



Audit Bureau
of Circulations



For the six months ended June 30, 2011

Field Served: DIRT RIDER serves the varied interests of off-road motorcycle enthusiasts with motorcycle tests, competition event coverage, riding and technical-maintenance tips, product evaluations, features and departments.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0239-2

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

Subject to Audit

Dirt Rider

Paid & Verified Magazine
Publisher's Statement

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	108,457	89.7			
Digital (Replica)	984	0.8			
Total Paid Subscriptions	109,441	90.5			
Verified					
Total Paid & Verified Subscriptions	109,441	90.5			
Single Copy Sales					
Print	11,522	9.5			
Digital (Replica)	6	0.0			
Total Single Copy Sales	11,528	9.5			
Total Paid & Verified Circulation	120,969	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$20.00		
Average Subscription Price Annualized (12 issue frequency)		\$12.37	
Average Subscription Price per Copy		\$1.03	

(1) For the Statement period

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



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subscriberprofile

This member participates in ABC's direct mail research verification program, Subscriber Profile. A copy of the complete report is available at <http://www.accessabc.com/subscriberprofile>

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		Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	
Jan.	108,937	881	109,818		109,818	10,521	4	10,525	119,458	885	120,343
Feb.	110,306	887	111,193		111,193	13,141	5	13,146	123,447	892	124,339
Mar.	110,175	947	111,122		111,122	9,702	9	9,711	119,877	956	120,833
Apr.	109,157	984	110,141		110,141	11,190	6	11,196	120,347	990	121,337
May	108,162	1,092	109,254		109,254	11,567	11	11,578	119,729	1,103	120,832
June	104,004	1,113	105,117		105,117	13,012	2	13,014	117,016	1,115	118,131

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	139,912	84.0	129,077	84.6	113,475	84.5	118,521	88.2	111,739	89.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	139,912	84.0	129,077	84.6	113,475	84.5	118,521	88.2	111,739	89.9
Single Copy Sales	26,704	16.0	23,551	15.4	20,822	15.5	15,861	11.8	12,517	10.1
Total Paid & Verified Circulation	166,616	100.0	152,628	100.0	134,297	100.0	134,382	100.0	124,256	100.0
Year Over Year Percent of Change		-2.7		-8.4		-12.0		0.1		-7.5
Avg. Annualized Subscription Price	\$12.11		\$12.24		\$11.78		\$11.61		\$12.33	

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*	102,402	984	103,386	85.5
Combination Subscriptions*	173		173	0.1
Sponsored Sales	5,882		5,882	4.9
TOTAL PAID SUBSCRIPTIONS	108,457	984	109,441	90.5
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	108,457	984	109,441	90.5
SINGLE COPY SALES				
Single Issue Sales	11,522	6	11,528	9.5
TOTAL SINGLE COPY SALES	11,522	6	11,528	9.5
TOTAL PAID & VERIFIED CIRCULATION	119,979	990	120,969	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:

None

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 0.1% less than the total average paid & verified circulation.

State	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			
Alabama	1,219	3	1,222		1,222	79		79	1,298	3	1,301
Arizona	2,676	16	2,692		2,692	133	1	134	2,809	17	2,826
Arkansas	723	2	725		725	61		61	784	2	786
California	19,324	104	19,428		19,428	912		912	20,236	104	20,340
Colorado	3,302	14	3,316		3,316	479		479	3,781	14	3,795
Connecticut	1,335		1,335		1,335	41		41	1,376		1,376
Delaware	186		186		186	12		12	198		198
District of Columbia	30		30		30	2		2	32		32
Florida	3,323	40	3,363		3,363	664		664	3,987	40	4,027
Georgia	2,048	12	2,060		2,060	282		282	2,330	12	2,342
Idaho	1,995	3	1,998		1,998	117		117	2,112	3	2,115
Illinois	3,250	11	3,261		3,261	100		100	3,350	11	3,361
Indiana	2,201	4	2,205		2,205	51		51	2,252	4	2,256
Iowa	1,422	3	1,425		1,425	49		49	1,471	3	1,474
Kansas	1,183	5	1,188		1,188	77		77	1,260	5	1,265
Kentucky	1,551	4	1,555		1,555	83		83	1,634	4	1,638
Louisiana	961	3	964		964	111		111	1,072	3	1,075
Maine	614	3	617		617	43		43	657	3	660
Maryland	1,302	4	1,306		1,306	45		45	1,347	4	1,351
Massachusetts	1,831	7	1,838		1,838	68	1	69	1,899	8	1,907
Michigan	4,036	10	4,046		4,046	197		197	4,233	10	4,243
Minnesota	2,055	7	2,062		2,062	67		67	2,122	7	2,129
Mississippi	560		560		560	57		57	617		617
Missouri	2,057	8	2,065		2,065	112		112	2,169	8	2,177
Montana	1,070	2	1,072		1,072	90		90	1,160	2	1,162
Nebraska	672	3	675		675	80		80	752	3	755
Nevada	1,640	13	1,653		1,653	204		204	1,844	13	1,857
New Hampshire	679	4	683		683	33		33	712	4	716
New Jersey	1,750	9	1,759		1,759	114		114	1,864	9	1,873
New Mexico	762	4	766		766	24		24	786	4	790
New York	3,665	17	3,682		3,682	232		232	3,897	17	3,914
North Carolina	2,650	10	2,660		2,660	95		95	2,745	10	2,755
North Dakota	452	1	453		453	22		22	474	1	475
Ohio	4,428	6	4,434		4,434	199		199	4,627	6	4,633
Oklahoma	1,253	2	1,255		1,255	99		99	1,352	2	1,354
Oregon	2,735	6	2,741		2,741	204		204	2,939	6	2,945
Pennsylvania	4,856	7	4,863		4,863	307		307	5,163	7	5,170
Rhode Island	310		310		310	5		5	315		315
South Carolina	1,026	5	1,031		1,031	26		26	1,052	5	1,057
South Dakota	382	1	383		383	17		17	399	1	400
Tennessee	2,239	10	2,249		2,249	223		223	2,462	10	2,472
Texas	4,966	37	5,003		5,003	448		448	5,414	37	5,451
Utah	1,678	17	1,695		1,695	145		145	1,823	17	1,840
Vermont	396		396		396	10		10	406		406
Virginia	1,914	8	1,922		1,922	121		121	2,035	8	2,043
Washington	4,368	15	4,383		4,383	443	1	444	4,811	16	4,827
West Virginia	1,156	1	1,157		1,157	62		62	1,218	1	1,219
Wisconsin	1,765	3	1,768		1,768	46		46	1,811	3	1,814
Wyoming	533	1	534		534	50		50	583	1	584
TOTAL 48 CONTERMINOUS STATES	106,529	445	106,974		106,974	7,141	3	7,144	113,670	448	114,118
Alaska	312	1	313		313	82		82	394	1	395
Hawaii	541	6	547		547	29		29	570	6	576
TOTAL ALASKA & HAWAII	853	7	860		860	111		111	964	7	971
U.S. Unclassified											
TOTAL UNITED STATES	107,382	452	107,834		107,834	7,252	3	7,255	114,634	455	115,089
Poss. & Other Areas	101	409	510		510		6	6	101	415	516
U.S. & POSS., etc.	107,483	861	108,344		108,344	7,252	9	7,261	114,735	870	115,605
Canada	2,131	86	2,217		2,217	1,435		1,435	3,566	86	3,652
International	472		472		472	999		999	1,471		1,471
Other Unclassified											
Military or Civilian Personnel Overseas	89		89		89	16		16	105		105
GRAND TOTAL	110,175	947	111,122		111,122	9,702	9	9,711	119,877	956	120,833

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).....	35	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	24,181	91.1
(b) Seven to eleven months (7 to 11 issues).....	253	1.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	277	1.0
(c) Twelve months (12 issues).....	11,395	42.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,101	7.9
(d) Thirteen to twenty-four months.....	9,923	37.4	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	4,953	18.6	Total Subscriptions Sold in Period.....	26,559	100.0
Total Subscriptions Sold in Period.....	26,559	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	23,907	90.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	2,652	10.0			
Total Subscriptions Sold in Period.....	26,559	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$40.00. Canada, 1 yr. \$32.00. International, 1 yr. \$44.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,698 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 9,872 or 9.0% 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.

(e) Combination Subscriptions: The average of 173 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served from combination subscription programs during this statement period:

Combination Publication	Subscriptions Served	Subscription Term	Price of Combination	Suggested Retail Prices
ATV Rider	173	8 issues	\$14.97	\$34.97

(f) Sponsored Subscription Sales: The average of 5,882 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.

(g) Use of Premiums: A DIRT RIDER t-shirt and a wall clock, 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	None Claimed	124,256	124,256		
12-31-09	None Claimed	134,382	134,382		
12-31-08	None Claimed	134,296	134,296		
12-31-07	None Claimed	152,627	152,627		
12-31-06	None Claimed	166,182	166,616	-434	-0.3

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

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

THOMAS SLATER
VP, Consumer Marketing

DAMIAN ERCOLE
Publisher

Date Signed: July 25, 2011

P: 310.531.9900 • URL: www.dirtrider.com

Established: 1982

ABC Member since: 1984

04-0239-2	Analyzed Issue Date	03/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	20.00
	Canadian Subscription Price	32.00
	International Subscription Price	44.00