

# SOURCE INTERLINK MEDIA

## 2010 ISSUE AD CLOSE & ON-SALE DATES

Domestic Car & Street Rod Titles
Import Car Titles
Truck Titles
Motorcycle Titles
Consumer Automotive Titles
Marine Titles
Home Tech Titles
Action Sports Group Titles

### AUTOMOTIVE TITLES

		Jan	Feb	Mar	Apr	May	Jun	Jul	Sept	Oct	Dec	Jan 2011	Feb 2011
Camaro Performers	Ad Close/Mats Due	10/14	11/20		12/18	2/3	3/18	4/28	6/9	7/22	9/2	10/13	11/15
	On Sale	12/15	1/26		2/23	4/6	5/18	6/29	8/10	9/21	11/2	12/14	1/18

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Car Craft	Ad Close/Mats Due	9/11	10/9	11/10	12/8	1/7	2/11	3/12	4/9	5/7	6/10	7/9	8/13	9/10	10/5	11/5
	On Sale	11/10	12/8	1/12	2/9	3/9	4/13	5/11	6/8	7/13	8/10	9/7	10/12	11/9	12/7	1/11

		100033 Summer							100046 Fall							
Chevrolet Special: Chevelle	Ad Close/Mats Due							3/18						7/22		
	On Sale							5/18						9/21		

		100041 Annual														
Chevrolet Special: Chevy Classics	Ad Close/Mats Due													6/2		
	On Sale													8/3		

		Annual														
Chevrolet Special: Nova	Ad Close/Mats Due						1/27									
	On Sale						3/30									

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Chevy High Performance	Ad Close/Mats Due	9/10	10/14	11/17	12/14	1/12	2/10	3/18	4/14	5/11	6/16	7/15	8/12	9/9	10/11	11/12
	On Sale	11/3	12/8	1/12	2/9	3/9	4/6	5/11	6/8	7/6	8/10	9/7	10/5	11/2	12/7	1/11

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011	Apr 2011
Circle Track	Ad Close/Mats Due	9/3	10/2	10/30	12/2	12/29	1/28	2/26	4/1	4/29	6/3	7/1	7/30	9/3	10/8	11/1	12/1
	On Sale	10/27	11/24	12/29	1/26	2/23	3/23	4/20	5/25	6/22	7/27	8/24	9/21	10/26	11/30	12/28	1/25

		100037 NASCAR Hall of Fame														
Circle Track SIP NASCAR Hall of Fame	Ad Close/Mats Due									4/29						
	On Sale									6/22						

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Classic Trucks	Ad Close/Mats Due	9/2	10/7	11/9	12/7	1/5	2/3	3/3	3/31	5/3	6/2	7/8	8/5	9/1	10/6	11/8
	On Sale	11/3	12/8	1/12	2/9	3/9	4/6	5/4	6/1	7/6	8/3	9/7	10/5	11/2	12/7	1/11

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Corvette Fever	Ad Close/Mats Due	9/25	10/27	11/24	12/28	1/28	2/26	3/26	4/22	5/27	6/24	7/30	8/27	9/23	10/26	11/22
	On Sale	11/17	12/22	1/19	2/23	3/23	4/20	5/18	6/15	7/20	8/17	9/21	10/19	11/16	12/21	1/18

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Custom Classic Trucks	Ad Close/Mats Due	10/20	11/23	12/22	1/21	2/19	3/19	4/15	5/19	6/17	7/16	8/20	9/16	10/19	11/22
	On Sale	12/22	1/26	2/23	3/23	4/20	5/18	6/15	7/20	8/17	9/14	10/19	11/16	12/21	1/25

		100022													
Custom Classic Trucks SIP LMC	Ad Close/Mats Due			11/23											
	On Sale			1/26											

		Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Diesel Power	Ad Close/Mats Due	10/8	11/3	12/1	1/6	2/4	3/5	4/8	5/5	6/3	7/9	8/6	9/3	10/5	11/2
	On Sale	12/8	1/5	2/2	3/9	4/6	5/4	6/8	7/6	8/3	9/7	10/5	11/2	12/7	1/4

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	
8-LUG Diesel Truck	Ad Close/Mats Due	10/20	11/17	12/15		1/21	2/19	3/19	4/22	5/20	6/17	7/23	8/19	9/17	10/19	11/16
	On Sale	12/22	1/19	2/16		3/23	4/20	5/18	6/22	7/20	8/17	9/21	10/19	11/16	12/21	1/18

		090053			100026			100035			100043			100052		
		Winter			Spring			Summer			Fall			Winter		
Engine Masters	Ad Close/Mats Due		10/1			12/29			4/1			6/30			9/30	
	On Sale		12/1			3/2			6/1			8/31			11/30	

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
European Car	Ad Close/Mats Due	10/1	10/26	12/1		12/28	1/27	3/4	3/31	4/28	6/2	6/30	7/29	9/2	9/29	10/25
	On Sale	11/24	12/22	1/26		2/23	3/23	4/27	5/25	6/22	7/27	8/24	9/21	10/26	11/23	12/21

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2010	Feb 2010	
eurotuner	Ad Close/Mats Due	10/22	11/24	12/22		1/28	2/26	3/26	4/22	5/20	6/24	7/23	8/19	9/24	10/21	11/23
	On Sale	12/15	1/19	2/16		3/23	4/20	5/18	6/15	7/13	8/17	9/14	10/12	11/16	12/14	1/18

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
5.0 Mustang & Super Fords	Ad Close/Mats Due	9/11	10/15	11/10		12/8	1/6	2/11	3/12	4/8	5/12	6/10	7/9	8/13	9/10	10/12
	On Sale	11/10	12/15	1/12		2/9	3/9	4/13	5/11	6/8	7/13	8/10	9/7	10/12	11/9	12/14

		tbd														
Late-Model Ford Performance 5.0 Mustang SIP	Ad Close/Mats Due															6/17
	On Sale															8/17

		100051														
		tbd														
Late-Model Ford Perf. Muscle Mustangs & Fast Fords SIP	Ad Close/Mats Due															9/17
	On Sale															11/16

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
4Wheel & Off-Road	Ad Close/Mats Due	9/9	10/14	11/6		12/4	1/11	2/9	3/10	4/13	5/10	6/8	7/14	8/11	9/8	10/13
	On Sale	11/3	12/8	1/5		2/2	3/9	4/6	5/4	6/8	7/6	8/3	9/7	10/5	11/2	12/7

		100028						100048						100053								
		Readers' Rigs						Readers' Rigs						Readers' Rigs								
4Wheel & Off-Road SIPs	Ad Close/Mats Due																					
	On Sale																					

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
4Wheel Drive & Sport Utility	Ad Close/Mats Due	9/2	10/8	11/2		11/30	1/5	2/10	3/11	4/15	5/12	6/9	7/15	8/11	9/9	10/13
	On Sale	11/3	12/8	1/5		2/2	3/9	4/6	5/4	6/8	7/6	8/3	9/7	10/5	11/2	12/7

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Four Wheeler	Ad Close/Mats Due	9/18	10/22	11/17		12/15	1/21	2/19	3/19	4/22	5/20	6/14	7/20	8/19	9/17	10/19
	On Sale	11/17	12/22	1/19		2/16	3/23	4/20	5/18	6/22	7/20	8/17	9/21	10/19	11/16	12/21

		100043										100050					
		4x4 Garage										4x4 Garage					
Four Wheeler SIPs	Ad Close/Mats Due																
	On Sale																

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
GM High-Tech Performance	Ad Close/Mats Due	8/6	9/11	11/17		12/21	1/28		3/12	4/15	5/27		7/9	8/12	9/13	11/11
	On Sale	10/6	11/17	1/19		2/23	3/30		5/11	6/15	7/27		9/7	10/12	11/16	1/18

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011	Apr 2011
High Performance Pontiac	Ad Close/Mats Due	8/20	9/18	10/15		11/17	12/14	1/13	2/19	3/19	4/15	5/19	7/16	8/20	9/16	10/14	11/15
	On Sale	10/20	11/17	12/15		1/19	2/16	3/16	4/20	5/18	6/15	7/20	8/17	9/14	10/19	11/16	12/14

		100040				100029				100035				100041				100048				100054							
		#14				#15				#16				#17				#18				#19							
Heavy Hitters	Ad Close/Mats Due																												
	On Sale																												

		Feb/Mar		Apr	May	Jun	July	Aug	Sept	Oct	Dec/Jan2011		Feb/Mar 2011	
Honda Tuning	Ad Close/Mats Due		11/19		12/31	2/8	3/16	4/19	5/21	6/28	8/3		9/7	11/17
	On Sale		1/19		3/2	4/6	5/11	6/15	7/20	8/24	9/28		11/2	1/8

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Hot Rod	Ad Close/Mats Due	9/24	10/21	11/23	12/21	1/20	2/25	3/25	4/21	5/20	6/23	7/22	8/25	9/23	10/20	11/22
	On Sale	11/17	12/15	1/19	2/16	3/16	4/20	5/18	6/15	7/20	8/17	9/14	10/19	11/16	12/14	1/18

		Jan	Mar	Apr/May	Jun/July	Aug/Sept	Oct/Nov	Dec/Jan 2011	Feb/Mar 2011
Hot Rod Deluxe	Ad Close/Mats Due	9/24	12/1	1/27	4/1	6/2	8/4	10/7	11/30
	On Sale	11/17	1/26	3/23	5/25	7/27	9/28	11/30	1/25

		100050											
Hot Rod SIPs	Ad Close/Mats Due	Guy Fieri											
	On Sale	9/9 11/2											

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Import Tuner	Ad Close/Mats Due	9/24	10/21	11/17	12/14	1/12	2/18	3/18	4/21	5/18	6/16	7/22	8/19	9/22	10/18	11/12
	On Sale	11/17	12/15	1/12	2/9	3/9	4/13	5/11	6/15	7/13	8/10	9/14	10/12	11/16	12/14	1/11

		Jan	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Jan 2011	Mar 2011
Jp	Ad Close/Mats Due	10/8	11/9	12/14	1/27	3/4	4/7	5/11	6/16	7/22	8/26	10/7	11/8
	On Sale	12/1	1/5	2/9	3/23	4/27	6/1	7/6	8/10	9/14	10/19	11/30	1/4

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Lowrider	Ad Close/Mats Due	9/24	10/21	11/17	12/16	1/20	2/18	3/25	4/21	5/27	6/23	7/22	8/25	9/23	10/20	11/16
	On Sale	11/17	12/15	1/12	2/9	3/16	4/13	5/18	6/15	7/20	8/17	9/14	10/19	11/16	12/14	1/11

		Jan	March	May	July	Sept	Nov	Jan 2011	Mar 2011
Lowrider Arte	Ad Close/Mats Due	10/7	11/30	2/2	4/7	6/8	8/10	10/6	11/29
	On Sale	12/1	1/26	3/30	6/1	8/3	10/5	11/30	1/25

		Jan/Feb 2010	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	Jan/Feb 2011
Lowrider Girls	Ad Close/Mats Due	10/14	12/29	3/4	5/5	7/8	9/9	10/29
	On Sale	12/8	2/23	4/27	6/29	8/31	11/2	12/28

		Bound By Ink Spring			Bound By Ink Summer			Bound By Ink Fall			Bound By Ink Winter		
Lowrider SIPs--Tattoo	Ad Close/Mats Due	3/4			6/9			9/1			11/22		
	On Sale	4/27			8/3			10/26			1/18		

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Mini Truckin'	Ad Close/Mats Due	8/28	9/28	10/28	11/24	12/23	1/29	3/1	3/29	4/30	5/28	7/2	7/30	8/27	10/1	10/27
	On Sale	11/3	12/1	1/5	2/2	3/2	4/6	5/4	6/1	7/6	8/3	9/7	10/5	11/2	12/7	1/4

		RV						RV					
Mini Truckin' SIPs RV	Ad Close/Mats Due	3/1						5/7					
	On Sale	5/4						7/13					

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Modified Magazine	Ad Close/Mats Due	10/15	11/9	12/14	1/12	2/10	3/18	4/16	5/12	6/16	7/15	8/18	9/16	10/13	11/16
	On Sale	12/8	1/5	2/9	3/9	4/6	5/11	6/8	7/6	8/10	9/7	10/12	11/9	12/7	1/11

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Modified Mustangs & Fords	Ad Close/Mats Due	10/7	11/6	12/7	1/5	2/9	3/10	4/7	5/11	6/8	7/14	8/10	9/8	10/12	11/5
	On Sale	12/1	1/5	2/2	3/2	4/6	5/4	6/1	7/6	8/3	9/7	10/5	11/2	12/7	1/4

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Mopar Muscle	Ad Close/Mats Due	9/10	10/14	11/9	12/14	1/12	2/10	3/11	4/14	5/11	6/16	7/15	8/12	9/9	10/13	11/8
	On Sale	11/3	12/8	1/5	2/9	3/9	4/6	5/4	6/8	7/6	8/10	9/7	10/5	11/2	12/7	1/4

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Muscle Mustangs & Fast Fords	Ad Close/Mats Due	9/25	10/27	11/20	12/22	1/21	2/26	3/26	4/22	5/27	6/24	7/23	8/26	9/24	10/26	11/22
	On Sale	11/24	12/29	1/26	2/23	3/23	4/27	5/25	6/22	7/27	8/24	9/21	10/26	11/23	12/28	1/25

		Jan	Feb	March	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Muscle Car Review	Ad Close/Mats Due	10/20	11/23	12/22	1/21	2/26	3/26	4/22	5/27	6/24	7/23	8/26	9/24	10/19	11/22
	On Sale	12/22	1/26	2/23	3/23	4/27	5/25	6/22	7/27	8/24	9/21	10/26	11/23	12/21	1/25

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Mustang Monthly	Ad Close/Mats Due	10/21	11/23	12/28	1/27	2/25	3/25	4/21	5/26	6/23	7/22	8/25	9/22	10/20	11/19
	On Sale	12/15	1/19	2/23	3/23	4/20	5/18	6/15	7/20	8/17	9/14	10/19	11/16	12/14	1/18

		SHELBY													
Mustang Monthly SIP	Ad Close/Mats Due												9/7		
	On Sale												11/2		

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Off-Road	Ad Close/Mats Due	9/2	10/8	11/2	12/7	1/12	2/18	3/18	4/22	5/19	6/16	7/22	8/18	9/16	10/20	11/8
	On Sale	11/10	12/15	1/12	2/9	3/16	4/13	5/11	6/15	7/13	8/10	9/14	10/12	11/9	12/14	1/11

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Popular Hot Rodding	Ad Close/Mats Due	9/24	10/20	11/20	12/21	1/20	2/25	3/25	4/21	5/26	6/23	7/22	8/25	9/23	10/18	11/16
	On Sale	11/24	12/22	1/26	2/23	3/23	4/27	5/25	6/22	7/27	8/24	9/21	10/26	11/23	12/21	1/25

		100021 Winter			100028 Spring			100040 Summer			100046 Fall			110020 Winter	
Project Car	Ad Close/Mats Due		10/29				2/1			5/3			8/2		10/28
	On Sale		1/12				4/13			7/13			10/12		1/11

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011	Apr 2011
Rod & Custom	Ad Close/Mats Due	8/26	9/24	10/19	11/20	12/21	1/20	2/25	3/25	4/21	5/25	6/23	7/22	8/25	9/23	10/25	11/19
	On Sale	10/27	11/24	12/29	1/26	2/23	3/23	4/27	5/25	6/22	7/27	8/24	9/21	10/26	11/23	12/28	1/25

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Street Rodder	Ad Close/Mats Due	9/8	10/14	11/16	12/14	1/12	2/10	3/11	4/8	5/5	6/9	7/8	8/11	9/9	10/13	11/8
	On Sale	11/10	12/15	1/19	2/16	3/16	4/13	5/11	6/8	7/6	8/10	9/7	10/12	11/9	12/14	1/11

		100049 Annual														
Street Rodder Special: How to Build a Street Rod	Ad Close/Mats Due												8/25			
	On Sale												10/26			

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Super Chevy	Ad Close/Mats Due	9/17	10/20	11/23	12/21	1/20	2/18	3/25	4/21	5/19	6/23	7/22	8/18	9/16	10/18	11/19
	On Sale	11/17	12/22	1/26	2/23	3/23	4/20	5/25	6/22	7/20	8/24	9/21	10/19	11/16	12/21	1/25

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Super Street	Ad Close/Mats Due	10/6	11/5	12/4	1/4	2/8	3/9	4/6	5/10	6/7	7/13	8/9	9/7	10/11	11/4
	On Sale	12/1	1/5	2/2	3/2	4/6	5/4	6/1	7/6	8/3	9/7	10/5	11/2	12/7	1/4

		100035 Annual (Summer)													
Super Street Special: Ultimate Buyers' Guide	Ad Close/Mats Due						3/30								
	On Sale						6/8								

		100024 Annual													
Super Street Special: Ultimate Wheel & Tire Guide	Ad Close/Mats Due				12/23										
	On Sale				3/9										

		Volume 36													Volume 37		
		# 1	# 2	# 3	# 4	# 5	# 6	# 7	# 8	# 9	# 10	# 11	# 12	# 13	# 1	# 2	# 3
Truckin'	Ad Close/Mats Due	9/17	10/14	11/9	12/7	1/5	2/3	3/4	4/1	4/28	5/26	6/23	7/22	8/18	9/16	10/13	11/8
	On Sale	11/17	12/15	1/12	2/9	3/9	4/6	5/4	6/1	6/29	7/27	8/24	9/21	10/19	11/16	12/14	1/11

		100030 Annual													
Truckin' Special: Ultimate Truck Gd Wheel & Tire	Ad Close/Mats Due						2/19								
	On Sale						5/18								

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
Vette	Ad Close/Mats Due	9/9	10/13	11/6	12/4	1/4	2/2	3/3	3/31	5/4	6/1	7/7	8/3	8/31	10/5	10/29
	On Sale	11/10	12/15	1/12	2/9	3/9	4/6	5/4	6/1	7/6	8/3	9/7	10/5	11/2	12/7	1/4

MOTORCYCLE GROUP TITLES

ATV Rider	Ad Close/Mats Due	Jan/Feb2010	Mar/Apr	May/June	Jul/Aug	Sept/Oct	Nov /Dec	Jan/Feb2011
	On Sale	10/15 12/15	12/15 2/16	2/19 4/20	4/22 6/22	6/24 8/24	8/19 10/19	10/14 12/14

Dirt Rider	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
	On Sale	9/25 11/24	10/21 12/22	11/24 1/26	12/21 2/23	1/21 3/23	2/26 4/27	3/25 5/25	4/29 6/29	5/27 7/27	7/1 8/31	7/30 9/28	8/27 10/26	9/23 11/23	10/19 12/21	11/22 1/25

Dirt Rider Special: Buyers' Guide	Ad Close/Mats Due	100052 Annual														
	On Sale															10/7 12/7

\*Note: starting with February, magazine will go back to issue months (instead of #s).

Hot Bike	Ad Close/Mats Due	Jan # 1	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	#13 Canc.	Jan	Feb	Mar
	On Sale	9/17 11/17	10/14 12/15	11/9 1/12	12/7 2/9	1/12 3/16	2/10 4/13	3/11 5/11	4/15 6/15	5/12 7/13	6/16 8/17	7/15 9/14	8/11 10/12		9/15 11/16	10/13 12/14	11/8 1/11

Hot Bike Baggers	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011
	On Sale	9/3 11/3	10/1 12/1	11/2 1/5	12/9 2/16	1/11 3/16	2/8 4/13	3/9 5/11	4/12 6/15	5/10 7/13	6/8 8/10	7/7 9/7	8/4 10/5	9/1 11/2	10/1 12/7	10/28 1/4

Hot Bike Baggers SIP-Buyer's Guide	Ad Close/Mats Due	Baggers Buyer's Guide														
	On Sale															5/31 7/27

Hot Bike Special: Street Chopper	Ad Close/Mats Due	100021 Winter			100029 Spring			100038 Summer			100048 Fall		110020 Winter	
	On Sale			11/13 1/19			1/26 4/6			5/5 7/6		7/28 10/5		11/1 1/4

Hot Bike Special: World Champion Custom Bikes	Ad Close/Mats Due	100022 Annual														
	On Sale			11/20 1/26												

Hot Bike Special: Buyers' Guide	Ad Close/Mats Due	100054 Buyer's Guide														
	On Sale															10/18 12/21

Motorcycle Cruiser	Ad Close/Mats Due	Feb	Apr	Jun	Aug	Oct	Dec	Feb 2011
	On Sale	10/15 12/15	12/8 2/9	2/11 4/13	4/16 6/15	6/3 8/3	8/12 10/12	10/14 12/14

Motorcyclist	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
	On Sale	10/9 12/8	11/3 1/5	12/2 2/2	1/6 3/9	2/4 4/6	3/12 5/11	4/8 6/8	5/5 7/6	6/3 8/3	7/9 9/7	8/6 10/5	9/10 11/9	10/7 12/7	11/2 1/4

Motorcyclist Special: Buyers' Guide	Ad Close/Mats Due	Buyers' Guide														
	On Sale					2/19 4/20										

Sport Rider	Ad Close/Mats Due	Jan	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Dec	Jan 2011	Mar 2011
	On Sale	10/2 12/1	11/10 1/12	12/15 2/16	1/28 3/30	3/5 5/4	4/2 6/1	5/13 7/13	6/17 8/17	7/23 9/21	8/26 10/26	10/1 11/30	11/9 1/11

Super Streetbike	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
	On Sale	10/27 12/29	11/23 1/26	12/22 2/23	1/21 3/23	2/26 4/27	3/26 5/25	4/22 6/22	5/20 7/20	6/24 8/24	7/29 9/28	8/26 10/26	9/24 11/23	10/26 12/28	11/22 1/25

Super Streetbike Specials: Buyer's Guide	Ad Close/Mats Due	100045 Buyer's Guide														
	On Sale															7/1 8/31

Consumer Automotive Titles

		Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Motor Trend	Ad Close/Mats Due	10/15	11/17	12/14	1/20	2/18	3/18	4/22	5/19	6/16	7/22	8/25	9/23	10/20	11/12
	On Sale	12/1	1/5	2/2	3/9	4/6	5/4	6/8	7/6	8/3	9/7	10/12	11/9	12/7	1/4

		100030 SUV/Truck BG Fall							100046 New Car BG						
Motor Trend Specials: SUV/TRK BG; New Car BG	Ad Close/Mats Due					3/3			8/31						
	On Sale					4/27			10/26						

		100026 Spring				100035 Summer				100044 Fall				100053 Winter	
Motor Trend Classic	Ad Close/Mats Due			1/12			4/14		6/15				10/12		
	On Sale			3/2			6/1		8/10				12/14		

		Jan/Feb		Mar/Apr		May/June		Jul/Aug		Sept/Oct		Nov/Dec		Jan/Feb 2011	Mar/Apr 2011
Truck Trend	Ad Close/Mats Due		10/6		11/25		2/1		4/5		6/7		8/3	9/30	11/24
	On Sale		12/1		1/26		3/30		6/1		8/3		9/28	11/30	1/25

		Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011
Automobile	Ad Close/Mats Due	10/15	11/17	12/14	1/20	2/18	3/18	4/22	5/19	6/16	7/22	8/25	9/23	10/20	11/12
	On Sale	12/1	1/5	2/2	3/9	4/6	5/4	6/8	7/6	8/3	9/7	10/12	11/9	12/7	1/4

		100032 Spring B&L											100052 2011 Ult. Car Guide	
Automobile Specials B&L; 2010 Ultimate Car GD;SUV GD	Ad Close/Mats Due						3/18						9/23	
	On Sale						5/4						11/9	