

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.

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)	20,050	-	20,050
a. Print	20,050	-	20,050
b. Digital	8,228	-	8,228
(See Paragraph 3b for Source)			
SCHOOL TRANSPORTATION NEWS WEBSITE			
(Monthly Users with 92,601 average Pageviews)	42,952	-	42,952
SCHOOL TRANSPORTATION NEWS SOCIAL MEDIA**			
a. Twitter followers	3,212	-	3,212
b. Facebook likes	7,200	-	7,200
c. LinkedIn group members	5,771	-	5,771
d. YouTube views	1,858,614	-	1,858,614

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

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

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	1,275
Allocated for Trade Shows and Conventions	628
All Other	732
TOTAL	2,635

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,049	95.0	19,049	95.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,001	5.0	1,001	5.0	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,050	100.0	20,050	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Unique Total Qualified*
January	19,283	8,463	19,283
February	19,294	8,407	19,294
March	19,754	8,391	19,754
April	20,676	8,129	20,676
May	20,882	8,143	20,882
June	20,408	7,835	20,408

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023
 This issue is 5.0% or 999 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 Level Manager, Manager, Supervisor of Transportation Equipment	President/CEO/Owner/Manager, Mid-Parts or Service Level Manager, Associate Executive Director, Sales/Marketing	Others Allied to the Field
School District Fleet	16,025	76.7	7,877	3,227	1,940	1,042	1,091	848
Private School/College/University/Transit Bus Fleet	370	1.8	145	48	28	34	83	32
School Bus Contractor Fleet	1,731	8.3	425	105	182	108	661	250
State/Federal/Local Government	329	1.6	106	42	27	18	42	94
Head Start Agency	427	2.0	224	88	47	17	21	30
Subtotal	18,882	90.4	8,777	3,510	2,224	1,219	1,898	1,254
Bus Body Manufacturer, Component Supplier, Bus Dealer/Distributor, Industry/Trade/Special/Mechanic/Drivers Association, Law Enforcement, Industry Consultant	1,296	6.2	86	77	28	76	757	272
Others Allied to the Field	704	3.4	58	36	66	23	170	351
TOTAL QUALIFIED CIRCULATION	20,882	100.0	8,921	3,623	2,318	1,318	2,825	1,877
PERCENT	100.0		42.7	17.4	11.1	6.3	13.5	9.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	6,817	4,407	1,592	12,816	7,958	12,816	61.4
II. Request from recipient's company:	184	59	-	243	-	243	1.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	93	28	9	130	22	130	0.6
V. TOTAL - Sources other than above (listed alphabetically):	3,740	3,820	133	7,693	163	7,693	36.8
**Association rosters and directories	712	862	133	1,707	95	1,707	8.2
Business directories	-	-	-	-	-	-	-
**Manufacturer's, distributor's, and wholesaler's lists	3	100	-	103	3	103	0.5
**Other sources	3,025	2,858	-	5,883	65	5,883	28.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,834	8,314	1,734	20,882	8,143	20,882	100.0
PERCENT	51.9	39.8	8.3	100.0	39.0	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 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	19,385	92.9
Individuals by name only	482	2.3
Titles or functions only	9	-
Company names only	3	-
Multi-Copy Same Addressee copies	1,003	4.8
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,882	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*	January – June 2023*
Unique Total Audit Average Qualified:***	24,837	23,090	21,641	19,930	21,048	20,050
Unique Qualified Non-Paid Total:***	24,836	23,090	21,641	19,930	21,048	20,050
Print:	21,840	18,836	21,599	19,287	20,361	20,050
Digital:	16,120	15,831	15,615	8,225	8,051	8,228
Unique Qualified Paid Total:***	1	-	-	-	-	-
Print:	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 2022 – June 2023 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 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	117		Kentucky	233	
New Hampshire	60		Tennessee	226	
Vermont	24		Alabama	121	
Massachusetts	560		Mississippi	134	
Rhode Island	22		EAST SO. CENTRAL	714	3.4
Connecticut	109		Arkansas	200	
NEW ENGLAND	892	4.3	Louisiana	132	
New York	1,036		Oklahoma	155	
New Jersey	336		Texas	3,264	
Pennsylvania	1,421		WEST SO. CENTRAL	3,751	17.9
MIDDLE ATLANTIC	2,793	13.4	Montana	75	
Ohio	970		Idaho	170	
Indiana	1,117		Wyoming	102	
Illinois	768		Colorado	474	
Michigan	565		New Mexico	109	
Wisconsin	256		Arizona	380	
EAST NO. CENTRAL	3,676	17.6	Utah	186	
Minnesota	413		Nevada	127	
Iowa	331		MOUNTAIN	1,623	7.8
Missouri	985		Alaska	23	
North Dakota	43		Washington	790	
South Dakota	82		Oregon	252	
Nebraska	144		California	1,440	
Kansas	298		Hawaii	21	
WEST NO. CENTRAL	2,296	11.0	PACIFIC	2,526	12.1
Delaware	43		UNITED STATES	20,672	99.0
Maryland	257		U.S. Territories	8	
Washington, DC	38		Canada	185	
Virginia	514		Mexico	1	
West Virginia	95		Other International	15	
North Carolina	304		APO/FPO	1	
South Carolina	179				
Georgia	413				
Florida	558				
SOUTH ATLANTIC	2,401	11.5			
			TOTAL QUALIFIED CIRCULATION	20,882	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.STNONLINE.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	131,049	55,552	48,557	1:00
February	93,635	54,899	48,440	0:51
March	82,668	41,854	34,454	1:11
April	99,438	62,463	55,714	0:46
May	79,775	45,135	38,219	0:57
June	69,046	37,864	32,331	0:57
AVERAGE:	92,601	49,627	42,952	0:57

January – June 2023 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

2023	 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	3,199	7,100	5,778	1,802,816
January	3,205	7,100	5,775	1,813,517
February	3,215	7,200	5,774	1,824,123
March	3,272	7,200	5,770	1,833,300
April	3,222	7,200	5,762	1,840,749
May	3,215	7,200	5,763	1,849,057
June	3,212	7,200	5,771	1,858,614

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 7 copies or -% to 463 copies or 2.2%. Manufacturer's, distributor's, and wholesaler's lists include 3 sources of circulation for quantities of 2 copies or -% to 67 copies or 0.3%. Other sources include 5 sources of circulation for quantities of 331 copies or 1.6% to 2,484 copies or 11.9%, including School Bus Safety List 2022 & 2023.

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

July 6, 2023

California

Torrance

July 6, 2023

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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.

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