



Audit Bureau
of Circulations

SPORT RIDER

For the six months ended June 30, 2011

Field Served: SPORT RIDER focuses on the hard-core performance motorcycle enthusiast, evaluates and examines the machines, technology and people involved in sport-bike riding, with emphasis on riding techniques, racing machinery and future technology.

Published by Source Interlink Media

Frequency: 10 times/year

ABC Member # 04-1142-5

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Sport Rider

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	44,922	74.4			
Digital (Replica)	827	1.4			
Total Paid Subscriptions	45,749	75.8			
Verified					
Total Paid & Verified Subscriptions	45,749	75.8			
Single Copy Sales					
Print	14,617	24.2			
Digital (Replica)	12	0.0			
Total Single Copy Sales	14,629	24.2			
Total Paid & Verified Circulation	60,378	100.0	None Claimed		

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.95		
Average Subscription Price Annualized (10 issue frequency)		\$12.08	
Average Subscription Price per Copy		\$1.21	

(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 Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print			
Jan.	43,650	708	44,358		44,358	17,932	16	17,948	61,582	724	62,306
Mar.	42,742	744	43,486		43,486	12,376	8	12,384	55,118	752	55,870
Apr.	44,580	836	45,416		45,416	14,926	12	14,938	59,506	848	60,354
May	45,950	915	46,865		46,865	13,363	20	13,383	59,313	935	60,248
June	47,690	932	48,622		48,622	14,488	4	14,492	62,178	936	63,114

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	40,507	49.4	39,692	49.2	35,908	55.7	36,390	59.5	43,660	70.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	40,507	49.4	39,692	49.2	35,908	55.7	36,390	59.5	43,660	70.9
Single Copy Sales	41,430	50.6	40,994	50.8	28,510	44.3	24,751	40.5	17,945	29.1
Total Paid & Verified Circulation	81,937	100.0	80,686	100.0	64,418	100.0	61,141	100.0	61,605	100.0
Year Over Year Percent of Change		-3.1		-1.5		-20.2		-5.1		0.8
Avg. Annualized Subscription Price	\$10.94		\$11.00		\$12.78		\$13.20		\$15.09	

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*	30,992	827	31,819	52.7
Combination Subscriptions*	4,971		4,971	8.2
Sponsored Sales	8,959		8,959	14.9
TOTAL PAID SUBSCRIPTIONS	44,922	827	45,749	75.8
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	44,922	827	45,749	75.8
SINGLE COPY SALES				
Single Issue Sales	14,617	12	14,629	24.2
TOTAL SINGLE COPY SALES	14,617	12	14,629	24.2
TOTAL PAID & VERIFIED CIRCULATION	59,539	839	60,378	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 April 2011 issue

Total paid & verified circulation of this issue was 0.0% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED	SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	522	5	527	527	165		165	687	5	692
Arizona	955	17	972	972	208		208	1,163	17	1,180
Arkansas	337		337	337	114		114	451		451
California	7,137	98	7,235	7,235	1,173		1,173	8,310	98	8,408
Colorado	880	12	892	892	652	1	653	1,532	13	1,545
Connecticut	606	4	610	610	108		108	714	4	718
Delaware	138	1	139	139	19		19	157	1	158
District of Columbia	42	2	44	44	27		27	69	2	71
Florida	2,766	46	2,812	2,812	2,306		2,306	5,072	46	5,118
Georgia	1,157	6	1,163	1,163	642		642	1,799	6	1,805
Idaho	211	1	212	212	54		54	265	1	266
Illinois	1,487	21	1,508	1,508	272		272	1,759	21	1,780
Indiana	808	1	809	809	103		103	911	1	912
Iowa	396	2	398	398	58		58	454	2	456
Kansas	467	2	469	469	144		144	611	2	613
Kentucky	539	4	543	543	96		96	635	4	639
Louisiana	416	5	421	421	165		165	581	5	586
Maine	176	1	177	177	33		33	209	1	210
Maryland	806	10	816	816	131		131	937	10	947
Massachusetts	819	8	827	827	217		217	1,036	8	1,044
Michigan	1,136	9	1,145	1,145	299		299	1,435	9	1,444
Minnesota	662	7	669	669	74		74	736	7	743
Mississippi	240	4	244	244	105		105	345	4	349
Missouri	866	4	870	870	232		232	1,098	4	1,102
Montana	98	1	99	99	54		54	152	1	153
Nebraska	194	3	197	197	63		63	257	3	260
Nevada	522	6	528	528	177		177	699	6	705
New Hampshire	237	1	238	238	55		55	292	1	293
New Jersey	1,087	17	1,104	1,104	239		239	1,326	17	1,343
New Mexico	293	2	295	295	58		58	351	2	353
New York	2,238	35	2,273	2,273	593		593	2,831	35	2,866
North Carolina	1,231	12	1,243	1,243	145		145	1,376	12	1,388
North Dakota	155		155	155	21		21	176		176
Ohio	1,560	13	1,573	1,573	168		168	1,728	13	1,741
Oklahoma	457	5	462	462	231		231	688	5	693
Oregon	677	11	688	688	166		166	843	11	854
Pennsylvania	1,807	11	1,818	1,818	435	1	436	2,242	12	2,254
Rhode Island	130	1	131	131	38		38	168	1	169
South Carolina	492	8	500	500	71		71	563	8	571
South Dakota	82	1	83	83	35		35	117	1	118
Tennessee	930	11	941	941	346		346	1,276	11	1,287
Texas	3,016	31	3,047	3,047	872	1	873	3,888	32	3,920
Utah	387	5	392	392	205		205	592	5	597
Vermont	108		108	108	16		16	124		124
Virginia	1,200	16	1,216	1,216	291		291	1,491	16	1,507
Washington	1,467	18	1,485	1,485	773		773	2,240	18	2,258
West Virginia	269		269	269	47		47	316		316
Wisconsin	890	8	898	898	77		77	967	8	975
Wyoming	87		87	87	21		21	108		108
TOTAL 48 CONTERMINOUS STATES	43,183	486	43,669	43,669	12,594	3	12,597	55,777	489	56,266
Alaska	111	1	112	112	106		106	217	1	218
Hawaii	267	3	270	270	48		48	315	3	318
TOTAL ALASKA & HAWAII	378	4	382	382	154		154	532	4	536
U.S. Unclassified										
TOTAL UNITED STATES	43,561	490	44,051	44,051	12,748	3	12,751	56,309	493	56,802
Poss. & Other Areas	89	275	364	364	18	8	26	107	283	390
U.S. & POSS., etc.	43,650	765	44,415	44,415	12,766	11	12,777	56,416	776	57,192
Canada	648	71	719	719	1,150	1	1,151	1,798	72	1,870
International	123		123	123	861		861	984		984
Other Unclassified										
Military or Civilian Personnel Overseas	159		159	159	149		149	308		308
GRAND TOTAL	44,580	836	45,416	45,416	14,926	12	14,938	59,506	848	60,354

ANALYSIS BY ABCD COUNTY SIZE for the April 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 5 issues)	62	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	12,945	97.5
(b) Seven to eleven months (6 to 9 issues)	263	2.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	69	0.5
(c) Twelve months (10 issues)	7,499	56.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	262	2.0
(d) Thirteen to twenty-four months	3,728	28.1	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,724	13.0	Total Subscriptions Sold in Period	13,276	100.0
Total Subscriptions Sold in Period	13,276	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	13,276	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	13,276	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$39.90. Canada, 1 yr. \$29.95. International, 1 yr. \$39.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,193 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,356 or 7.3% 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 4,971 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
Super Streetbike	898	12 issues	\$18.00	\$43.97
Motorcyclist	2,858	12 issues	\$10.00	\$37.95
Motorcyclist	344	12 issues	\$12.95	\$37.95
Motorcyclist	214	12 issues	\$14.97	\$37.95
Motorcyclist	657	12 issues	\$15.97	\$37.95

(f) Sponsored Subscription Sales: The average of 8,959 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed 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	63,681	61,605	2,076	3.4
12-31-09	None Claimed	62,765	61,142	1,623	2.7
12-31-08	None Claimed	66,349	64,417	1,932	3.0
12-31-07	None Claimed	79,071	80,685	-1,614	-2.0
12-31-06	None Claimed	82,003	81,937	66	0.1

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

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

THOMAS SLATER

VP, Consumer Marketing

P: 310.531.9900 • URL: www.sportrider.com

MARTY ESTES

Group Publisher

Date Signed: July 27, 2011

Established: 1993

ABC Member since: 1994

04-1142-5	Analyzed Issue Date	04/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.95
	Canadian Subscription Price	29.95
	International Subscription Price	39.95