

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.

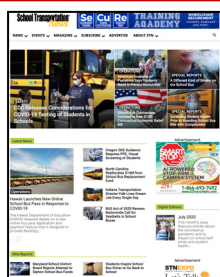
## CHANNELS

### SCHOOL TRANSPORTATION NEWS MAGAZINE



6 issues in the period  
25,624 average circulation

### SCHOOL TRANSPORTATION NEWS WEBSITE



83,309 average users

### SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA



2,902 Twitter followers  
6,514 Facebook likes  
5,146 LinkedIn group members  
1,438,076 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> (6 issues in the period)	25,623	1	25,624
(See Paragraph 3b for Format Type and Source)			
<b>SCHOOL TRANSPORTATION NEWS WEBSITE</b> (Monthly Users with 317,006 average Pageviews)	83,309	-	83,309
<b>SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA</b>			
a. Twitter followers	*2,902	-	*2,902
b. Facebook likes	*6,514	-	*6,514
c. LinkedIn group members	*5,146	-	*5,146
d. YouTube views	*1,438,076	-	*1,438,076

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

**FIELD SERVED**

**SCHOOL TRANSPORTATION NEWS** serves the fields of school district fleets, private school/college/university/transit bus fleets, school bus contractor fleets, state/federal/local governments, head start agencies, bus body manufacturers; component suppliers; bus dealer/distributors; industry/trade/special/mechanic/drivers associations; law enforcement; industry consultants, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are transportation directors/supervisors, special education transportation supervisors/directors, superintendents, principals, administrators; school business officials; head start directors; purchasing agents/financial managers; school board members; financial, driver trainers, school bus dispatchers/drivers, directors vehicle maintenance, fleet managers, maintenance managers, bus mechanics/maintenance, parts or service managers, supervisors of transportation equipment, presidents/CEOs/owners/managers, mid-level managers, associate executive directors, sales/marketing, and others allied to the field.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,363
Allocated for Trade Shows and Conventions	27
All Other	1,067
<b>TOTAL</b>	<b>2,457</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,224	98.4	25,223	98.4	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	400	1.6	400	1.6	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,624</b>	<b>100.0</b>	<b>25,623</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

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

2020 Issue	Print	Digital	Unique Total Qualified*
January	21,010	16,007	23,770
February	23,010	16,200	25,866
March	23,602	16,300	26,461
April	23,493	16,334	26,440
May	22,671	16,334	25,590
June	22,664	16,307	25,614

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

This issue is 0.2% or 40 copies below the average of the other 5 issues reported in Paragraph 2.

					Classification by Title						
Primary Business	Unique Total Qualified*	Percent of Total	Print	Digital	Transportation Director/ Supervisor, Special Education Transportation Supervisor/ Director	Superintendent, Principal, Administrator, School Business Official, Head Start Director, Purchasing Agent/ Financial Manager, School Board Member, Financial	Driver Trainer, School Bus Dispatcher/ Driver	Director Vehicle Maintenance, Fleet Manager, Maintenance Manager, Bus Mechanic/ Maintenance, Parts or Service Manager, Supervisor of Transportation Equipment	President/ CEO/Owner/ Manager, Mid-Level Manager, Associate Executive Director, Sales/ Marketing	Others Allied to the Field	
School District Fleet	18,613	72.7	16,441	11,774	8,148	3,256	2,093	1,374	1,076	2,666	
Private School/College/University/Transit Bus Fleet	945	3.7	828	601	276	143	170	82	146	128	
School Bus Contractor Fleet	2,839	11.1	2,618	1,749	521	176	246	143	898	855	
State/Federal/Local Government	455	1.8	394	308	122	60	34	15	62	162	
Head Start Agency	572	2.2	488	399	264	129	48	22	35	74	
Subtotal	23,424	91.5	20,769	14,831	9,331	3,764	2,591	1,636	2,217	3,885	
Bus Body Manufacturer, Component Supplier, Bus Dealer/Distributor, Industry/Trade/Special/Mechanic/Drivers Association, Law Enforcement, Industry Consultant	1,289	5.1	1,156	856	62	57	38	74	612	446	
Others Allied to the Field	877	3.4	746	647	60	42	99	22	172	482	
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,590	100.0	22,671	16,334	9,453	3,863	2,728	1,732	3,001	4,813	
PERCENT	100.0		88.6	63.8	36.9	15.1	10.7	6.8	11.7	18.8	

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

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,274	5,577	2,674	14,619	11,170	17,525	68.5
II. Request from recipient's company:	102	108	69	277	179	279	1.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	49	79	41	162	108	169	0.6
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>3,793</b>	<b>2,675</b>	<b>1,149</b>	<b>7,613</b>	<b>4,877</b>	<b>7,617</b>	<b>29.8</b>
**Association rosters and directories	1,257	678	586	2,520	1,614	2,521	9.9
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,536	1,997	563	5,093	3,263	5,096	19.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,218</b>	<b>8,439</b>	<b>3,933</b>	<b>22,671</b>	<b>16,334</b>	<b>25,590</b>	<b>100.0</b>
<b>PERCENT</b>	<b>51.6</b>	<b>33.0</b>	<b>15.4</b>	<b>88.6</b>	<b>63.8</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 OF MAY 2020

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	20,108	15,047	22,933	89.6
Individuals by name only	2,121	1,268	2,215	8.7
Titles or functions only	37	19	37	0.1
Company names only	5	-	5	-
Multi-Copy Same Addressee copies	400	-	400	1.6
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>22,671</b>	<b>16,334</b>	<b>25,590</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 BRAND REPORTS

6-Month Period Ended:	Audited Data July – December 2017	Audited Data January – June 2018	Audited Data July – December 2018	Audited Data January – June 2019	Circulation Claim July – December 2019*	Circulation Claim January – June 2020*
Unique Total Audit Average Qualified:***	22,198	24,427	25,869	26,722	24,735	25,624
Unique Qualified Non-Paid Total:***	22,198	24,426	25,868	26,721	24,734	25,623
Print:	20,442	22,407	23,545	24,341	21,960	22,741
Digital:	16,020	16,332	15,416	15,634	15,767	16,247
Unique Qualified Paid Total:***	-	1	1	1	1	1
Print:	-	1	1	1	1	1
Digital:	-	1	1	-	-	-
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 2019– June 2020 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 MAY 2020\*\*

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	129	88	142		Kentucky	299	220	339	
New Hampshire	78	54	85		Tennessee	252	181	288	
Vermont	31	20	34		Alabama	155	107	169	
Massachusetts	225	166	247		Mississippi	159	106	173	
Rhode Island	24	17	27		<b>EAST SO. CENTRAL</b>	<b>865</b>	<b>614</b>	<b>969</b>	<b>3.8</b>
Connecticut	173	115	192		Arkansas	261	201	300	
<b>NEW ENGLAND</b>	<b>660</b>	<b>460</b>	<b>727</b>	<b>2.8</b>	Louisiana	144	98	153	
New York	1,108	811	1,230		Oklahoma	146	105	160	
New Jersey	347	250	388		Texas	2,691	1,889	3,015	
Pennsylvania	715	499	786		<b>WEST SO. CENTRAL</b>	<b>3,242</b>	<b>2,293</b>	<b>3,628</b>	<b>14.2</b>
<b>MIDDLE ATLANTIC</b>	<b>2,170</b>	<b>1,560</b>	<b>2,404</b>	<b>9.4</b>	Montana	101	76	111	
Ohio	845	634	943		Idaho	212	174	251	
Indiana	1,102	739	1,211		Wyoming	102	78	116	
Illinois	843	633	972		Colorado	794	552	903	
Michigan	611	460	695		New Mexico	121	98	144	
Wisconsin	329	238	372		Arizona	383	305	444	
<b>EAST NO. CENTRAL</b>	<b>3,730</b>	<b>2,704</b>	<b>4,193</b>	<b>16.4</b>	Utah	152	123	183	
Minnesota	461	352	531		Nevada	141	112	161	
Iowa	350	283	424		<b>MOUNTAIN</b>	<b>2,006</b>	<b>1,518</b>	<b>2,313</b>	<b>9.0</b>
Missouri	1,094	758	1,245		Alaska	29	18	30	
North Dakota	44	33	53		Washington	1,131	852	1,362	
South Dakota	86	84	115		Oregon	308	268	382	
Nebraska	146	118	175		California	2,243	1,489	2,448	
Kansas	303	264	377		Hawaii	36	28	41	
<b>WEST NO. CENTRAL</b>	<b>2,484</b>	<b>1,892</b>	<b>2,920</b>	<b>11.4</b>	<b>PACIFIC</b>	<b>3,747</b>	<b>2,655</b>	<b>4,263</b>	<b>16.7</b>
Delaware	38	25	42		<b>UNITED STATES</b>	<b>22,091</b>	<b>15,938</b>	<b>24,946</b>	<b>97.5</b>
Maryland	286	207	315		U.S. Territories	8	10	13	
Washington, DC	23	15	24		Canada	572	374	619	
Virginia	653	472	733		Mexico	-	-	-	
West Virginia	114	75	121		Other International	-	12	12	
North Carolina	343	240	374		<b>APO/FPO</b>	<b>-</b>	<b>-</b>	<b>-</b>	
South Carolina	200	152	229						
Georgia	456	320	491						
Florida	1,074	736	1,200						
<b>SOUTH ATLANTIC</b>	<b>3,187</b>	<b>2,242</b>	<b>3,529</b>	<b>13.8</b>					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>22,671</b>	<b>16,334</b>	<b>25,590</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

2020	Pageviews	Sessions	Users	Average Session Duration
January	209,126	41,809	34,978	2:30
February	184,777	47,465	39,557	1:57
March	365,378	127,504	107,760	1:13
April	308,357	96,667	81,884	1:34
May	480,067	168,537	145,399	1:20
June	354,332	112,419	90,278	1:35
<b>AVERAGE:</b>	<b>317,006</b>	<b>99,066</b>	<b>83,309</b>	<b>1:41</b>

January – June 2020 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

2020	 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	2,769	6,064	4,984	1,327,815
January	2,788	6,103	5,011	1,343,446
February	2,817	6,148	5,048	1,363,223
March	2,842	6,269	5,059	1,378,825
April	2,872	6,388	5,090	1,398,068
May	2,893	6,482	5,110	1,417,370
June	2,902	6,514	5,146	1,438,076

## 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 10 sources of circulation for quantities of 1 copy or -% to 492 copies or 1.9%. Other sources include 11 sources of circulation for quantities of 3 copies or -% to 2,293 copies or 9.0%.

### 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

July 2, 2020

State

California

City

Torrance

Received by BPA Worldwide

July 2, 2020

Type

BJ

ID Number

S457B0J0

### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.