



Audit Bureau  
of Circulations

**PAID & VERIFIED  
MAGAZINE  
PUBLISHER'S STATEMENT**

*Subject to Audit*



*For the six months ended June 30, 2011*

**Field Served:** A monthly automotive publication for custom car and truck enthusiasts.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0588-5

Lowrider

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**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	31,487	56.8			
Digital (Replica)	151	0.3			
<b>Total Paid Subscriptions</b>	<b>31,638</b>	<b>57.1</b>			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>31,638</b>	<b>57.1</b>			
Single Copy Sales					
Print	23,774	42.9			
Digital (Replica)	4	0.0			
<b>Total Single Copy Sales</b>	<b>23,778</b>	<b>42.9</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>55,416</b>	<b>100.0</b>	<b>None Claimed</b>		

Paid & Verified Magazine  
Publisher's Statement

**2. PRICES**

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$35.00		
Average Subscription Price Annualized (12 issue frequency)		\$18.44	
Average Subscription Price per Copy		\$1.54	

(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 Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan.	28,852	123	28,975		28,975	21,209	6	21,215	50,061	129	50,190
Feb.	28,649	137	28,786		28,786	21,340	3	21,343	49,989	140	50,129
Mar.	28,937	145	29,082		29,082	22,662	7	22,669	51,599	152	51,751
Apr.	32,446	156	32,602		32,602	28,797	5	28,802	61,243	161	61,404
May	35,080	165	35,245		35,245	23,227	3	23,230	58,307	168	58,475
June	34,959	181	35,140		35,140	25,406	2	25,408	60,365	183	60,548

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	27,103	21.0	24,170	24.0	23,263	30.3	23,930	39.0	26,938	49.2
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>27,103</b>	<b>21.0</b>	<b>24,170</b>	<b>24.0</b>	<b>23,263</b>	<b>30.3</b>	<b>23,930</b>	<b>39.0</b>	<b>26,938</b>	<b>49.2</b>
Single Copy Sales	102,047	79.0	76,653	76.0	53,426	69.7	37,394	61.0	27,789	50.8
<b>Total Paid &amp; Verified Circulation</b>	<b>129,150</b>	<b>100.0</b>	<b>100,823</b>	<b>100.0</b>	<b>76,689</b>	<b>100.0</b>	<b>61,324</b>	<b>100.0</b>	<b>54,727</b>	<b>100.0</b>
Year Over Year Percent of Change		-12.2		-21.9		-23.9		-20.0		-10.8
Avg. Annualized Subscription Price	\$29.61		\$29.00		\$28.13		\$23.13		\$21.72	

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## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	25,389	151	25,540	46.1
Sponsored Sales	6,098		6,098	11.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>31,487</b>	<b>151</b>	<b>31,638</b>	<b>57.1</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>31,487</b>	<b>151</b>	<b>31,638</b>	<b>57.1</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	23,774	4	23,778	42.9
<b>TOTAL SINGLE COPY SALES</b>	<b>23,774</b>	<b>4</b>	<b>23,778</b>	<b>42.9</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>55,261</b>	<b>155</b>	<b>55,416</b>	<b>100.0</b>

\*Included in Average Price calculation

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## 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:

None

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## 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 6.6% less 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 Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales		
Alabama	183		183		183	196		196	379	379
Arizona	1,760	3	1,763		1,763	1,020		1,020	2,780	3 2,783
Arkansas	176		176		176	117		117	293	293
California	8,251	26	8,277		8,277	4,651	1	4,652	12,902	27 12,929
Colorado	938	2	940		940	771		771	1,709	2 1,711
Connecticut	123	1	124		124	53		53	176	1 177
Delaware	47		47		47	46		46	93	93
District of Columbia	19		19		19	25		25	44	44
Florida	1,102	4	1,106		1,106	1,024		1,024	2,126	4 2,130
Georgia	380		380		380	313		313	693	693
Idaho	128		128		128	52		52	180	180
Illinois	888	3	891		891	621		621	1,509	3 1,512
Indiana	449	3	452		452	176		176	625	3 628
Iowa	171		171		171	140		140	311	311
Kansas	380	1	381		381	289		289	669	1 670
Kentucky	228	1	229		229	123		123	351	1 352
Louisiana	298	1	299		299	344		344	642	1 643
Maine	32		32		32	13		13	45	45
Maryland	192	3	195		195	202	1	203	394	4 398
Massachusetts	170	2	172		172	118		118	288	2 290
Michigan	511	1	512		512	452		452	963	1 964
Minnesota	353	2	355		355	136		136	489	2 491
Mississippi	165	1	166		166	151		151	316	1 317
Missouri	363	1	364		364	311	1	312	674	2 676
Montana	84		84		84	141		141	225	225
Nebraska	171		171		171	165		165	336	336
Nevada	579	2	581		581	284		284	863	2 865
New Hampshire	34		34		34	16		16	50	50
New Jersey	262	1	263		263	166		166	428	1 429
New Mexico	933	1	934		934	657		657	1,590	1 1,591
New York	641	2	643		643	276		276	917	2 919
North Carolina	419		419		419	177		177	596	596
North Dakota	50	1	51		51	63		63	113	1 114
Ohio	595	1	596		596	434		434	1,029	1 1,030
Oklahoma	356		356		356	334		334	690	690
Oregon	351		351		351	248		248	599	599
Pennsylvania	456	4	460		460	345		345	801	4 805
Rhode Island	52		52		52	21		21	73	73
South Carolina	219		219		219	134		134	353	353
South Dakota	70		70		70	95		95	165	165
Tennessee	290	2	292		292	256		256	546	2 548
Texas	3,662	12	3,674		3,674	3,630	1	3,631	7,292	13 7,305
Utah	246	1	247		247	85		85	331	1 332
Vermont	9	1	10		10	5		5	14	1 15
Virginia	304	1	305		305	629		629	933	1 934
Washington	743	3	746		746	473		473	1,216	3 1,219
West Virginia	92		92		92	60		60	152	152
Wisconsin	383	1	384		384	174		174	557	1 558
Wyoming	88		88		88	103		103	191	191
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>28,396</b>	<b>88</b>	<b>28,484</b>		<b>28,484</b>	<b>20,315</b>	<b>4</b>	<b>20,319</b>	<b>48,711</b>	<b>92 48,803</b>
Alaska	52		52		52	124		124	176	176
Hawaii	110		110		110	83		83	193	193
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>162</b>		<b>162</b>		<b>162</b>	<b>207</b>		<b>207</b>	<b>369</b>	<b>369</b>
U.S. Unclassified										
<b>TOTAL UNITED STATES</b>	<b>28,558</b>	<b>88</b>	<b>28,646</b>		<b>28,646</b>	<b>20,522</b>	<b>4</b>	<b>20,526</b>	<b>49,080</b>	<b>92 49,172</b>
Poss. & Other Areas	24	52	76		76	2	3	5	26	55 81
<b>U.S. &amp; POSS., etc.</b>	<b>28,582</b>	<b>140</b>	<b>28,722</b>		<b>28,722</b>	<b>20,524</b>	<b>7</b>	<b>20,531</b>	<b>49,106</b>	<b>147 49,253</b>
Canada	107	5	112		112	510		510	617	5 622
International	207		207		207	1,367		1,367	1,574	1,574
Other Unclassified										
Military or Civilian Personnel Overseas	41		41		41	261		261	302	302
<b>GRAND TOTAL</b>	<b>28,937</b>	<b>145</b>	<b>29,082</b>		<b>29,082</b>	<b>22,662</b>	<b>7</b>	<b>22,669</b>	<b>51,599</b>	<b>152 51,751</b>

## ANALYSIS BY ABCD COUNTY SIZE for the March 2011 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

## 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).....	201 1.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	18,493 99.0
(b) Seven to eleven months (7 to 11 issues).....	194 1.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	112 0.6
(c) Twelve months (12 issues).....	14,328 76.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	81 0.4
(d) Thirteen to twenty-four months.....	3,061 16.4	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	902 4.8	Total Subscriptions Sold in Period.....	18,686 100.0
Total Subscriptions Sold in Period.....	18,686 100.0		
<b>B. USE OF PREMIUMS</b>			
(a) Ordered without premium.....	18,686 100.0		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums.....	None		
Total Subscriptions Sold in Period.....	18,686 100.0		

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$70.00. Canada, 1 yr. \$47.00. International, 1 yr. \$59.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,222 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,604 or 8.2% of average paid subscription circulation.

(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](http://www.zinio.com).

(e) Sponsored Subscription Sales: The average of 6,098 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more for delivery to private residences.

## 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	None Claimed	54,726	54,726		
12-31-09	None Claimed	60,714	61,323	-609	
12-31-08	None Claimed	76,690	76,690		
12-31-07	None Claimed	100,823	100,823		
12-31-06	None Claimed	128,577	129,150	-573	-0.4

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

LOWRIDER, published by Source Interlink Media • 1733 Alton Parkway • Irvine, CA 92606

THOMAS SLATER

RUDY RIVAS

Date Signed: July 14, 2011

VP, Consumer Marketing

Publisher

P: 949.705.3169 • URL: [www.lowridermagazine.com](http://www.lowridermagazine.com)

Established: 1976

ABC Member since: 1990

04-0588-5	Analyzed Issue Date	03/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	35.00
	Canadian Subscription Price	47.00
	International Subscription Price	59.00