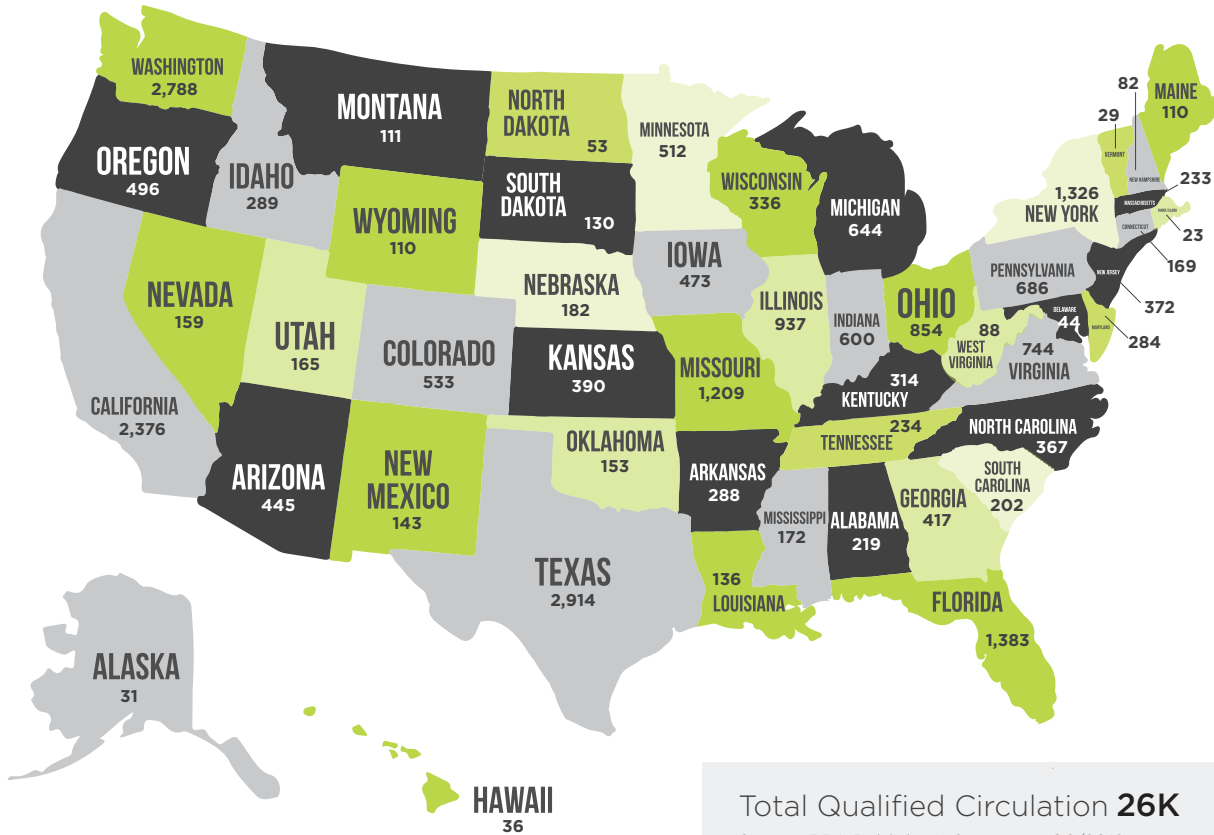


SUBSCRIBER GEOGRAPHIC

Distribution - May 2018 | Unique Total Qualified Circulation



Total Qualified Circulation **26K**
 Source: BPA Publisher's Statement 06/2018

Readership & Pass-along

Source: EL Market Information Co.

PRIMARY READERS **▶ 25K** PASS-ALONG READERS **▶ 83K** TOTAL READERS **▶ 108K**

PASS-ALONG : In addition to 24,955 qualified subscribers, each copy of *School Transportation News* magazine is passed along to 3.3 readers. This translates to a total monthly readership of more than 108,000 readers.

SUBSCRIBER CLASSIFICATION

by Business & Industry

Average Subscriber Base

PRINT SUBSCRIBERS	DIGITAL SUBSCRIBERS	TOTAL SUBSCRIBERS 11 ISSUE AVERAGE
23K	15K	25K

74% School District Fleets (18,767)	3% Head Start Fleets (641)	2% Federal, State & Local Government (476)
5% Private School, University Transit Fleets (1,195)		10% Contractor Fleets (2,602)
7% Manufacturers, Suppliers, others allied to field (1,825)		

Source: BPA Publisher's Statement 06/2018

Subscriber Titles (May 2018)

Transportation Director	8,758
Superintendent/School Business Official	5,485
President/CEO	2,064
Fleet Manager	1,448
Driver Trainer	2,179
Others Allied to the Field	3,747