

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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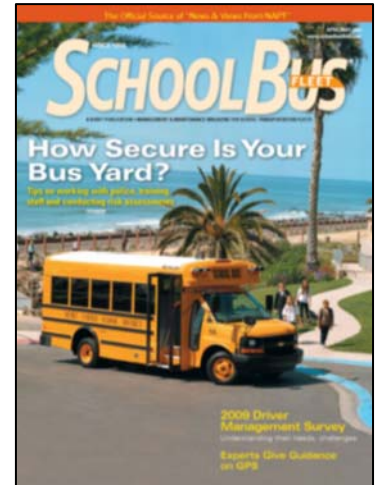
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Bobit Business Media
3520 Challenger Street
Torrance, CA 90503
Tel.: (310) 533-2400
Fax: (310) 533-2512
www.schoolbusfleet.com

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 _____	-
Advertiser and Agency _____	253
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	322
Electronic _____	-
All Other _____	434
TOTAL	1,009

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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,000	100.0	24,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	72	72			24,000	April/ May _____	1,900	1,900			24,000
February _____	34	34			24,000	June _____	75	75			24,000
March _____	2,911	2,911			24,000	TOTAL	4,992	4,992			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009**This issue is equal to the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE									
			School Suptndt/Administrator (Note 1)	School Board Member	Transportation 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 _____	18,723	78.1	4,723	54	9,836	1,870	1,102	9	16	730	79	304
Private School _____	637	2.7	164	10	286	71	29	2	4	62	2	7
Contractor Company _____	2,448	10.2	40	3	654	510	282	-	8	834	38	79
Government Agency: Federal, State, Local _____	512	2.1	63	1	129	73	40	140	-	47	5	14
Head Start Agency _____	970	4.0	217	1	306	49	41	-	15	302	5	34
Child Care Provider _____	245	1.0	77	1	31	9	6	-	7	110	2	2
Sub-Total	23,535	98.1	5,284	70	11,242	2,582	1,500	151	50	2,085	131	440
Manufacturers/Supplier, Body, Chassis, Components; School Bus Distributors; Consulting Firm; Industry/Trade Assoc; and others allied to the field _____	465	1.9	3	1	10	31	3	-	13	347	12	45
TOTAL QUALIFIED CIRCULATION	24,000	100.0	5,287	71	11,252	2,613	1,503	151	63	2,432	143	485
PERCENT	100.0		22.0	0.3	46.9	10.9	6.3	0.6	0.3	10.1	0.6	2.0

Note 1: School Superintendent/Administrator titles also include: Assistant Administrator, Assistant Superintendent, Head Start Directors, and 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, and Field Coordinator

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

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	17,988	4,800	-			22,788	95.0
II. Request from recipient's company: _____	412	-	-			412	1.7
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	800	-	-			800	3.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	800	-	-			800	3.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	19,200	4,800	-			24,000	100.0
PERCENT	80.0	20.0	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			24,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			24,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	226		400-427 Kentucky _____	429	
030-038 New Hampshire _____	127		370-385 Tennessee _____	294	
050-059 Vermont _____	76		350-369 Alabama _____	264	
010-027 Massachusetts _____	541		386-397 Mississippi _____	253	
028-029 Rhode Island _____	61		EAST SO. CENTRAL	1,240	5.2
060-069 Connecticut _____	289		716-729 Arkansas _____	400	
NEW ENGLAND	1,320	5.5	700-714 Louisiana _____	250	
100-149 New York _____	1,578		730-749 Oklahoma _____	619	
070-089 New Jersey _____	777		750-799 Texas _____	1,631	
150-196 Pennsylvania _____	1,246		WEST SO. CENTRAL	2,900	12.1
MIDDLE ATLANTIC	3,601	15.0	590-599 Montana _____	251	
430-459 Ohio _____	1,427		832-838 Idaho _____	177	
460-479 Indiana _____	649		820-831 Wyoming _____	94	
600-629 Illinois _____	1,211		800-816 Colorado _____	344	
480-499 Michigan _____	960		870-884 New Mexico _____	142	
530-549 Wisconsin _____	668		850-865 Arizona _____	391	
EAST NO. CENTRAL	4,915	20.5	840-847 Utah _____	115	
550-567 Minnesota _____	596		889-898 Nevada _____	51	
500-528 Iowa _____	487		MOUNTAIN	1,565	6.5
630-658 Missouri _____	843		995-999 Alaska _____	46	
580-588 North Dakota _____	168		980-994 Washington _____	383	
570-577 South Dakota _____	182		970-979 Oregon _____	273	
680-693 Nebraska _____	286		900-961 California _____	1,345	
660-679 Kansas _____	486		967-968 Hawaii _____	26	
WEST NO. CENTRAL	3,048	12.7	PACIFIC	2,073	8.6
197-199 Delaware _____	82		UNITED STATES	23,441	97.7
206-219 Maryland _____	301		969 & 004-009 U.S. Territories _____	11	
200-205 Washington, DC _____	12		Canada _____	546	
220-246 Virginia _____	506		Mexico _____	-	
247-268 West Virginia _____	143		Other International _____	-	
270-289 North Carolina _____	414		APO/FPO _____	2	
290-299 South Carolina _____	254		TOTAL QUALIFIED CIRCULATION	24,000	100.0
300-319 Georgia _____	562				
320-349 Florida _____	505				
SOUTH ATLANTIC	2,779	11.6			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	24,277	24,090	24,029	24,000	24,000	24,000
Qualified Non-Paid: _____	24,277	24,090	24,029	24,000	24,000	24,000
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
11	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 800 copies or 3.3%

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Bill Ciesielczyk, Audience Marketing Manager

Frank DiGiacomo, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2009

State California

County Los Angeles

Received by BPA Worldwide July 15, 2009

Type PJ

ID Number S009P0J9