

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  
25,870 average circulation

**SCHOOL TRANSPORTATION NEWS WEBSITE**



23,086 average users

**SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA**



2,552 Twitter followers  
5,572 Facebook likes  
4,963 LinkedIn group members  
1,167,436 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)	25,869	1	25,870
a. Print	23,545	1	23,546
b. Digital	15,416	1	15,417
1. Requested	12,616	1	12,617
2. Non-Requested	2,800	-	2,800
<b>SCHOOL TRANSPORTATION NEWS WEBSITE</b> (Monthly Users with 95,398 average Pageviews)	23,086	-	23,086
<b>SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA</b>			
a. Twitter followers	**2,552	-	**2,552
b. Facebook likes	**5,572	-	**5,572
c. LinkedIn group members	**4,963	-	**4,963
d. YouTube views	**1,167,436	-	**1,167,436

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

\*\*Social Media claims are cumulative figures, not averages.

**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	1,473
Allocated for Trade Shows and Conventions	593
All Other	854
<b>TOTAL</b>	<b>2,920</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	24,869	96.1	24,869	96.1	-	-
Sponsored Individually Addressed	1	-	-	-	1	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,000	3.9	1,000	3.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,870</b>	<b>100.0</b>	<b>25,869</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

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

2018	Print	Digital	Unique Total Qualified*
July	23,543	15,574	25,826
August	23,233	15,229	25,495
September	23,539	15,223	25,837
October	23,476	15,589	25,877
November	23,941	15,473	26,314

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**  
 This issue is 2.2% or 555 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 Representatives	Others Allied to the Field	
School District Owned Bus Fleet	19,163	72.8	17,435	11,133	8,009	4,784	1,697	1,183	1,043	2,447	
Private School, College/Univ & Transit Bus Fleet	1,049	4.0	962	594	299	179	185	100	168	118	
Contractor Owned Bus Fleet	2,583	9.8	2,419	1,510	503	167	231	130	739	813	
State/Federal/Local Government	466	1.8	404	314	118	55	30	18	73	172	
Head Start Owned Fleet	627	2.4	554	399	300	130	47	23	62	65	
<b>Sub-total</b>	<b>23,888</b>	<b>90.8</b>	<b>21,774</b>	<b>13,950</b>	<b>9,229</b>	<b>5,315</b>	<b>2,190</b>	<b>1,454</b>	<b>2,085</b>	<b>3,615</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	1,632	6.2	1,502	945	39	46	6	60	422	1,059	
Others Allied to the Field	794	3.0	665	578	65	53	78	21	172	405	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>26,314</b>	<b>100.0</b>	<b>23,941</b>	<b>15,473</b>	<b>9,333</b>	<b>5,414</b>	<b>2,274</b>	<b>1,535</b>	<b>2,679</b>	<b>5,079</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>91.0</b>	<b>58.8</b>	<b>35.5</b>	<b>20.6</b>	<b>8.6</b>	<b>5.8</b>	<b>10.2</b>	<b>19.3</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 2018**

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,995	4,681	3,881	16,188	12,020	18,557	70.5
II. Request from recipient's company:	92	-	1,195	1,287	572	1,287	4.9
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	47	17	-	62	31	64	0.2
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>4,869</b>	<b>792</b>	<b>745</b>	<b>6,404</b>	<b>2,850</b>	<b>6,406</b>	<b>24.3</b>
**Association rosters and directories	1,236	-	250	1,485	662	1,486	5.6
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	3,633	792	495	4,919	2,188	4,920	18.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>15,003</b>	<b>5,490</b>	<b>5,821</b>	<b>23,941</b>	<b>15,473</b>	<b>26,314</b>	<b>100.0</b>
<b>PERCENT</b>	<b>57.0</b>	<b>20.9</b>	<b>22.1</b>	<b>91.0</b>	<b>58.8</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
July	91,749	30,214	21,224	2:03
August	97,190	28,636	22,293	2:02
September	77,883	25,205	20,475	1:39
October	160,040	40,830	30,242	2:08
November	90,147	31,604	25,428	1:40
December	55,383	22,831	18,855	1:40
<b>AVERAGE:</b>	<b>95,398</b>	<b>29,886</b>	<b>23,086</b>	<b>1:52</b>

July – December 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 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.

## 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	2,638	5,358	4,893	1,091,518
July	2,488	5,457	4,891	1,103,344
August	2,503	5,487	4,887	1,117,123
September	2,520	5,508	4,881	1,130,768
October	2,566	5,529	4,948	1,144,186
November	2,548	5,554	4,958	1,157,512
December	2,552	5,572	4,963	1,167,436

## 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 879 copies or 3.3%. Other sources include 14 sources of circulation for quantities of 1 copy or -% to 3,459 copies or 13.0%, 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 4, 2019

California

Torrance

January 4, 2019

BJ

S457B0D8

### 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.