

SCHOOL TRANSPORTATION NEWS

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.

Qualified Recipient: 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.

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Member Number: 630178

If you are reporting Print & Digital Unduplicated, the totals below represent aggregate unique recipients, not the sum of print and digital circulation.

Click on name to expand data

► Average Qualified Paid Circulation

Data not reported

► Average Qualified Nonpaid Circulation

Qualified Nonpaid Individual - Print	21,532
Qualified Nonpaid Individual - Digital	8,187
Qualified Nonpaid Individual - Total	21,556

Qualified Nonpaid Membership Benefit - Print	0
Qualified Nonpaid Membership Benefit - Digital	0
Qualified Nonpaid Membership Benefit - Total	0

Qualified Nonpaid Multicopy Same Addressee - Print	0
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Total Average Qualified Nonpaid Circulation	21,556
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► Average Nonqualified Circulation

Nonqualified Allocated for Shows and Conventions - Print	0
Nonqualified Allocated for Shows and Conventions - Digital	567
Nonqualified Allocated for Shows and Conventions - Total	567

Nonqualified Miscellaneous, Including Staff Copies - Print	1,875
Nonqualified Miscellaneous, Including Staff Copies - Digital	0
Nonqualified Miscellaneous, Including Staff Copies - Total	1,875

Total Average Nonqualified Circulation	2,442
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► Issue By Issue

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Issue Name	Qualified Nonpaid Print Total	Qualified Nonpaid Digital Total	Qualified Nonpaid Total	Total Qualified	Nonqualified Total
Jan	21,714	8,336	21,734	21,734	2,248
Feb	21,442	8,201	21,459	21,459	2,577
Mar	21,200	8,271	21,227	21,227	2,464
Apr	22,215	8,420	22,242	22,242	2,247
May#	21,171	7,892	21,198	21,198	2,030
Jun	21,448	8,004	21,475	21,475	3,086
Average	21,532	8,187	21,556	21,556	2,442

Special symbols display in View Data only, not actual statement.
(*) - special issue
(#) - analyzed issue

► Reg & Demo Editions

Data not reported

► Business Analysis

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► Source Analysis Data

This optional paragraph is not reported.

► Mailing Address

This optional paragraph is not reported

► Geographic

Analyzed Issue: May

State	Qualified Paid Print	Qualified Paid Digital	Qualified Nonpaid Print	Qualified Nonpaid Digital	Qualified Nonpaid Total	Qualified Total
Alabama	0	0	151	61	151	151
Arizona	0	0	403	158	403	403
Arkansas	0	0	195	77	195	195
California	0	0	1,711	748	1,711	1,711
Colorado	0	0	586	187	586	586
Connecticut	0	0	123	29	123	123
Delaware	0	0	47	12	47	47
District of Columbia	0	0	35	18	35	35
Florida	0	0	670	198	670	670
Georgia	0	0	486	172	486	486
Idaho	0	0	156	62	156	156
Illinois	0	0	822	270	822	822
Indiana	0	0	851	316	851	851
Iowa	0	0	329	124	329	329
Kansas	0	0	268	82	268	268
Kentucky	0	0	254	99	254	254
Louisiana	0	0	145	50	145	145
Maine	0	0	131	42	131	131
Maryland	0	0	289	126	289	289
Massachusetts	0	0	435	145	435	435
Michigan	0	0	600	225	600	600
Minnesota	0	0	405	155	405	405
Mississippi	0	0	134	42	134	134
Missouri	0	0	1,108	295	1,108	1,108
Montana	0	0	76	28	76	76
Nebraska	0	0	121	44	121	121
Nevada	0	0	201	99	201	201
New Hampshire	0	0	64	25	64	64
New Jersey	0	0	390	122	390	390
New Mexico	0	0	145	54	145	145
New York	0	0	1,177	444	1,177	1,177
North Carolina	0	0	446	213	446	446
North Dakota	0	0	36	12	36	36
Ohio	0	0	1,085	289	1,085	1,085
Oklahoma	0	0	190	66	190	190
Oregon	0	0	275	128	275	275
Pennsylvania	0	0	1,106	450	1,106	1,106
Rhode Island	0	0	30	11	30	30
South Carolina	0	0	254	113	254	254
South Dakota	0	0	97	34	97	97
Tennessee	0	0	267	83	267	267
Texas	0	0	2,768	1,206	2,768	2,768
Utah	0	0	172	59	172	172
Vermont	0	0	32	11	32	32
Virginia	0	0	591	219	591	591
Washington	0	0	561	203	561	561
West Virginia	0	0	91	29	91	91
Wisconsin	0	0	236	81	236	236
Wyoming	0	0	109	42	109	109
TOTAL 48 CONTERMINOUS STATES	0	0	20,854	7,758	20,854	20,854
Alaska	0	0	22	4	22	22
Hawaii	0	0	20	10	20	20
TOTAL ALASKA & HAWAII	0	0	42	14	42	42

Single Copy Sales	0	0	0	0	0	0
U.S. Unclassified	0	0	0	0	0	0
TOTAL UNITED STATES	0	0	20,896	7,772	20,896	20,896
Poss. & Other Areas	0	0	16	10	16	16
U.S. & POSS., etc.	0	0	20,912	7,782	20,912	20,912
Canada	0	0	259	83	259	259
International	0	0	0	27	27	27
Military or Civilian Personnel Overseas	0	0	0	0	0	0
Total International	0	0	259	110	286	286
E-Mail Address Only	0	0	0	0	0	0
Other Unclassified	0	0	0	0	0	0
GRAND TOTAL	0	0	21,171	7,892	21,198	21,198

► Prices and Optional Data

Post Expiration Copies		
Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the analyzed issue:	0	%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement:	0	%

Renewal Analysis

Subscriptions Other Than Membership Benefit:

Total expirations during 12 months	0
Nov 1, 2024 thru Oct 31, 2025:	
Total renewals of those expirations:	0
Renewal percentage:	0

Membership Benefit Subscription:

Total expirations during 12 months	0
Nov 1, 2024 thru Oct 31, 2025:	
Total renewals of those expirations:	0
Renewal percentage:	0

Total Renewal:

Total expirations during 12 months	0
Nov 1, 2024 thru Oct 31, 2025:	
Total renewals of those expirations:	0
Renewal percentage:	

► Notes

Analyzed Issue

The information in Business Analysis and Geographic Analysis is from an analysis of the May issue.

Total Average Gross Contacts Include:

Qualified Nonpaid Circulation and User/Visitors.

Website Data Source

Google Analytics

Data Center Traffic:

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

Users/Visitors

The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views

The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits

The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

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.