

SOURCE INTERLINK MEDIA

2011 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 2011	Feb 2011	Apr	May	Jun	Jul	Sept	Oct	Dec	Jan 2012	Feb 2012
Camaro Performers	Ad Close/Mats Due	10/13	11/15	12/20	2/9	3/24	5/4	6/15	7/27	9/8	10/18	11/18
	On Sale	12/14	1/18	2/22	4/5	5/17	6/28	8/9	9/20	11/1	12/13	1/17

110030 Camaro Now													110047 Camaro Now	
Camaro Now	Ad Close/Mats Due				2/24						8/10			
	On Sale				4/19						10/4			

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Car Craft	Ad Close/Mats Due	9/10	10/5	11/5	12/7	1/6	2/10	3/11	4/8	5/10	6/9	7/8	8/11	9/9	10/7	11/9
	On Sale	11/9	12/7	1/11	2/8	3/8	4/12	5/10	6/7	7/12	8/9	9/6	10/11	11/8	12/6	1/10

110021 Engine Swaps													110055 Engine Swaps			
Car Craft SIP	Ad Close/Mats Due			11/9											10/24	
	On Sale			1/18											12/27	

110032 Chevelle Summer													110045 Chevelle Fall	
Chevrolet Special: Chevelle	Ad Close/Mats Due					3/24					7/14			
	On Sale					5/17					9/6			

110040 Chevy Classics Annual												
Chevrolet Special: Chevy Classics	Ad Close/Mats Due									6/15		
	On Sale									8/9		

110029 Nova Annual												
Chevrolet Special: Nova	Ad Close/Mats Due					2/2						
	On Sale					3/29						

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Chevy High Performance	Ad Close/Mats Due	9/9	10/11	11/12	12/7	1/11	2/9	3/17	4/13	5/10	6/15	7/13	8/10	9/8	10/11	11/11
	On Sale	11/2	12/7	1/11	2/8	3/8	4/5	5/10	6/7	7/5	8/9	9/6	10/4	11/1	12/6	1/10

		Jan 2011	Feb 2011	Mar 2011	Apr 2011	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012	Apr 2012
Circle Track	Ad Close/Mats Due	9/3	10/8	11/1	12/1	12/21	1/27	2/25	4/1	4/28	6/2	6/30	7/28	9/1	10/5	11/1	11/30
	On Sale	10/26	11/30	12/28	1/25	2/22	3/22	4/19	5/24	6/21	7/26	8/23	9/20	10/25	11/29	12/27	1/24

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Classic Trucks	Ad Close/Mats Due	9/1	10/6	11/5	12/7	1/11	2/9	3/10	4/13	5/10	6/8	7/13	8/10	9/8	10/11	11/11
	On Sale	11/2	12/7	1/11	2/8	3/8	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6	1/10

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	
Custom Classic Trucks	Ad Close/Mats Due	10/19	11/19	12/20	1/26	2/24	3/24	4/20	5/24	6/22	7/20	8/24	9/22	10/25	11/29	
	On Sale	12/21	1/25	2/22	3/22	4/19	5/17	6/14	7/19	8/16	9/13	10/18	11/15	12/20	1/24	
110023																
LMC (American Truck)																
Custom Classic Trucks--SIP	Ad Close/Mats Due		11/18													
	On Sale		1/25													
110023																
Diesel Power	Ad Close/Mats Due	10/5	11/2	11/30	1/11	2/9	3/10	4/13	5/10	6/8	7/13	8/10	9/8	10/11	11/4	
	On Sale	12/7	1/4	2/1	3/8	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6	1/3	
110023																
8-LUG Diesel Truck	Ad Close/Mats Due	10/19	11/16	12/14	1/26	2/24	3/24	4/27	5/24	6/22	7/27	8/24	9/22	10/25	11/18	
	On Sale	12/21	1/18	2/15	3/22	4/19	5/17	6/21	7/19	8/16	9/20	10/18	11/15	12/20	1/17	
110023																
100052 110025 110034 110043 110054																
Engine Masters (Popular Hot Rodding SIPs)	Ad Close/Mats Due		9/30		1/4			3/24			7/7			10/4		
	On Sale		11/30		3/1			5/17			8/30			11/29		
100052 110025 110034 110043 110054																
Winter Spring Summer Fall Winter																
European Car	Ad Close/Mats Due	9/29	10/25	11/30	12/21	1/27	3/4	4/1	4/28	6/2	6/30	7/28	9/1	9/30	10/26	11/30
	On Sale	11/23	12/21	1/25	2/22	3/22	4/26	5/24	6/21	7/26	8/23	9/20	10/25	11/22	12/20	1/24
110023																
eurotuner	Ad Close/Mats Due	10/21	11/19	12/15	1/27	2/25	3/25	4/21	5/18	6/23	7/21	8/18	9/23	10/19	11/21	
	On Sale	12/14	1/18	2/15	3/22	4/19	5/17	6/14	7/12	8/16	9/13	10/11	11/15	12/13	1/17	
110023																
5.0 Mustang & Super Fords	Ad Close/Mats Due	9/10	10/12	11/5	12/7	1/11	2/16	3/17	4/13	5/17	6/15	7/13	8/17	9/15	10/18	11/11
	On Sale	11/9	12/14	1/11	2/8	3/8	4/12	5/10	6/7	7/12	8/9	9/6	10/11	11/8	12/13	1/10
110023																
110038																
4Wheel & Off-Road	Ad Close/Mats Due	9/8	10/13	11/3	12/1	1/12	2/10	3/11	4/14	5/11	6/9	7/14	8/11	9/9	10/12	11/7
	On Sale	11/2	12/7	1/4	2/1	3/8	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6	1/3
110037 110045 110054																
Dirt Kings Toyota Whoops!																
4Wheel & Off-Road SIPs Dirt Kings; Toyota; Whoops!	Ad Close/Mats Due								5/11			8/24		10/20		
	On Sale								7/5			10/18		12/13		
110037 110045 110054																
Dirt Kings Toyota Whoops!																
4Wheel Drive & Sport Utility	Ad Close/Mats Due	9/9	10/13	11/8	11/30	1/11	2/9	3/10	4/13	5/10	6/8	7/13	8/10	9/8	10/11	11/4
	On Sale	11/2	12/7	1/4	2/1	3/8	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6	1/3
110023																
Four Wheeler	Ad Close/Mats Due	9/17	10/19	11/16	12/16	1/27	2/25	3/25	4/28	5/26	6/23	7/29	8/25	9/23	10/26	11/22
	On Sale	11/16	12/21	1/18	2/15	3/22	4/19	5/17	6/21	7/19	8/16	9/20	10/18	11/15	12/20	1/17
110023																
100055 110034 100043 120021																
TJ Wrangler (4x4 Garage) 4x4 Garage--Tire Tests 4x4 Garage--JK 4x4 Garage--TJ																
Four Wheeler SIPs	Ad Close/Mats Due		11/4			4/21		7/21						11/18		
	On Sale		1/11			6/14		9/13						1/17		
100055 110034 100043 120021																
TJ Wrangler (4x4 Garage) 4x4 Garage--Tire Tests 4x4 Garage--JK 4x4 Garage--TJ																
GM High-Tech Performance	Ad Close/Mats Due	8/12	9/13	11/2	12/16	2/2		3/17	4/27	6/8		7/20		8/31	10/11	11/18
	On Sale	10/12	11/16	1/4	2/15	3/29		5/10	6/21	8/2		9/13		10/25	12/6	1/17

		Jan 2011	Feb 2011	Mar 2011	Apr 2011	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012	Apr 2012	
High Performance Pontiac	Ad Close/Mats Due	8/20	9/16	10/14	11/15	12/14	1/19	2/24	3/24	4/20	5/24	6/22	7/20	8/24	9/22	10/18	11/18	
	On Sale	10/19	11/16	12/14	1/18	2/15	3/15	4/19	5/17	6/14	7/19	8/16	9/13	10/18	11/15	12/13	1/17	
		100054			110024		110030		110037		110043		110049		110055			
Heavy Hitters	Ad Close/Mats Due		10/27		1/4		3/10		5/10		7/13		9/15		11/11			
	On Sale		12/28		3/1		5/3		7/5		9/6		11/8		1/10			
		100054 #19		110024 #20		110030 #21		110037 #22		110043 #23		110049 #24		110055 #25				
Honda Tuning	Ad Close/Mats Due	9/7		11/17	1/4	2/9	3/10	4/20	5/24	6/23	8/3		9/8		11/18			
	On Sale	11/2		1/18	3/1	4/5	5/10	6/14	7/19	8/23	9/27		11/1		1/17			
		Dec/Jan2011		Feb/Mar 201		Apr	May	Jun	July	Aug	Sept	Oct	Dec/Jan2012		Feb/Mar 2012			
Hot Rod	Ad Close/Mats Due	9/23	10/20	11/18	12/15	1/20	2/25	3/25	4/21	5/20	6/23	7/21	8/25	9/23	10/19	11/21		
	On Sale	11/16	12/14	1/18	2/15	3/15	4/19	5/17	6/14	7/19	8/16	9/13	10/18	11/15	12/13	1/17		
		100025 Championship Drags																
Hot Rod SIP Championship Drags	Ad Close/Mats Due					1/5												
	On Sale					3/1												
		Dec/Jan2011		Feb/Mar2011		Apr/May		Jun/July		Aug/Sept		Oct/Nov		Dec/Jan2011		Feb/Mar2011		Photo Annu
Hot Rod Deluxe & Deluxe Photo Annual	Ad Close/Mats Due	10/7	11/30			1/26		3/31		6/1		8/3		10/4	11/4	12/6		
	On Sale	11/30	1/25			3/22		5/24		7/26		9/27		11/29	1/3	1/31		
		120022																
Import Tuner	Ad Close/Mats Due	9/22	10/18	11/12	12/10	1/11	2/16	3/17	4/20	5/17	6/15	7/20	8/17	9/22	10/18	11/11		
	On Sale	11/16	12/14	1/11	2/8	3/8	4/12	5/10	6/14	7/12	8/9	9/13	10/11	11/15	12/13	1/10		
Jp	Ad Close/Mats Due	10/7		11/8	12/8	1/27	3/4	4/7	5/11	6/16	7/21	8/25		10/5	11/7			
	On Sale	11/30		1/4	2/8	3/22	4/26	5/31	7/5	8/9	9/13	10/18		11/29	1/3			
Lowrider	Ad Close/Mats Due	9/23	10/20	11/16	12/10	1/19	2/16	3/24	4/20	5/24	6/22	7/20	8/24	9/22	10/18	11/11		
	On Sale	11/16	12/14	1/11	2/8	3/15	4/12	5/17	6/14	7/19	8/16	9/13	10/18	11/15	12/13	1/10		
Lowrider Arte	Ad Close/Mats Due	10/6			11/29		2/3		4/7		6/9		8/11		10/5	12/7		
	On Sale	11/30			1/25		3/29		5/31		8/2		10/4		11/29	1/31		
Lowrider Girls	Ad Close/Mats Due	10/29			12/20		3/3		5/4		7/7		9/8		10/31			
	On Sale	12/28			2/22		4/26		6/28		8/30		11/1		12/27			
Lowrider SIPs--Bound by Ink & Altered Egos	Ad Close/Mats Due	10/7		11/30			3/3		4/21		6/1		8/31		11/29			
	On Sale	11/30		1/25			4/26		6/14		7/26		10/25		1/24			
Mini Truckin'	Ad Close/Mats Due	8/27	10/1	10/27	12/10	1/11	2/16	3/17	4/13	5/17	6/15	7/13	8/10	9/8	10/11	11/4		
	On Sale	11/2	12/7	1/4	2/8	3/8	4/12	5/10	6/7	7/12	8/9	9/6	10/4	11/1	12/6	1/3		
Mini Truckin' SIPs RV	Ad Close/Mats Due				12/14			3/24		6/22			9/22					
	On Sale				2/15			5/17		8/16			11/15					

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Modified Magazine	Ad Close/Mats Due	10/13	11/16	12/9	1/12	2/10	3/18	4/14	5/11	6/16	7/14	8/18	9/16	10/12	11/14
	On Sale	12/7	1/11	2/8	3/8	4/5	5/10	6/7	7/5	8/9	9/6	10/11	11/8	12/6	1/10

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Modified Mustangs & Fords	Ad Close/Mats Due	10/12	11/5	11/30	1/4	2/9	3/10	4/13	5/10	6/8	7/13	8/10	9/8	10/11	11/4
	On Sale	12/7	1/4	2/1	3/1	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6	1/3

		110042 Kit Car Annual													
Modified Mustangs & Fords SIP--Kit Car Annual	Ad Close/Mats Due														
	On Sale									6/22					

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Mopar Muscle	Ad Close/Mats Due	9/9	10/13	11/8	12/8	1/12	2/10	3/11	4/14	5/11	6/16	7/14	8/11	9/9	10/12	11/7
	On Sale	11/2	12/7	1/4	2/8	3/8	4/5	5/3	6/7	7/5	8/9	9/6	10/4	11/1	12/6	1/3

		110039 Best of Mopar													
Mopar Muscle SIP Best of Mopar	Ad Close/Mats Due														
	On Sale									5/25					

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Muscle Mustangs & Fast Fords	Ad Close/Mats Due	9/24	10/26	11/18	12/20	1/26	3/3	3/31	4/27	6/1	6/29	7/27	8/31	9/29	10/31	11/29
	On Sale	11/23	12/28	1/25	2/22	3/22	4/26	5/24	6/21	7/26	8/23	9/20	10/25	11/22	12/27	1/24

		110050 Tech Guide													
Muscle Mustangs & Fast Fords SIP--Tech Guide	Ad Close/Mats Due														
	On Sale													9/22	11/22

		Jan 2011	Feb 2011	March	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Muscle Car Review	Ad Close/Mats Due	10/19	11/19	12/20	1/26	3/3	3/31	4/27	6/1	6/29	7/27	8/31	9/29	10/25	11/29
	On Sale	12/21	1/25	2/22	3/22	4/26	5/24	6/21	7/26	8/23	9/20	10/25	11/22	12/20	1/24

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Mustang Monthly	Ad Close/Mats Due	10/20	11/18	12/21	1/27	2/25	3/25	4/21	5/25	6/23	7/21	8/25	9/23	10/19	11/21
	On Sale	12/14	1/18	2/22	3/22	4/19	5/17	6/14	7/19	8/16	9/13	10/18	11/15	12/13	1/17

		110050 Shelby													
Mustang Monthly SIP--Shelby	Ad Close/Mats Due													9/8	
	On Sale													11/1	

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Off-Road	Ad Close/Mats Due	9/16	10/20	11/16	12/8	1/20	2/17	3/18	4/21	5/18	6/16	7/21	8/18	9/16	10/19	11/14
	On Sale	11/9	12/14	1/11	2/8	3/15	4/12	5/10	6/14	7/12	8/9	9/13	10/11	11/8	12/13	1/10

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Popular Hot Rodding	Ad Close/Mats Due	9/23	10/18	11/19	12/20	1/26	3/3	3/31	4/27	6/1	6/29	7/27	8/31	9/29	10/25	11/29
	On Sale	11/23	12/21	1/25	2/22	3/22	4/26	5/24	6/21	7/26	8/23	9/20	10/25	11/22	12/20	1/24

		110020 Winter			110030 Spring			110039 Summer			110048 Fall		120021 Winter	
Project Car	Ad Close/Mats Due		10/28				2/16			5/17		8/17		11/11
	On Sale		1/11				4/12			7/12		10/11		1/10

		Jan 2011	Feb 2011	Mar 2011	Apr 2011	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012	Apr 2012
Rod & Custom	Ad Close/Mats Due	8/25	9/23	10/25	11/17	12/20	1/26	3/3	3/31	4/27	6/1	6/29	7/27	8/31	9/29	10/31	11/29
	On Sale	10/26	11/23	12/28	1/25	2/22	3/22	4/26	5/24	6/21	7/26	8/23	9/20	10/25	11/22	12/27	1/24

110024 R&C Little Pages														
Rod & Custom SIP	Ad Close/Mats Due				1/19									
	On Sale				3/15									

110022 Sport Boat/Towing														
Sport Boat/Towing SIP	Ad Close/Mats Due			11/19										
	On Sale			1/25										

Street Rodder																
		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
	Ad Close/Mats Due	9/9	10/13	11/8	12/13	1/19	2/16	3/17	4/13	5/10	6/15	7/13	8/17	9/15	10/18	11/11
	On Sale	11/9	12/14	1/11	2/15	3/15	4/12	5/10	6/7	7/5	8/9	9/6	10/11	11/8	12/13	1/10

110036 Street Rodder Premium--Fall 2011																
110049 Street Rodder Premium Spring 2012																
110050 Street Rodder Premium Spring 2012																
Street Rodder SIPs: SRP--Fall; How to Build a Street Rod; SRP--Spring	Ad Close/Mats Due								4/20				8/31		9/15	
	On Sale								6/14				10/25		11/8	

Super Chevy																
		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
	Ad Close/Mats Due	9/16	10/18	11/19	12/20	1/26	2/24	3/31	4/27	5/24	6/29	7/27	8/24	9/22	10/25	11/29
	On Sale	11/16	12/21	1/25	2/22	3/22	4/19	5/24	6/21	7/19	8/23	9/20	10/18	11/15	12/20	1/24

110049 Spring 2012																
Super Chevy SIP Super Chevy Premium	Ad Close/Mats Due												8/31			
	On Sale												10/25			

Super Street															
		Jan 2011	Feb 2011	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
	Ad Close/Mats Due	10/11	11/4	11/30	1/4	2/9	3/10	4/13	5/10	6/8	7/13	8/10	9/8	10/11	11/4
	On Sale	12/7	1/4	2/1	3/1	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6	1/3

110036 Ultimate Parts Collection																
Super Street Special: Ultimate Buyers' Guide	Ad Close/Mats Due							4/20								
	On Sale							6/14								

110026 Wheel & Tire GuideSpring																
Super Street Special: Ultimate Wheel & Tire Guide	Ad Close/Mats Due				1/26											
	On Sale				3/22											

Truckin'																	
Volume 37													Volume 38				
		# 1	# 2	# 3	# 4	# 5	# 6	# 7	# 8	# 9	# 10	# 11	# 12	# 13	# 1	# 2	# 3
	Ad Close/Mats Due	9/16	10/13	11/8	12/7	1/11	2/9	3/10	4/6	5/4	6/1	6/29	7/27	8/24	9/22	10/18	11/11
	On Sale	11/16	12/14	1/11	2/8	3/8	4/5	5/3	5/31	6/28	7/26	8/23	9/20	10/18	11/15	12/13	1/10

110030 Truckin' Lifted																
110033 Ultimate Truck Guide--Wheel & Tire																
110039 Project Truck																
Truckin' SIPs--Truckin' Lifted; Ultimate Truck Guide; Project Truck	Ad Close/Mats Due				2/16			3/24			6/1					
	On Sale				4/12			5/17			7/26					

Vette																
		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
	Ad Close/Mats Due	8/31	10/5	10/29	12/8	1/11	2/9	3/10	4/13	5/10	6/8	7/13	8/10	9/8	10/11	11/4
	On Sale	11/2	12/7	1/4	2/8	3/8	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6	1/3

MOTORCYCLE GROUP TITLES

		Jan/Feb2011		Mar/Apr		May/June		Jul/Aug		Sept/Oct		Nov /Dec		Jan/Feb2012	
ATV Rider	Ad Close/Mats Due		10/14		12/16		2/24		4/27		6/29		8/24		10/18
	On Sale		12/14		2/15		4/19		6/21		8/23		10/18		12/13

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Dirt Rider	Ad Close/Mats Due	9/23	10/19	11/18	12/20	1/26	3/3	3/31	5/4	6/1	7/7	8/3	8/31	9/29	10/25	11/29
	On Sale	11/23	12/21	1/25	2/22	3/22	4/26	5/24	6/28	7/26	8/30	9/27	10/25	11/22	12/20	1/24

		Jan '2011	Feb '2011	Mar '2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Hot Bike	Ad Close/Mats Due	9/15	10/13	11/8	12/10	1/19	2/16	3/17	4/20	5/17	6/22	7/20	8/17	9/22	10/18	11/11
	On Sale	11/16	12/14	1/11	2/8	3/15	4/12	5/10	6/14	7/12	8/16	9/13	10/11	11/15	12/13	1/10

		Jan 2011	Feb 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012	Mar 2012
Hot Bike Baggers	Ad Close/Mats Due	9/1	10/1	10/28	12/14	1/26	2/24	3/24	4/27	5/24	6/22	7/20	8/24	9/22	10/18	11/11
	On Sale	11/2	12/7	1/4	2/15	3/22	4/19	5/17	6/21	7/19	8/16	9/13	10/18	11/15	12/13	1/10

		110037 Baggers Buyer's Guide														
Hot Bike Baggers SIP-Buyer's Guide	Ad Close/Mats Due															
	On Sale															

		110020 Winter		110027 Apr/May		110034 Jun/Jul		110040 Aug/Sept		110051 Oct/Nov		110056 Dec/Jan		120022 Feb/Mar	
Hot Bike Special: Street Chopper	Ad Close/Mats Due		11/1		1/19		3/31		6/1		8/3		10/6		12/6
	On Sale		1/4		3/15		5/24		7/26		9/27		11/29		1/31

		110023 Buyer's Guide '11												110054 Buyer's Guide '12		
Hot Bike Special: Buyers' Guide	Ad Close/Mats Due		11/9												9/15	
	On Sale		1/25												11/8	

		Feb 2011		Apr		Jun		Aug		Oct		Dec		Feb 2012	
Motorcycle Cruiser	Ad Close/Mats Due		10/14		12/7		2/16		4/20		6/8		8/17		10/18
	On Sale		12/14		2/8		4/12		6/14		8/2		10/11		12/13

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Motorcyclist	Ad Close/Mats Due	10/7	11/2	11/30	1/11	2/9	3/17	4/13	5/10	6/8	7/13	8/10	9/15	10/11	11/4
	On Sale	12/7	1/4	2/1	3/8	4/5	5/10	6/7	7/5	8/2	9/6	10/4	11/8	12/6	1/3

		110030 Buyer's Guide				110032 Escape		110042 Escape	
Motorcyclist SIPs Escape; Buyer's Guide	Ad Close/Mats Due				2/24		3/17		6/22
	On Sale				4/19		5/10		8/16

		Jan 2011	Mar 2011	Apr	May	Jun	Jul	Aug	Sept	Oct	Dec	Jan 2012	Mar 2012
Sport Rider	Ad Close/Mats Due	10/1	11/9	12/16	2/2	3/10	4/13	5/17	6/22	7/27	8/31	10/4	11/11
	On Sale	11/30	1/11	2/15	3/29	5/3	6/7	7/12	8/16	9/20	10/25	11/29	1/10

		110047 Sport Rider Tech/Riding Tips													
Sport Rider SIP	Ad Close/Mats Due														
	On Sale														

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Super Streetbike	Ad Close/Mats Due	10/26	11/22	12/20	1/26	3/3	3/31	4/27	5/24	6/29	8/3	8/31	9/29	10/31	11/29
	On Sale	12/28	1/25	2/22	3/22	4/26	5/24	6/21	7/19	8/23	9/27	10/25	11/22	12/27	1/24

		110036 Buyers' Guide													
Super Streetbike Specials: Buyer's Guide	Ad Close/Mats Due							4/13							
	On Sale							6/7							

Consumer Automotive Titles

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Motor Trend	Ad Close/Mats Due	10/20	11/9	12/7	1/19	2/16	3/17	4/20	5/17	6/15	7/20	8/24	9/22	10/18	11/11
	On Sale	12/7	1/4	2/1	3/8	4/5	5/3	6/7	7/5	8/2	9/6	10/11	11/8	12/6	1/3

		110031 SUV/Truck BG Fall							110049 New Car BG						
Motor Trend Specials:	Ad Close/Mats Due					3/2			8/30						
	On Sale					4/26			10/25						

		100053 Winter		110027 Spring		110036 Summer		110041 Fall		110054 Winter	
Motor Trend Classic	Ad Close/Mats Due		10/12		1/3		4/5		6/7		10/17
	On Sale		12/14		3/1		5/31		8/9		12/13

		Jan/Feb 2011		Mar/Apr 2011		May/June		Jul/Aug		Sept/Oct		Nov/Dec		Jan/Feb 20	Mar/Apr 2012
Truck Trend	Ad Close/Mats Due		9/30		11/19		2/2		4/6		6/1		8/3	10/4	11/29
	On Sale		11/30		1/25		3/29		5/31		8/2		9/27	11/29	1/24

		Jan 2011	Feb 2011	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan 2012	Feb 2012
Automobile	Ad Close/Mats Due	10/20	11/12	12/7	1/19	2/16	3/17	4/20	5/17	6/15	7/20	8/24	9/22	10/18	11/11
	On Sale	12/7	1/4	2/1	3/8	4/5	5/3	6/7	7/5	8/2	9/6	10/11	11/8	12/6	1/3

		100052 Ult. Car Guide			110033 Spring B&L			110053 2011 Ult. Car Guide						
Automobile Specials	Ad Close/Mats Due	9/23					3/10						9/29	
	On Sale	11/9					5/3						11/15	