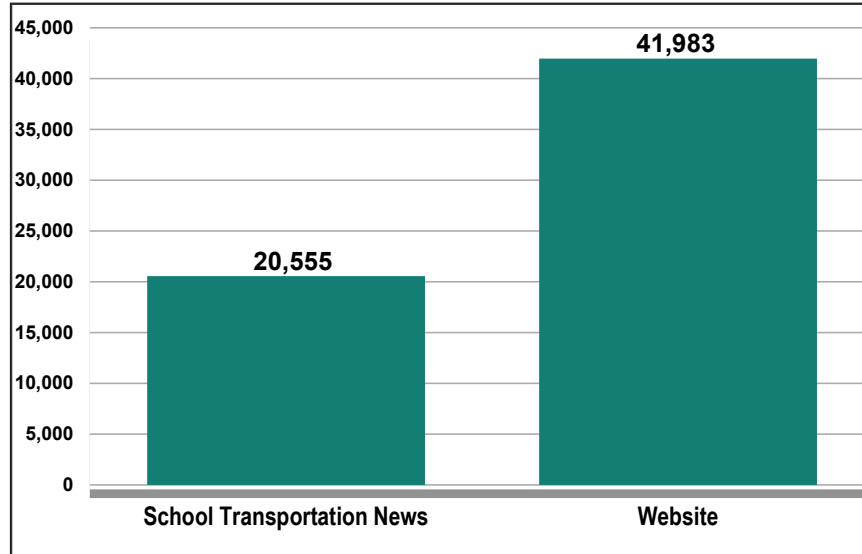


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended June 30, 2024

TOTAL AVERAGE GROSS CONTACTS

62,538

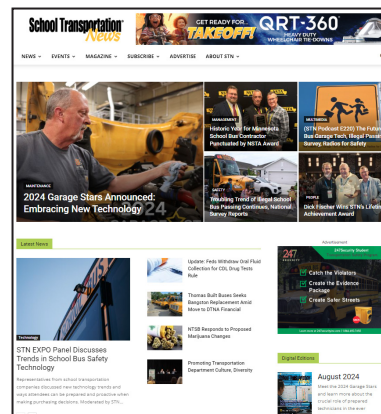


EXECUTIVE SUMMARY

Channels	Contacts	Period
School Transportation News Total Qualified Circulation	20,555	6 months ended June 30, 2024
Website Activity Page Impressions Visits Unique Browsers	101,175 50,979 41,983	6 months ended June 30, 2024
Social Media X Followers Facebook Likes LinkedIn Group Members YouTube Views	3,226 7,500 5,777 2,008,368	As of June 30, 2024

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



School Transportation News

6 months ended June 30, 2024

Subject to Audit

Field Served:

SCHOOL TRANSPORTATION NEWS serves the fields of school district fleets, private school/college/university/transit bus fleets, school buscontractor 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.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		20,555
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		20,555
Qualified Nonpaid Individual - Digital		7,656
Total Qualified Nonpaid Individual		20,555
Total Average Qualified Nonpaid Circulation		20,555

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		738
Total Nonqualified Allocated for Shows & Conventions		738
Nonqualified Miscellaneous, Including Staff Copies - Print		2,339
Total Nonqualified Miscellaneous, Including Staff Copies		2,339
Total Average Nonqualified Circulation		3,077

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan	20,196	7,911	20,196
Feb	19,781	7,673	19,781
Mar	19,839	7,548	19,839
Apr	20,322	7,691	20,322
May	21,717	7,606	21,717
Jun	21,470	7,505	21,470

BUSINESS ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	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	
1. School District Fleet	16,798	77.3	16,798	5,421	8,130	3,376	1,857	1,078	1,175	1,182	
2. Private School/College/University/Transit Bus Fleet	430	2.0	430	174	148	64	38	35	108	37	
3. School Bus Contractor Fleet	1,773	8.2	1,773	634	422	103	180	119	643	306	
4. State/Federal/Local Government	365	1.7	365	150	113	37	26	15	47	127	
5. Head Start Agency	435	2.0	435	167	233	86	36	15	31	34	
Subtotal	19,801	91.2	19,801	6,546	9,046	3,666	2,137	1,262	2,004	1,686	
6. Bus Body Manufacturer, Component Supplier, Bus Dealer/ Distributor, Industry/Trade/Special/Mechanic/Drivers Association, Law Enforcement, Industry Consultant	1,211	5.6	1,211	710	93	37	28	65	731	257	
7. Others Allied to the Field	705	3.2	705	350	60	36	69	33	226	281	
Total Qualified Circulation	21,717	100.0	21,717	7,606	9,199	3,739	2,234	1,360	2,961	2,224	
Percent			100.0	35.0	42.4	17.2	10.3	6.3	13.6	10.2	

SOURCE ANALYSIS								
Source	Print	Digital	Qualified Within				Total	Percent
			1 Year	2 Years	3 Years			
Total Direct Request From Recipient	13,570	7,510	6,855	3,887	2,828	13,570	62.5	
Total Direct Request From Recipient's Company	186			143	43	186	0.9	
Total Communication Other Than Request	55	5		41	14	55	0.3	
Membership Benefit								
Business Directories								
Lists	1,243	39	164	569	510	1,243	5.7	
Acquired Circulation								
Other Sources	6,663	52	3,970	1,441	1,252	6,663	30.7	
Total Qualified Subscriptions	21,717	7,606	10,989	6,081	4,647	21,717	100.0	
Percent	100.0	35.0	50.6	28.0	21.4	100.0		

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	137	53	137
Arizona	391	145	391
Arkansas	210	96	210
California	1,481	664	1,481
Colorado	646	217	646
Connecticut	114	45	114
Delaware	43	14	43
District of Columbia	27	16	27
Florida	612	196	612
Georgia	426	184	426
Idaho	167	61	167
Illinois	798	313	798
Indiana	1,021	362	1,021
Iowa	310	136	310
Kansas	298	112	298
Kentucky	220	95	220
Louisiana	131	48	131
Maine	127	50	127
Maryland	263	110	263
Massachusetts	600	127	600
Michigan	563	249	563
Minnesota	398	155	398
Mississippi	139	45	139
Missouri	1,206	301	1,206
Montana	72	31	72
Nebraska	147	62	147
Nevada	159	65	159
New Hampshire	56	14	56
New Jersey	358	130	358
New Mexico	149	56	149
New York	1,116	413	1,116
North Carolina	355	150	355
North Dakota	38	11	38
Ohio	999	334	999
Oklahoma	163	56	163
Oregon	265	122	265
Pennsylvania	1,498	358	1,498
Rhode Island	22	8	22
South Carolina	190	73	190
South Dakota	85	35	85
Tennessee	230	83	230
Texas	3,275	985	3,275
Utah	178	53	178
Vermont	21	9	21
Virginia	532	210	532
Washington	783	236	783
West Virginia	88	39	88
Wisconsin	250	101	250
Wyoming	126	48	126
TOTAL 48 CONTERMINOUS STATES	21,483	7,476	21,483
Alaska	23	4	23
Hawaii	21	11	21
TOTAL ALASKA & HAWAII	44	15	44
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	21,527	7,491	21,527
Poss. & Other Areas	12	8	12
U.S. & POSS., etc.	21,539	7,499	21,539
Canada	160	90	160
International	16	16	16
Military or Civilian Personnel Overseas	1	1	1
Total International	177	107	177
E-mail Address Only			
Other Unclassified	1		1
GRAND TOTAL	21,717	7,606	21,717

CHANNEL PROFILES**WEBSITE ACTIVITY - www.stnonline.com**

Month	Page Impressions	Visits	Unique Browsers
January	143,504	50,675	40,692
February	110,829	54,005	46,716
March	115,963	65,390	54,844
April	77,313	45,266	35,238
May	85,901	51,512	43,338
June	73,541	39,026	31,069

SOCIAL MEDIA

Channel	June 30, 2024
X Followers	3,226
Facebook likes	7,500
LinkedIn group members	5,777
YouTube views	2,008,368

NOTES

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

Total Average Gross Contacts Include: Qualified Nonpaid Circulation and Unique Browsers.

Website Data Source: Google Analytics

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic:www.stnonline.com

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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