



Audit Bureau
of Circulations

MOTOR TREND

For the six months ended June 30, 2011

Field Served: An automotive publication devoted to domestic and foreign cars with an emphasis on performance, comparison tests, interviews, race coverage, new car previews, shows, technical features, together with articles on the issues affecting the automobile in society.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0700-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Motor
Trend

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	944,888	83.7			
Digital (Replica)	14,640	1.3			
Total Paid Subscriptions	959,528	85.0			
Verified					
Print	93,177	8.2			
Total Verified Subscriptions	93,177	8.2			
Total Paid & Verified Subscriptions	1,052,705	93.2			
Single Copy Sales					
Print	76,589	6.8			
Digital (Replica)	32	0.0			
Total Single Copy Sales	76,621	6.8			
Total Paid & Verified Circulation	1,129,326	100.0	1,100,000	29,326	2.7

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$18.00		
Average Subscription Price Annualized (12 issue frequency)		\$10.08	
Average Subscription Price per Copy		\$0.84	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010

For six months ended June 30, 2011

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan.	941,794	9,161	950,955	93,253	93,253	1,044,208	68,925	41	68,966	1,103,972	9,202	1,113,174
Feb.	940,364	13,055	953,419	93,218	93,218	1,046,637	59,980	33	60,013	1,093,562	13,088	1,106,650
Mar.	941,767	14,363	956,130	93,198	93,198	1,049,328	89,332	32	89,364	1,124,297	14,395	1,138,692
Apr.	953,459	14,749	968,208	93,165	93,165	1,061,373	69,783	33	69,816	1,116,407	14,782	1,131,189
May	952,415	16,361	968,776	93,125	93,125	1,061,901	85,965	37	86,002	1,131,505	16,398	1,147,903
June	939,526	20,161	959,687	93,101	93,101	1,052,788	85,551	15	85,566	1,118,178	20,176	1,138,354

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	800,462	71.8	763,723	67.8	778,111	69.8	945,990	83.0	952,488	84.4
Verified	169,642	15.2	225,419	20.0	218,799	19.6	92,104	8.1	93,692	8.3
Total Paid & Verified Subscriptions	970,104	87.0	989,142	87.8	996,910	89.4	1,038,094	91.1	1,046,180	92.7
Single Copy Sales	144,558	13.0	137,184	12.2	117,885	10.6	101,598	8.9	82,239	7.3
Total Paid & Verified Circulation	1,114,662	100.0	1,126,326	100.0	1,114,795	100.0	1,139,692	100.0	1,128,419	100.0
Year Over Year Percent of Change		-0.5		1.0		-1.0		2.2		-1.0
Avg. Annualized Subscription Price	\$12.09		\$11.08		\$10.69		\$10.29		\$10.55	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	775,555	5,844	781,399	69.2
Combination Subscriptions*	20,763		20,763	1.9
Award Point*	8,839		8,839	0.8
Partnership:				
Deductible*	448		448	0.0
Sponsored Sales	139,283	8,796	148,079	13.1
TOTAL PAID SUBSCRIPTIONS	944,888	14,640	959,528	85.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	93,177		93,177	8.2
TOTAL VERIFIED SUBSCRIPTIONS	93,177		93,177	8.2
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,038,065	14,640	1,052,705	93.2
SINGLE COPY SALES				
Single Issue Sales	76,589	32	76,621	6.8
TOTAL SINGLE COPY SALES	76,589	32	76,621	6.8
TOTAL PAID & VERIFIED CIRCULATION	1,114,654	14,672	1,129,326	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/Health	Automotive	Personal Care	Total	
	Care Providers	Outlets	Salons	Other	Public Place Copies
Public Place	76,211	16,908	6	52	93,177

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the March 2011 issue

Total paid & verified circulation of this issue was 0.8% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	10,583	35	10,618	887	887	11,505	805		805	12,275	35	12,310
Arizona	23,649	2,238	25,887	2,001	2,001	27,888	813		813	26,463	2,238	28,701
Arkansas	6,448	21	6,469	238	238	6,707	365		365	7,051	21	7,072
California	118,259	2,348	120,607	12,749	12,749	133,356	5,164	2	5,166	136,172	2,350	138,522
Colorado	14,375	118	14,493	2,138	2,138	16,631	2,404	1	2,405	18,917	119	19,036
Connecticut	11,922	66	11,988	1,678	1,678	13,666	921		921	14,521	66	14,587
Delaware	2,791	19	2,810	351	351	3,161	95		95	3,237	19	3,256
District of Columbia	1,144	17	1,161	133	133	1,294	804		804	2,081	17	2,098
Florida	62,221	1,911	64,132	5,806	5,806	69,938	11,866	2	11,868	79,893	1,913	81,806
Georgia	20,914	179	21,093	2,793	2,793	23,886	3,841		3,841	27,548	179	27,727
Idaho	3,506	16	3,522	90	90	3,612	256		256	3,852	16	3,868
Illinois	37,256	212	37,468	4,482	4,482	41,950	2,005		2,005	43,743	212	43,955
Indiana	18,039	65	18,104	1,716	1,716	19,820	559	1	560	20,314	66	20,380
Iowa	11,823	37	11,860	266	266	12,126	372		372	12,461	37	12,498
Kansas	8,687	34	8,721	758	758	9,479	790		790	10,235	34	10,269
Kentucky	9,946	43	9,989	1,033	1,033	11,022	503		503	11,482	43	11,525
Louisiana	8,222	28	8,250	258	258	8,508	888		888	9,368	28	9,396
Maine	3,085	15	3,100	107	107	3,207	248		248	3,440	15	3,455
Maryland	25,935	104	26,039	2,328	2,328	28,367	694		694	28,957	104	29,061
Massachusetts	17,766	119	17,885	2,136	2,136	20,021	2,315		2,315	22,217	119	22,336
Michigan	28,922	153	29,075	3,180	3,180	32,255	2,641	1	2,642	34,743	154	34,897
Minnesota	17,898	70	17,968	2,184	2,184	20,152	1,053		1,053	21,135	70	21,205
Mississippi	5,706	15	5,721	285	285	6,006	422		422	6,413	15	6,428
Missouri	16,357	64	16,421	2,046	2,046	18,467	1,173	1	1,174	19,576	65	19,641
Montana	2,655	14	2,669	93	93	2,762	243		243	2,991	14	3,005
Nebraska	6,583	18	6,601	151	151	6,752	542		542	7,276	18	7,294
Nevada	9,521	693	10,214	532	532	10,746	727		727	10,780	693	11,473
New Hampshire	4,093	22	4,115	350	350	4,465	425		425	4,868	22	4,890
New Jersey	27,580	153	27,733	4,471	4,471	32,204	2,652	1	2,653	34,703	154	34,857
New Mexico	7,079	39	7,118	833	833	7,951	386		386	8,298	39	8,337
New York	49,613	462	50,075	5,482	5,482	55,557	5,091	1	5,092	60,186	463	60,649
North Carolina	24,357	161	24,518	2,949	2,949	27,467	1,207		1,207	28,513	161	28,674
North Dakota	2,617	11	2,628	65	65	2,693	172		172	2,854	11	2,865
Ohio	35,200	107	35,307	3,494	3,494	38,801	1,255		1,255	39,949	107	40,056
Oklahoma	8,605	43	8,648	1,049	1,049	9,697	600		600	10,254	43	10,297
Oregon	8,710	54	8,764	1,207	1,207	9,971	667		667	10,584	54	10,638
Pennsylvania	51,426	213	51,639	5,188	5,188	56,827	2,904		2,904	59,518	213	59,731
Rhode Island	5,892	24	5,916	54	54	5,970	312		312	6,258	24	6,282
South Carolina	14,899	849	15,748	851	851	16,599	288		288	16,038	849	16,887
South Dakota	2,740	12	2,752	91	91	2,843	118		118	2,949	12	2,961
Tennessee	19,255	411	19,666	1,918	1,918	21,584	2,480		2,480	23,653	411	24,064
Texas	49,230	423	49,653	6,826	6,826	56,479	5,388	3	5,391	61,444	426	61,870
Utah	15,891	125	16,016	1,289	1,289	17,305	1,129		1,129	18,309	125	18,434
Vermont	1,730	5	1,735	67	67	1,802	162		162	1,959	5	1,964
Virginia	26,035	165	26,200	2,778	2,778	28,978	2,093	2	2,095	30,906	167	31,073
Washington	17,500	157	17,657	2,275	2,275	19,932	3,151	1	3,152	22,926	158	23,084
West Virginia	9,733	33	9,766	162	162	9,928	153		153	10,048	33	10,081
Wisconsin	30,147	69	30,216	1,273	1,273	31,489	752		752	32,172	69	32,241
Wyoming	1,643	5	1,648	107	107	1,755	124		124	1,874	5	1,879
TOTAL 48 CONTERMINOUS STATES	918,188	12,195	930,383	93,198	93,198	1,023,581	74,018	16	74,034	1,085,404	12,211	1,097,615
Alaska	1,520	18	1,538			1,538	283		283	1,803	18	1,821
Hawaii	6,357	34	6,391			6,391	276		276	6,633	34	6,667
TOTAL ALASKA & HAWAII	7,877	52	7,929			7,929	559		559	8,436	52	8,488
U.S. Unclassified												
TOTAL UNITED STATES	926,065	12,247	938,312	93,198	93,198	1,031,510	74,577	16	74,593	1,093,840	12,263	1,106,103
Poss. & Other Areas	2,295	1,479	3,774			3,774	5	9	14	2,300	1,488	3,788
U.S. & POSS., etc.	928,360	13,726	942,086	93,198	93,198	1,035,284	74,582	25	74,607	1,096,140	13,751	1,109,891
Canada	11,402	637	12,039			12,039	11,740	7	11,747	23,142	644	23,786
International	1,154		1,154			1,154	2,848		2,848	4,002		4,002
Other Unclassified												
Military or Civilian Personnel Overseas	851		851			851	162		162	1,013		1,013
GRAND TOTAL	941,767	14,363	956,130	93,198	93,198	1,049,328	89,332	32	89,364	1,124,297	14,395	1,138,692

ANALYSIS BY ABCD COUNTY SIZE for the March 2011 issue

March 2010 issue used in establishing digital percentages.

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	457,277	5,299	462,576	42.2	106
B	30	367,286	3,920	371,206	33.8	113
C	15	138,339	1,539	139,878	12.7	85
D	15	122,502	1,453	123,955	11.3	75

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	225	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	268,037	97.0
(b) Seven to eleven months (7 to 11 issues)	6,508	2.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	587	0.2
(c) Twelve months (12 issues)	146,211	52.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	7,762	2.8
(d) Thirteen to twenty-four months	61,521	22.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	61,921	22.4	Total Subscriptions Sold in Period	276,386	100.0
Total Subscriptions Sold in Period	276,386	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	246,927	89.3			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	29,459	10.7			
Total Subscriptions Sold in Period	276,386	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$36.00. Canada, 1 yr. \$30.00. International, 1 yr. \$42.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 19,258 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.zinio.com.

(e) Combination Subscriptions: The average of 20,763 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served from combination subscription programs during this statement period as follows:

18,024 subscriptions were served in combination during this statement period.

Combination Publication	Subscriptions Served	Subscription Term	Price of Combination	Suggested Retail Prices
European Car	82	12 issues	\$11.97	\$37.94
Automobile	2,065	12 issues	\$10.00	\$37.94
Automobile	3,627	12 issues	\$15.00	\$37.94
Automobile	8,428	12 issues	\$18.00	\$37.94
Automobile	3,822	12 issues	\$20.00	\$37.94

2,739 subscriptions were served in combination during this statement period.

Combination Publication	Subscriptions Served	Subscription Term	Amount of Award Points	Value Used for Redemption
Automobile	2,739	12 issues	368	\$0.03

(f) Award Point Subscription Sales: The average of 8,839 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of award points valued at \$5.00 per point.

(g) Partnership Subscription Sales (Deductible): The average of 448 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a good or service. Purchasers were advised that \$18.00 of the sales price was allocated for a 1 year subscription to this publication and was deductible from the total purchase price.

(h) Sponsored Subscription Sales: The average of 139,283 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased by various business concerns in quantities of 11 or more for delivery to private residences.

(i) Verified Public Place: The average of 93,177 copies per issue, shown in Par. 6A and included in Par. 1, represents reception room subscriptions. 93,000 copies were mailed by publisher to names and addresses selected from Consumer Marketing Solutions database.

(j) Use of Premiums: A wrist watch, cell phone holder and baseball cap, with no advertised or stated values, were offered during the period with paid subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2010; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-10	1,100,000	1,128,419	1,128,419		
12-31-09	1,100,000	1,139,692	1,139,692		
12-31-08	1,100,000	1,114,386	1,114,794	-408	-0.0
12-31-07	1,100,000	1,118,141	1,126,326	-8,185	-0.7
12-31-06	1,100,000	1,115,164	1,114,662	502	0.0

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Source Interlink Companies

MOTOR TREND, published by Source Interlink Media • 831 S. Douglas Street • El Segundo, CA 90245

THOMAS SLATER
VP, Consumer Marketing

ERIC SCHWAB
Publisher

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	30.00
	International Subscription Price	42.00