

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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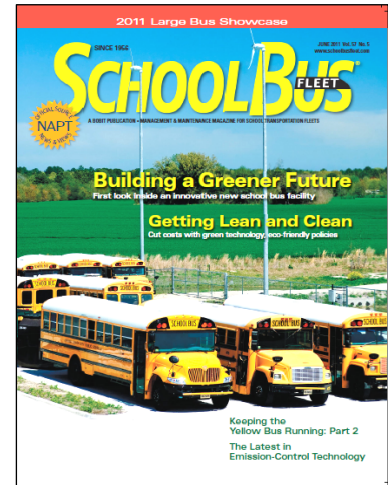
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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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
TOTAL	1,128

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 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
TOTAL	3,688	3,688			

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	-
TOTAL QUALIFIED CIRCULATION	24,000	100.0	22,311	1,689	5,156	111	12,339	2,339	1,456	192	88	2,169	150	-
PERCENT	100.0		93.0	7.0	21.5	0.5	51.4	9.7	6.1	0.8	0.4	9.0	0.6	-

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. TOTAL - 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: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,331	4,669	-	22,311	1,689	24,000	100.0
PERCENT	80.5	19.5	-	93.0	7.0	100.0	

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 _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,311	1,689	24,000	100.0

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		EAST SO. CENTRAL	1,217	66	1,283	5.3
Connecticut _____	240	26	266		Arkansas _____	356	12	368	
NEW ENGLAND	1,101	79	1,180	4.9	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		WEST SO. CENTRAL	2,676	191	2,867	11.9
MIDDLE ATLANTIC	3,295	252	3,547	14.8	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	
EAST NO. CENTRAL	4,610	351	4,961	20.7	Utah _____	101	5	106	
Minnesota _____	549	56	605		Nevada _____	64	4	68	
Iowa _____	466	43	509		MOUNTAIN	1,487	107	1,594	6.6
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	
WEST NO. CENTRAL	2,785	230	3,015	12.6	PACIFIC	2,084	186	2,270	9.5
Delaware _____	76	-	76		UNITED STATES	21,891	1,629	23,520	98.0
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		TOTAL QUALIFIED CIRCULATION	22,311	1,689	24,000	100.0
Georgia _____	519	26	545						
Florida _____	452	40	492						
SOUTH ATLANTIC	2,636	167	2,803	11.7					

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
	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.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY						
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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,472	100.0	22,472	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,528	100.0	1,528	100.0	-	-

PUBLISHER'S AFFIDAVIT		
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
IMPORTANT NOTE:	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