2:14
March	68,573	31,546	21,944	1:55
April	103,600	33,024	23,631	2:17
May	101,354	29,953	21,877	2:20
June	112,100	32,039	23,251	2:15
<b>AVERAGE:</b>	<b>100,819</b>	<b>30,286</b>	<b>21,555</b>	<b>2:13</b>

January – June 2018 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.

## SOCIAL MEDIA CHANNEL

### School Transportation News Social Media

2018	 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	2,509	5,306	4,853	987,887
January	2,521	5,315	4,846	1,004,727
February	2,538	5,315	4,839	1,024,112
March	2,556	5,323	4,835	1,042,296
April	2,575	5,359	4,851	1,059,760
May	2,604	5,359	4,850	1,076,724
June	2,638	5,358	4,893	1,091,518

## ADDITIONAL DATA

#### MAGAZINE : 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.

#### PARAGRAPH 3b

Association rosters and directories include 8 sources of circulation for quantities of 1 copy or -% to 1,048 copies or 4.1%. Other sources include 13 sources of circulation for quantities of 1 copy or -% to 1,866 copies or 7.3%.

#### 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.

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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.