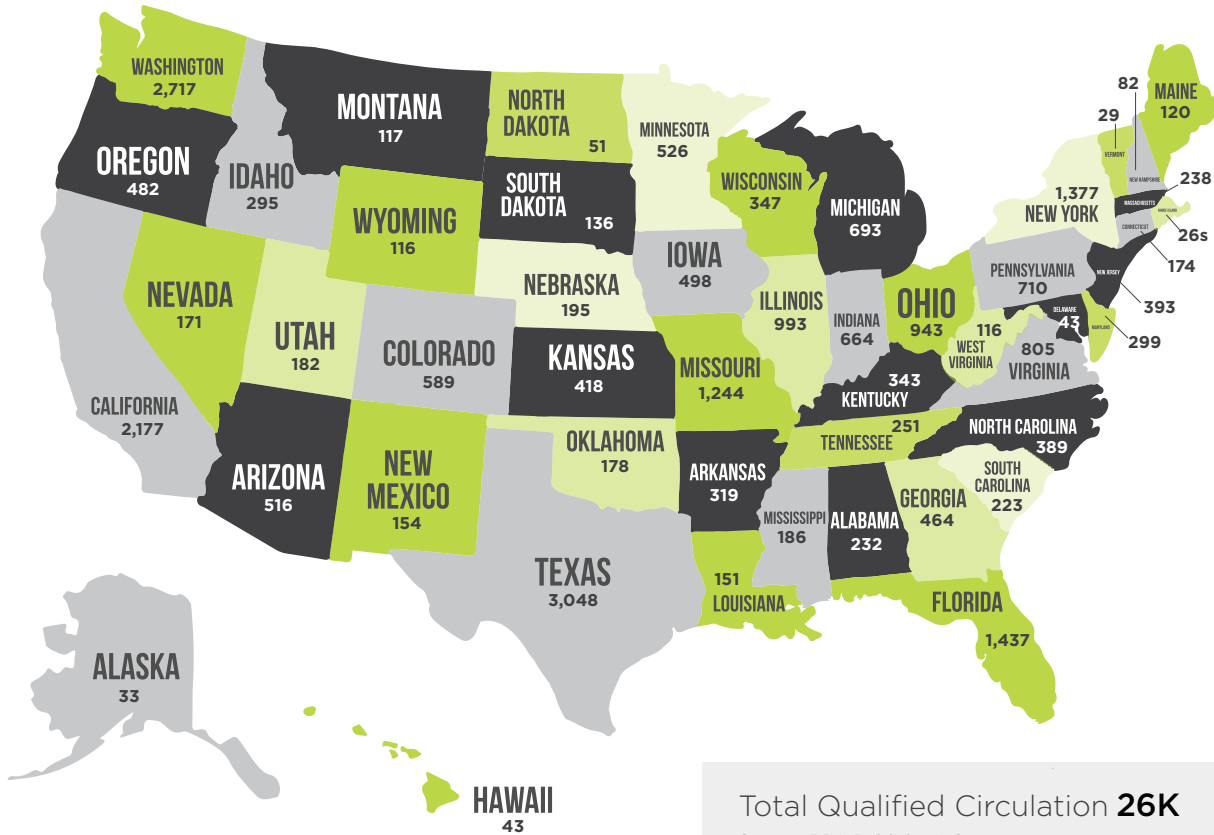


SUBSCRIBER GEOGRAPHIC

Distribution - November 2018 | Unique Total Qualified Circulation



Total Qualified Circulation **26K**
Source: BPA Publisher's Statement

Readership & Pass-along

Source: EL Market Information Co.

PRIMARY READERS **▶ 26K** PASS-ALONG READERS **▶ 86K** TOTAL READERS **▶ 112K**

PASS-ALONG : In addition to 26,024 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 112,000 readers.

SUBSCRIBER CLASSIFICATION

by Business & Industry

Average Subscriber Base

PRINT SUBSCRIBERS	DIGITAL SUBSCRIBERS	TOTAL SUBSCRIBERS 11 ISSUE AVERAGE
23K	17K	26K

73% School District Fleets (19,272)	2% Head Start Fleets (638)	2% Federal, State & Local Government (478)
4% Private School, University Transit Fleets (1,052)		10% Contractor Fleets (2,601)
6% Manufacturers, Suppliers, others allied to field (1,068)		

Source: BPA Publisher's Statement 11/2018

Subscriber Titles (November 2018)

Transportation Director	9,333
Superintendent/School Business Official	5,414
President/CEO	2,679
Fleet Manager	1,535
Driver Trainer	2,274
Others Allied to the Field	5,271