

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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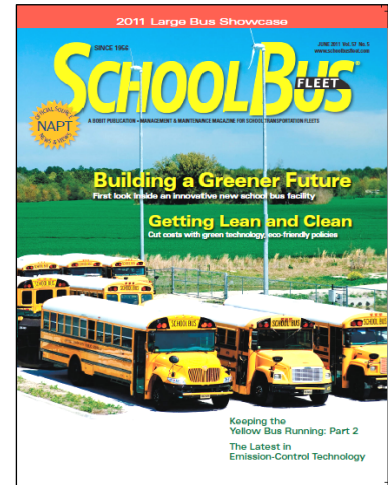
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Official Publication of: None  
Established: 1956  
Issues Per Year: 11



**FIELD SERVED**

SCHOOL BUS 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.

**DEFINITION OF RECIPIENT QUALIFICATION**

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 agent, agents, managers and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	21
Advertiser and Agency _____	371
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	306
Digital _____	-
All Other _____	430
<b>TOTAL</b>	<b>1,128</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,000	100.0	24,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,000</b>	<b>100.0</b>	<b>24,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	27	27	22,841	1,159	24,000
February _____	1,123	1,123	22,592	1,408	24,000
March _____	1,715	1,715	22,302	1,698	24,000
April/May _____	810	810	22,311	1,689	24,000
June _____	13	13	22,312	1,688	24,000
<b>TOTAL</b>	<b>3,688</b>	<b>3,688</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011****This issue is equal to the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE									
					School Superintendent/Administrator (Note 1)	School Board Member	Transportation Director/Manager/Supervisor (Note 2)	Maintenance/Operations Manager/Supervisor (Note 3)	Driver/Trainer	Government Official	Industry Association Dir/Officer	Executive/Other Manager (Note 4)	Purchasing Agent/Manager (Note 5)	Other Related to trade
Public School _____	19,065	79.4	17,749	1,316	4,740	88	10,735	1,681	1,081	10	34	618	78	-
Private School _____	656	2.7	595	61	116	12	347	83	38	2	4	48	6	-
Contractor Company _____	2,271	9.5	2,124	147	41	5	691	427	240	-	8	832	27	-
Government Agency: Federal, State, Local _____	588	2.5	537	51	76	4	166	64	43	177	3	49	6	-
Head Start Agency _____	737	3.1	681	56	134	1	316	36	33	2	18	191	6	-
Child Care Provider _____	175	0.7	162	13	43	1	38	6	3	1	11	72	-	-
Sub-Total	23,492	97.9	21,848	1,644	5,150	111	12,293	2,297	1,438	192	78	1,810	123	-
Manufacturers/Supplier, Body, Chassis, Components; School Bus Distributors; Consulting Firm; Industry/Trade Assoc; and others allied to the field _____	508	2.1	463	45	6	-	46	42	18	-	10	359	27	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,000</b>	<b>100.0</b>	<b>22,311</b>	<b>1,689</b>	<b>5,156</b>	<b>111</b>	<b>12,339</b>	<b>2,339</b>	<b>1,456</b>	<b>192</b>	<b>88</b>	<b>2,169</b>	<b>150</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>93.0</b>	<b>7.0</b>	<b>21.5</b>	<b>0.5</b>	<b>51.4</b>	<b>9.7</b>	<b>6.1</b>	<b>0.8</b>	<b>0.4</b>	<b>9.0</b>	<b>0.6</b>	<b>-</b>

Note 1: School Superintendent/Administrator titles also include: Assistant Administrator, Assistant Superintendent, Head Start Directors, Principal

Note 2: Transportation Director, Manager, Supervisor titles also include: Assistant Director, Manager, Supervisor, Coordinator, Specialists

Note 3: Maintenance/Operations Manager, Supervisor titles also include: Shop Supervisor, Foreman, Safety Manager, Safety Coordinator, Router, Mechanic Supervisor, Scheduler, Field Coordinator

Note 4: Executive/Other Manager titles also include: General Manager (GM), CEO, Partner, President, Consultant

Note 5: Purchasing Agent/Manager titles also include: Business Manager, Finance Manager, Risk Manager

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	18,531	4,669	-	21,511	1,689	23,200	96.7
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	800	-	-	800	-	800	3.3
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	800	-	-	800	-	800	3.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,331</b>	<b>4,669</b>	<b>-</b>	<b>22,311</b>	<b>1,689</b>	<b>24,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.5</b>	<b>19.5</b>	<b>-</b>	<b>93.0</b>	<b>7.0</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	22,311	1,689	24,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,311</b>	<b>1,689</b>	<b>24,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	194	12	206		Kentucky _____	408	26	434	
New Hampshire _____	101	8	109		Tennessee _____	279	12	291	
Vermont _____	65	2	67		Alabama _____	267	13	280	
Massachusetts _____	454	28	482		Mississippi _____	263	15	278	
Rhode Island _____	47	3	50		<b>EAST SO. CENTRAL</b>	<b>1,217</b>	<b>66</b>	<b>1,283</b>	<b>5.3</b>
Connecticut _____	240	26	266		Arkansas _____	356	12	368	
<b>NEW ENGLAND</b>	<b>1,101</b>	<b>79</b>	<b>1,180</b>	<b>4.9</b>	Louisiana _____	220	13	233	
New York _____	1,485	113	1,598		Oklahoma _____	586	45	631	
New Jersey _____	676	51	727		Texas _____	1,514	121	1,635	
Pennsylvania _____	1,134	88	1,222		<b>WEST SO. CENTRAL</b>	<b>2,676</b>	<b>191</b>	<b>2,867</b>	<b>11.9</b>
<b>MIDDLE ATLANTIC</b>	<b>3,295</b>	<b>252</b>	<b>3,547</b>	<b>14.8</b>	Montana _____	236	12	248	
Ohio _____	1,330	95	1,425		Idaho _____	175	14	189	
Indiana _____	630	45	675		Wyoming _____	92	11	103	
Illinois _____	1,143	87	1,230		Colorado _____	318	30	348	
Michigan _____	901	85	986		New Mexico _____	104	5	109	
Wisconsin _____	606	39	645		Arizona _____	397	26	423	
<b>EAST NO. CENTRAL</b>	<b>4,610</b>	<b>351</b>	<b>4,961</b>	<b>20.7</b>	Utah _____	101	5	106	
Minnesota _____	549	56	605		Nevada _____	64	4	68	
Iowa _____	466	43	509		<b>MOUNTAIN</b>	<b>1,487</b>	<b>107</b>	<b>1,594</b>	<b>6.6</b>
Missouri _____	737	55	792		Alaska _____	52	1	53	
North Dakota _____	170	12	182		Washington _____	406	40	446	
South Dakota _____	158	10	168		Oregon _____	297	26	323	
Nebraska _____	294	13	307		California _____	1,306	118	1,424	
Kansas _____	411	41	452		Hawaii _____	23	1	24	
<b>WEST NO. CENTRAL</b>	<b>2,785</b>	<b>230</b>	<b>3,015</b>	<b>12.6</b>	<b>PACIFIC</b>	<b>2,084</b>	<b>186</b>	<b>2,270</b>	<b>9.5</b>
Delaware _____	76	-	76		<b>UNITED STATES</b>	<b>21,891</b>	<b>1,629</b>	<b>23,520</b>	<b>98.0</b>
Maryland _____	272	21	293		U.S. Territories _____	13	-	13	
Washington, DC _____	9	2	11		Canada _____	403	60	463	
Virginia _____	479	37	516		Mexico _____	-	-	-	
West Virginia _____	155	3	158		Other International _____	-	-	-	
North Carolina _____	419	31	450		APO/FPO _____	4	-	4	
South Carolina _____	255	7	262		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,311</b>	<b>1,689</b>	<b>24,000</b>	<b>100.0</b>
Georgia _____	519	26	545						
Florida _____	452	40	492						
<b>SOUTH ATLANTIC</b>	<b>2,636</b>	<b>167</b>	<b>2,803</b>	<b>11.7</b>					

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	24,000	24,000	24,000	24,000	24,000	24,000
Qualified Non-Paid: ___	24,000	24,000	24,000	24,000	24,000	24,000
Print Version Only ___	24,000	24,000	24,000	24,000	22,903	22,472
Digital Version Only __	-	-	-	-	1,097	1,528
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only ___	-	-	-	-	-	-
Digital Version Only __	-	-	-	-	-	-
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

#### METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

#### STATEMENT OF CONTENT PLATFORM:

Replica – Editorial and design are unchanged from the original print edition.

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,472	100.0	22,472	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,472</b>	<b>100.0</b>	<b>22,472</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,528	100.0	1,528	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,528</b>	<b>100.0</b>	<b>1,528</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 7, 2011
Frank DiGiacomo, Publisher	State	California
Bill Ciesielczyk, Audience Marketing Manager	County	Los Angeles
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 7, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S009Y0J1