



**Established 1956**  
**Issues Per Year: 11**  
**Issues This Report: 5**



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**PUBLICATION DESCRIPTION**

*SCHOOLBUS FLEET* is a brand intended for professionals in the pupil transportation industry. The brand content and editorial scope of the publication includes news, in-depth features, reference information and industry benchmarking. The content of every issue is also available to subscribers globally via the online digital version.

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*SCHOOLBUS FLEET* serves the field of pupil transportation – to public and private schools; contractor companies (buses, management services); government agency (state, local, federal); head start agency; trade/industry associations; consulting firms; manufacturer/supplier (body, chassis, component); school bus distributors and others allied to the field

Qualified recipients are - school superintendents/administrators; school board members; transportation directors, managers, supervisors; maintenance/ operations managers, supervisors; driver trainers; government officials (federal, state, local); industry association directors, officers; executive or other managers purchasing agents, managers and other titles within the field served.

**AVERAGE CIRCULATION: JANUARY 1, 2019 – JUNE 30, 2019**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid Print</b>	<b>Paid Print</b>	<b>Non-Paid Digital</b>	<b>Paid Digital</b>	<b>Total Unduplicated Qualified*</b>
Individual Subscription	18,906	-	16,510	-	25,267
Rotated	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
Bulk	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,906</b>	<b>-</b>	<b>16,510</b>	<b>-</b>	<b>25,267</b>
<b>TOTAL NON-QUALIFIED CIRCULATION</b>					<b>748</b>

\* Combined print and digital may not equal Total Qualified Unduplicated. Qualified print includes recipients who receive the print edition and the print and digital edition. Qualified digital includes recipients who receive the digital edition and the print and digital edition.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Business/Industry Classification by Job Title, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

**RECIPIENT CLASSIFICATION**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	18,922	15,712	25,259	99.9%
Individual by Name Only	10	11	19	0.1%
Title Only	8	-	8	-
Company Name Only	-	-	-	-
<b>Total Qualified Circulation</b>	<b>18,940</b>	<b>15,723</b>	<b>25,285</b>	<b>100.0%</b>

\* Combined print and digital may not equal Total Qualified Unduplicated.

**SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within		Total Qualified Unduplicated*	Percent
			1-3 Years	3+ Years		
Direct Request from the Recipient	15,642	13,987	21,502	-	21,502	85.0%
Request from Recipient's Company	-	-	-	-	-	-
Association/Group/Directory Lists	3,298	1,736	3,783	-	3,783	15.0%
<b>Total Qualified Circulation</b>	<b>18,940</b>	<b>15,723</b>	<b>25,285</b>	<b>-</b>	<b>25,285</b>	<b>100.0%</b>

\* Combined print and digital may not equal Total Qualified Unduplicated.

**BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

Description	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated *		School Superintendent/ Administrator	School School Board Member	Trans/Fleet Dir/Mgr /Supvt	Maintenance/ Operations/ Manager/ Supervisor	Driver Trainer, Bus Driver	Government Official	Industry Assoc. Director/Officer	Corp/Executive Management	Purchasing Agent/Mgr	Other Related To Trade
			Unduplicated *	Percent										
Public School	15,498	12,231	20,280	80.2%	3,400	30	12,111	2,608	1,183	14	8	332	117	477
Private School	481	456	666	2.6%	97	3	375	104	47	-	2	22	6	10
Contractor Company	1,445	1,344	1,967	7.8%	21	3	632	656	195	1	7	376	14	62
Government Agency, Federal, State, Local	577	562	852	3.4%	48	2	304	191	41	140	1	55	15	55
Head Start Agency	311	258	413	1.6%	85	1	177	58	35	-	2	35	2	18
Child Care Provider	63	58	85	0.3%	24	1	17	12	6	1	2	21	-	1
<b>Sub-Total</b>	<b>18,375</b>	<b>14,909</b>	<b>24,263</b>	<b>96.0%</b>	<b>3,675</b>	<b>40</b>	<b>13,616</b>	<b>3,629</b>	<b>1,507</b>	<b>156</b>	<b>22</b>	<b>841</b>	<b>154</b>	<b>623</b>
Trade/Industry Assoc, Consulting Firm, Manufacturing/Supplier, School Bus Distributor, Bus Dealer	456	666	812	3.2%	6	1	37	104	16	1	18	409	22	198
Others Allied to the Field	109	148	210	0.8%	-	2	20	41	17	1	-	54	2	73
<b>Total Qualified Circulation</b>	<b>18,940</b>	<b>15,723</b>	<b>25,285</b>	<b>100.0%</b>	<b>3,681</b>	<b>43</b>	<b>13,673</b>	<b>3,774</b>	<b>1,540</b>	<b>158</b>	<b>40</b>	<b>1,304</b>	<b>178</b>	<b>894</b>
<b>Percent</b>	<b>51.9%</b>	<b>70.5%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>14.6%</b>	<b>0.2%</b>	<b>54.1%</b>	<b>14.9%</b>	<b>6.1%</b>	<b>0.6%</b>	<b>0.2%</b>	<b>5.2%</b>	<b>0.7%</b>	<b>3.5%</b>

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**U.S. GEOGRAPHICAL DISTRIBUTION**

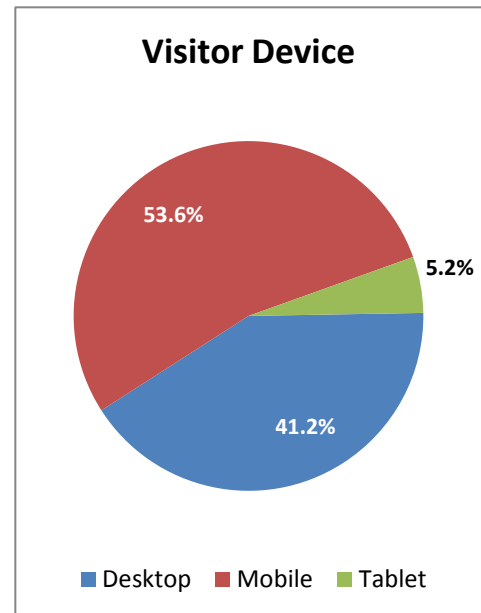
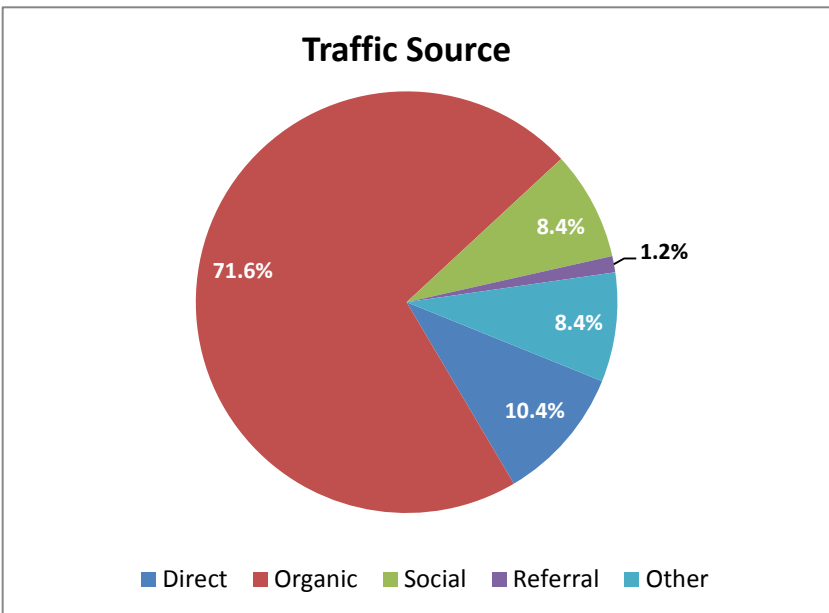
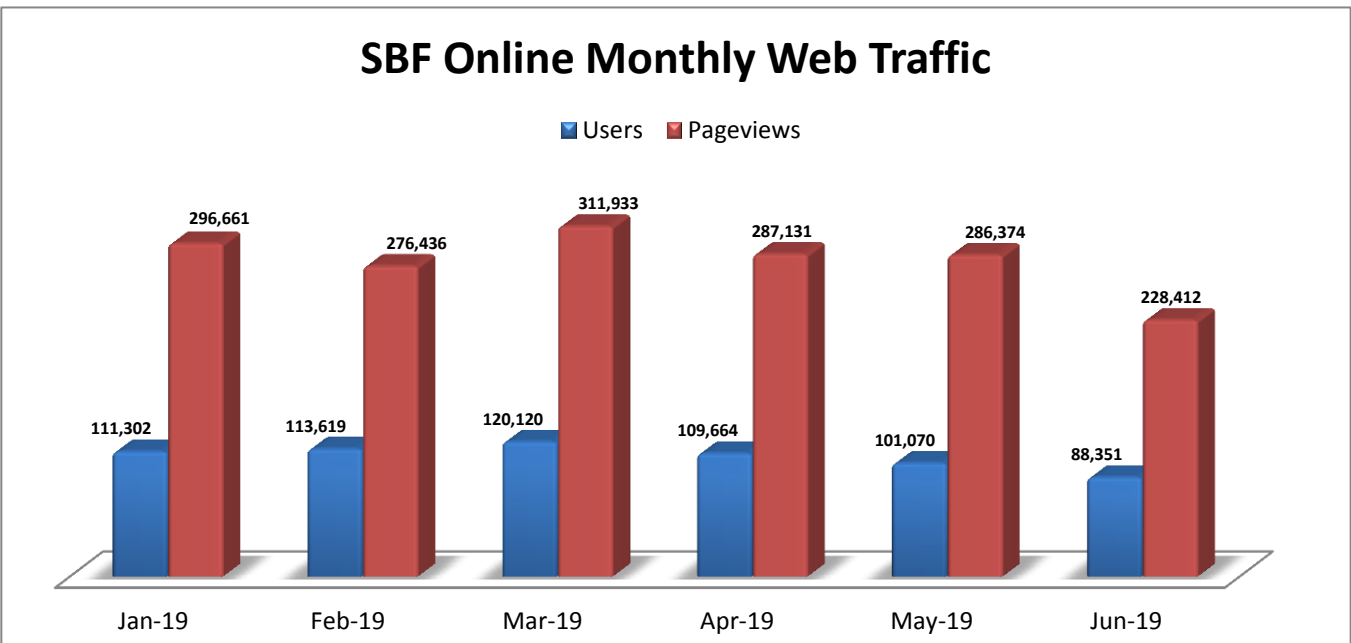
REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Maine	144	117	194	0.8%	Kentucky	356	282	463	1.8%
New Hampshire	76	57	96	0.4%	Tennessee	269	231	353	1.4%
Vermont	59	52	79	0.3%	Alabama	243	185	306	1.2%
Massachusetts	341	281	455	1.8%	Mississippi	241	165	299	1.2%
Rhode Island	55	44	71	0.3%	<b>E. S. Central</b>	<b>1,109</b>	<b>863</b>	<b>1,421</b>	<b>5.6%</b>
Connecticut	172	157	238	0.9%	Arkansas	338	217	407	1.6%
<b>New England</b>	<b>847</b>	<b>708</b>	<b>1,133</b>	<b>4.5%</b>	Louisiana	203	139	250	1.0%
New York	1,233	1,087	1,634	6.5%	Oklahoma	538	355	681	2.7%
New Jersey	581	481	766	3.0%	Texas	1,526	1,241	2,009	7.9%
Pennsylvania	863	743	1,151	4.6%	<b>W. S. Central</b>	<b>2,605</b>	<b>1,952</b>	<b>3,347</b>	<b>13.2%</b>
<b>Mid Atlantic</b>	<b>2,677</b>	<b>2,311</b>	<b>3,551</b>	<b>14.0%</b>	Montana	198	135	260	1.0%
Delaware	48	40	63	0.2%	Idaho	153	142	216	0.9%
Maryland	210	193	276	1.1%	Wyoming	82	66	115	0.5%
D.C.	16	22	32	0.1%	Colorado	277	239	382	1.5%
Virginia	406	375	555	2.2%	New Mexico	134	97	172	0.7%
West Virginia	155	90	176	0.7%	Arizona	362	305	490	1.9%
North Carolina	364	333	499	2.0%	Utah	88	69	122	0.5%
South Carolina	228	199	304	1.2%	Nevada	49	43	69	0.3%
Georgia	529	436	691	2.7%	<b>Mountain</b>	<b>1,343</b>	<b>1,096</b>	<b>1,826</b>	<b>7.3%</b>
Florida	373	348	526	2.1%	Alaska	43	28	59	0.2%
<b>S. Atlantic</b>	<b>2,329</b>	<b>2,036</b>	<b>3,122</b>	<b>12.3%</b>	Washington	396	344	536	2.1%
Ohio	1,087	905	1,440	5.7%	Oregon	226	187	312	1.2%
Indiana	491	448	679	2.7%	California	1,118	1,008	1,559	6.2%
Illinois	944	768	1,244	4.9%	Hawaii	17	16	23	0.1%
Michigan	755	601	1,004	4.0%	<b>Pacific</b>	<b>1,800</b>	<b>1,583</b>	<b>2,489</b>	<b>9.8%</b>
Wisconsin	450	356	596	2.4%	U.S. Territory	6	9	10	-
<b>E. N. Central</b>	<b>3,727</b>	<b>3,078</b>	<b>4,963</b>	<b>19.6%</b>	<b>U.S. Total</b>	<b>18,868</b>	<b>15,530</b>	<b>25,071</b>	<b>99.2%</b>
Minnesota	433	353	575	2.3%	Canada	72	193	214	0.8%
Iowa	404	314	526	2.1%	Foreign	-	-	-	-
Missouri	657	507	875	3.5%	<b>Foreign Total</b>	<b>72</b>	<b>193</b>	<b>214</b>	<b>0.8%</b>
North Dakota	176	99	215	0.9%					
South Dakota	135	104	177	0.7%					
Nebraska	280	184	357	1.4%					
Kansas	340	333	484	1.9%					
<b>W. N. Central</b>	<b>2,425</b>	<b>1,894</b>	<b>3,209</b>	<b>12.7%</b>	<b>Total Qualified</b>	<b>18,940</b>	<b>15,723</b>	<b>25,285</b>	<b>100.0%</b>

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 \*\* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

WEB VISITOR ACTIVITY – www.schoolbusfleet.com

VISITOR ACTIVITY	
Sessions	868,685
Users	572,222
Total Page Views	1,686,947
Average Pages per Session	1.52
Average Session Duration	00:01:37

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period January 1, 2019 – June 30, 2019. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.



**QUALIFIED CIRCULATION BY ISSUE**

ISSUE	Non-Paid Print	Non-Paid Digital	Non-Paid Print & Digital	Total
January 2019	8,726	5,985	10,510	25,221
February/ March 2019	8,193	6,419	10,675	25,287
April 2019	7,931	6,659	10,681	25,271
May 2019	9,562	6,345	9,378	25,285
June 2019	9,373	6,395	9,502	25,270
<b>6 Month Average</b>	<b>8,757</b>	<b>6,361</b>	<b>10,149</b>	<b>25,267</b>

**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables. Association/Group/Directory records are sourced from MCH Business-to-Institution (B2i) Database and MDReduction.com, a division of Dun & Bradstreet.

**Trade Show/Special Event Distribution Locations:**

Trade Show/Event	Date(s) Attended	City, State	Number of Copies
NSTA Conference	January 2019	Ponte Vedra Beach, FL	100
STS of New Jersey Conference and Equipment Show	March 2019	Monroe, NJ	50
OSBMA	March 2019	Gananna, OH	50
CASTO	March 2019	Torrance, CA	75
SBFX	March 2019	Miami, FL	50
Texas Assoc. Pupil Transportation	June 2019	Bacliff, TX	50
Oregon Pupil Transportation Assoc.	June 2019	Eugene, OR	50
<b>TOTAL</b>			<b>425</b>

**Audit of Records and Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate