

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

													110021	Engine Swaps	
Car Craft SIP	Ad Close/Mats Due														11/2
	On Sale														1/4

							100033							100046
							Summer							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

													100048
													Annual
Chevrolet Special: 110 Tips & Tricks for the	Ad Close/Mats Due												8/11
	On Sale												10/12

													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

		100035					100041			100047			100052		110022			
		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									
		100026			100031		100036		100043		100050		100055					
		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										
		100030				100041		100047		100048		110019						
		BBI				BBI-Summer		V-Lup #1		BBI-Fall		BBI-Winter						
Lowrider SIPs--Tattoo an	Ad Close/Mats Due			3/4	8/11	8/11	9/30	11/30										
	On Sale			4/27	10/5	10/5	11/23	1/25										
		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		
		100033				100038		100049										
		RV				RV		RV										
Mini Truckin' SIPs RV	Ad Close/Mats Due					3/1	5/7	6/25										
	On Sale					5/4	7/13	8/31										
		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			
		100051																
		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				100028				100040				100046		110020		
		Winter				Spring				Summer				Fall		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		
Rod & Custom	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011	Apr 2011	
	On Sale	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	
Rod & Custom SIP	Ad Close/Mats Due															110022		
	On Sale															R&C Little Pages		11/29
Sport Boat/Towing SIP	Ad Close/Mats Due															110022		
	On Sale															Sport Boat/Towing		11/19
Street Rodder	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011		
	On Sale	9/8	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		
Street Rodder SIPs: How to Build a Street Rod/Street Rodde	Ad Close/Mats Due													100049		100048		
	On Sale													Annual		Premium		8/25
Super Chevy	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011		
	On Sale	9/17	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		
Super Street	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011			
	On Sale	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			
Super Street Special: Ultimate Buyers' Guide	Ad Close/Mats Due															100035		
	On Sale															Annual (Summer)		4/19
Super Street Special: Ultimate Wheel & Tire Guide	Ad Close/Mats Due															100024		
	On Sale															Annual		12/23
Truckin'	Ad Close/Mats Due	Volume 36													Volume 37			
	On Sale	# 1	# 2	# 3	# 4	# 5	# 6	# 7	# 8	# 9	# 10	# 11	# 12	# 13	# 1	# 2	# 3	
Truckin' Special: Ultimate Truck Gd Wheel & Tire	Ad Close/Mats Due															100030		
	On Sale															Annual		2/19
Vette	Ad Close/Mats Due	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2011	Feb 2011	Mar 2011		
	On Sale	9/9	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		

MOTORCYCLE GROUP TITLES

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

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

		100037							100048			100052				
		DR Riding Tips							DR Tech			DR Buyer's Guide				
Dirt Rider Special: Dirt Rider Riding Dir Rider Tech; Buyers' C	Ad Close/Mats Due							4/15				8/12			10/7	
	On Sale							6/22				10/19			12/7	

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

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

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

		100039															
		Baggers Buyer's Guide															
Hot Bike Baggers SIP-Buyer's Guide	Ad Close/Mats Due																
	On Sale									5/31							

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

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

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

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

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

		100028				100035				100050					
		Buyers' Guide				Cycle Digest BG				Escape					
Motorcyclist Special: Buyer's Guide Cycle Digest BG, Escape	Ad Close/Mats Due				2/19			4/9					9/10		
	On Sale				4/20			6/8					11/9		

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

		100046														
		SR/Motorcyclist Tech & Riding Tips														
Sport Rider SIPs	Ad Close/Mats Due														7/23	
	On Sale														9/21	

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

		100045																
		Buyers' Guide																
Super Streetbike Specials: Buyer's Guide	Ad Close/Mats Due													7/1				
	On Sale													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					100046			100052							
		SUV/Truck BG Fall					New Car BG			Motor Trend Kids							
Motor Trend Specials: SUV/TRK BG; New Car BG	Ad Close/Mats Due					3/3			8/31				9/29				
	On Sale					4/27			10/26				11/23				

		100026			100035			100044			100053		
		Spring			Summer			Fall			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					100045			100052					
		Spring B&L					Photography Bookazine			2011 Ult. Car Guide					
Automobile Specials B&L; 2010 Ultimate Car GD;SUV GD	Ad Close/Mats Due					3/18			7/27			9/23			
	On Sale					5/4			9/14			11/9			