

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.

STN Media Co. Inc.
5334 Torrance Blvd.
3rd Floor
Torrance, CA 90503
Tel.: 310-792-2226
Fax: 310-792-2231
www.stnonline.com
tony@stnonline.com

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

SCHOOL TRANSPORTATION NEWS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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 PRINT AND DIGITAL MAGAZINE



SCHOOL TRANSPORTATION NEWS WEBSITE



SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SCHOOL TRANSPORTATION NEWS PRINT AND DIGITAL MAGAZINE			
Unique Total* (6 issues in the period)	19,930	-	19,930
a. Print	19,287	-	19,287
b. Digital	8,225	-	8,225
(See Paragraph 3b for Source)			
SCHOOL TRANSPORTATION NEWS WEBSITE (Monthly Users with 130,601 average Pageviews)	31,312	-	31,312
SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA			
a. Twitter followers	**3,140	-	**3,140
b. Facebook likes	**6,939	-	**6,939
c. LinkedIn group members	**5,680	-	**5,680
d. YouTube views	**1,748,045	-	**1,748,045

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

**Social Media claims are cumulative figures, not averages, except for Youtube Views which are the latest monthly view figure.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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	1,295
Allocated for Trade Shows and Conventions	417
All Other	598
TOTAL	2,310

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,930	95.0	18,930	95.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,000	5.0	1,000	5.0	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,930	100.0	19,930	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Unique Total Qualified*
January	19,630	8,558	19,630
February	18,779	8,280	18,779
March	19,724	8,277	19,724
April	17,051	8,225	20,911
May	20,192	8,010	20,192
June	20,341	8,001	20,341

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
 This issue is 1.6% or 315 copies above the average of the other 5 issues reported in Paragraph 2.

Primary Business	Total Qualified	Percent of Total	Classification by Title					
			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	14,814	73.4	7,011	2,617	1,743	1,154	984	1,305
Private School/College/University/Transit Bus Fleet	513	2.5	179	81	47	40	111	55
School Bus Contractor Fleet	1,882	9.3	498	123	184	121	646	310
State/Federal/Local Government	363	1.8	117	41	31	18	51	105
Head Start Agency	434	2.2	206	93	49	22	23	41
Subtotal	18,006	89.2	8,011	2,955	2,054	1,355	1,815	1,816
Bus Body Manufacturer, Component Supplier, Bus Dealer/Distributor, Industry/Trade/Special/Mechanic/Drivers Association, Law Enforcement, Industry Consultant	1,402	6.9	77	80	53	109	702	381
Others Allied to the Field	784	3.9	48	34	80	41	158	423
TOTAL QUALIFIED CIRCULATION	20,192	100.0	8,136	3,069	2,187	1,505	2,675	2,620
PERCENT	100.0		40.3	15.2	10.8	7.5	13.2	13.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	9,178	2,245	3,219		14,642	7,788	14,642	72.5
II. Request from recipient's company:	158	-	79		237	-	237	1.2
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication (other than request):	1	10	2		13	1	13	0.1
V. TOTAL - Sources other than above (listed alphabetically):	4,016	197	1,087		5,300	221	5,300	26.2
**Association rosters and directories	1,128	163	533		1,824	213	1,824	9.0
Business directories	-	-	-		-	-	-	-
**Manufacturer's, distributor's, and wholesaler's lists	112	-	-		112	-	112	0.5
**Other sources	2,776	34	554		3,364	8	3,364	16.7
VI. Single Copy Sales:	-	-	-		-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,353	2,452	4,387		20,192	8,010	20,192	100.0
PERCENT	66.1	12.2	21.7		100.0	39.7	100.0	

*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 MAY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	18,073	89.5
Individuals by name only	1,098	5.4
Titles or functions only	20	0.1
Company names only	1	-
Multi-Copy Same Addressee copies	1,000	5.0
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,192	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Unique Total Audit Average Qualified:***	24,735	25,624	24,837	23,090	21,641	19,930
Unique Qualified Non-Paid Total:***	24,734	25,623	24,836	23,090	21,641	19,930
Print:	21,960	22,741	21,840	18,836	21,599	19,287
Digital:	15,767	16,247	16,120	15,831	15,615	8,225
Unique Qualified Paid Total:***	1	1	1	-	-	-
Print:	1	1	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 2021– June 2022 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 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	121		Kentucky	243	
New Hampshire	68		Tennessee	228	
Vermont	23		Alabama	118	
Massachusetts	197		Mississippi	149	
Rhode Island	24		EAST SO. CENTRAL	738	3.7
Connecticut	130		Arkansas	224	
NEW ENGLAND	563	2.8	Louisiana	124	
New York	1,035		Oklahoma	140	
New Jersey	352		Texas	3,009	
Pennsylvania	598		WEST SO. CENTRAL	3,497	17.3
MIDDLE ATLANTIC	1,985	9.8	Montana	77	
Ohio	757		Idaho	189	
Indiana	1,138		Wyoming	99	
Illinois	754		Colorado	543	
Michigan	576		New Mexico	113	
Wisconsin	262		Arizona	345	
EAST NO. CENTRAL	3,487	17.3	Utah	157	
Minnesota	427		Nevada	109	
Iowa	351		MOUNTAIN	1,632	8.1
Missouri	938		Alaska	19	
North Dakota	44		Washington	881	
South Dakota	87		Oregon	278	
Nebraska	154		California	1,810	
Kansas	309		Hawaii	21	
WEST NO. CENTRAL	2,310	11.4	PACIFIC	3,009	14.9
Delaware	41		UNITED STATES	19,786	98.0
Maryland	237		U.S. Territories	9	
Washington, DC	43		Canada	382	
Virginia	540		Mexico	1	
West Virginia	94		Other International	13	
North Carolina	338		APO/FPO	1	
South Carolina	178				
Georgia	420				
Florida	674				
SOUTH ATLANTIC	2,565	12.7			
			TOTAL QUALIFIED CIRCULATION	20,192	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.STNONLINE.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	154,644	42,195	33,464	1:34
February	128,215	39,221	31,706	1:28
March	137,833	42,641	34,028	1:21
April	120,944	36,274	29,002	1:26
May	120,732	36,042	28,489	1:20
June	121,239	37,531	31,183	1:10
AVERAGE:	130,601	38,984	31,312	1:23

January – June 2022 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

2022	 Twitter followers http://twitter.com/stnmagazine	 Facebook likes http://www.facebook.com/stnmag	 LinkedIn group members http://linkedin.com/groups/2417151/profile	 YouTube views* https://www.youtube.com/user/STNMagazine/featured
Beginning Balance	3,077	6,912	5,578	1,692,802
January	3,090	6,919	5,597	1,704,871
February	3,110	6,920	5,620	1,716,301
March	3,115	6,928	5,629	1,727,057
April	3,126	6,938	5,653	1,736,733
May	3,130	6,930	5,674	1,744,804
June	3,140	6,939	5,680	1,748,045

*Social Media claims are cumulative figures, not averages, except for Youtube Views which are the latest monthly view figure.

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 19 sources of circulation for quantities of 1 copy or -% to 451 copies or 2.2%. Manufacturer's, distributor's, and wholesaler's lists include 3 sources of circulation for quantities of 2 copies or -% to 72 copies or 0.4%. Other sources include 36 sources of circulation for quantities of 1 copy or -% to 2,570 copies or 12.7%, including School Bus Safety List.

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, President & 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

June 17, 2022

State

California

City

Torrance

Received by BPA Worldwide

June 17, 2022

Type

BJ

ID Number

S457B0J2

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

Copyright © 2022 BPA Worldwide. All rights reserved.