



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

*Subject to Audit*



*For the six months ended June 30, 2011*

**Field Served:** Automotive hobbyists and racers using Chevrolet products: ranges from do-it-yourself street machines to high-tech racers. Combines technical articles, car and truck features, event coverage, and news items.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0185-1

**Chevy High Performance**

**Paid & Verified Magazine  
Publisher's Statement**

**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	109,359	87.5			
Digital (Replica)	297	0.2			
<b>Total Paid Subscriptions</b>	<b>109,656</b>	<b>87.7</b>			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>109,656</b>	<b>87.7</b>			
Single Copy Sales					
Print	15,377	12.3			
Digital (Replica)	2	0.0			
<b>Total Single Copy Sales</b>	<b>15,379</b>	<b>12.3</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>125,035</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$20.00		
Average Subscription Price Annualized (12 issue frequency)		\$12.83	
Average Subscription Price per Copy		\$1.07	

(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		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.	109,040	266	109,306		109,306	16,682	4	16,686	125,722	270	125,992
Feb.	109,385	284	109,669		109,669	18,560	2	18,562	127,945	286	128,231
Mar.	111,093	289	111,382		111,382	12,978	3	12,981	124,071	292	124,363
Apr.	107,274	290	107,564		107,564	15,217	1	15,218	122,491	291	122,782
May	109,241	312	109,553		109,553	13,459	1	13,460	122,700	313	123,013
June	110,122	343	110,465		110,465	15,364	1	15,365	125,486	344	125,830

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	123,498	77.6	116,844	77.4	112,095	81.9	108,639	83.4	107,321	85.6
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>123,498</b>	<b>77.6</b>	<b>116,844</b>	<b>77.4</b>	<b>112,095</b>	<b>81.9</b>	<b>108,639</b>	<b>83.4</b>	<b>107,321</b>	<b>85.6</b>
Single Copy Sales	35,646	22.4	34,027	22.6	24,726	18.1	21,659	16.6	18,074	14.4
<b>Total Paid &amp; Verified Circulation</b>	<b>159,144</b>	<b>100.0</b>	<b>150,871</b>	<b>100.0</b>	<b>136,821</b>	<b>100.0</b>	<b>130,298</b>	<b>100.0</b>	<b>125,395</b>	<b>100.0</b>
Year Over Year Percent of Change		-5.8		-5.2		-9.3		-4.8		-3.8
Avg. Annualized Subscription Price	\$13.81		\$13.08		\$13.45		\$14.13		\$14.01	

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## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	93,619	297	93,916	75.1
Combination Subscriptions*	8,000		8,000	6.4
Sponsored Sales	7,740		7,740	6.2
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>109,359</b>	<b>297</b>	<b>109,656</b>	<b>87.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>109,359</b>	<b>297</b>	<b>109,656</b>	<b>87.7</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	15,377	2	15,379	12.3
<b>TOTAL SINGLE COPY SALES</b>	<b>15,377</b>	<b>2</b>	<b>15,379</b>	<b>12.3</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>124,736</b>	<b>299</b>	<b>125,035</b>	<b>100.0</b>

\*Included in Average Price calculation

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## 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

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## 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 0.5% 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	1,929		1,929		1,929	236		236	2,165		2,165
Arizona	2,018	4	2,022		2,022	95		95	2,113	4	2,117
Arkansas	1,131	2	1,133		1,133	163		163	1,294	2	1,296
California	10,526	18	10,544		10,544	764		764	11,290	18	11,308
Colorado	1,845	5	1,850		1,850	361		361	2,206	5	2,211
Connecticut	1,164	1	1,165		1,165	175		175	1,339	1	1,340
Delaware	337		337		337	17		17	354		354
District of Columbia	52		52		52	16		16	68		68
Florida	4,761	7	4,768		4,768	984		984	5,745	7	5,752
Georgia	2,778	7	2,785		2,785	549		549	3,327	7	3,334
Idaho	600	1	601		601	54		54	654	1	655
Illinois	4,781	9	4,790		4,790	149		149	4,930	9	4,939
Indiana	2,801	2	2,803		2,803	71		71	2,872	2	2,874
Iowa	1,935	1	1,936		1,936	76		76	2,011	1	2,012
Kansas	1,843	1	1,844		1,844	165		165	2,008	1	2,009
Kentucky	2,136	1	2,137		2,137	103		103	2,239	1	2,240
Louisiana	1,523	1	1,524		1,524	229		229	1,752	1	1,753
Maine	531		531		531	55		55	586		586
Maryland	1,904	3	1,907		1,907	95		95	1,999	3	2,002
Massachusetts	1,407		1,407		1,407	194		194	1,601		1,601
Michigan	4,335	5	4,340		4,340	254		254	4,589	5	4,594
Minnesota	2,227		2,227		2,227	66		66	2,293		2,293
Mississippi	1,063	3	1,066		1,066	143		143	1,206	3	1,209
Missouri	2,924	2	2,926		2,926	296		296	3,220	2	3,222
Montana	590		590		590	115		115	705		705
Nebraska	1,035		1,035		1,035	84		84	1,119		1,119
Nevada	861	3	864		864	89		89	950	3	953
New Hampshire	433	2	435		435	61		61	494	2	496
New Jersey	2,121	3	2,124		2,124	393		393	2,514	3	2,517
New Mexico	769		769		769	79		79	848		848
New York	4,506	10	4,516		4,516	639		639	5,145	10	5,155
North Carolina	3,797	1	3,798		3,798	206		206	4,003	1	4,004
North Dakota	474		474		474	84		84	558		558
Ohio	4,952	5	4,957		4,957	165		165	5,117	5	5,122
Oklahoma	1,671	3	1,674		1,674	198		198	1,869	3	1,872
Oregon	1,628		1,628		1,628	168		168	1,796		1,796
Pennsylvania	4,930	10	4,940		4,940	375		375	5,305	10	5,315
Rhode Island	272	1	273		273	29		29	301	1	302
South Carolina	1,509	4	1,513		1,513	59		59	1,568	4	1,572
South Dakota	589		589		589	71		71	660		660
Tennessee	2,876	2	2,878		2,878	578		578	3,454	2	3,456
Texas	7,092	15	7,107		7,107	1,237		1,237	8,329	15	8,344
Utah	634	3	637		637	122		122	756	3	759
Vermont	186		186		186	11		11	197		197
Virginia	2,880	2	2,882		2,882	269		269	3,149	2	3,151
Washington	2,985	6	2,991		2,991	436		436	3,421	6	3,427
West Virginia	941		941		941	46		46	987		987
Wisconsin	2,815		2,815		2,815	77		77	2,892		2,892
Wyoming	384	1	385		385	40		40	424	1	425
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>107,481</b>	<b>144</b>	<b>107,625</b>		<b>107,625</b>	<b>10,941</b>		<b>10,941</b>	<b>118,422</b>	<b>144</b>	<b>118,566</b>
Alaska	289	1	290		290	95		95	384	1	385
Hawaii	540	2	542		542	38		38	578	2	580
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>829</b>	<b>3</b>	<b>832</b>		<b>832</b>	<b>133</b>		<b>133</b>	<b>962</b>	<b>3</b>	<b>965</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>108,310</b>	<b>147</b>	<b>108,457</b>		<b>108,457</b>	<b>11,074</b>		<b>11,074</b>	<b>119,384</b>	<b>147</b>	<b>119,531</b>
Poss. & Other Areas	159	116	275		275		3	3	159	119	278
<b>U.S. &amp; POSS., etc.</b>	<b>108,469</b>	<b>263</b>	<b>108,732</b>		<b>108,732</b>	<b>11,074</b>	<b>3</b>	<b>11,077</b>	<b>119,543</b>	<b>266</b>	<b>119,809</b>
Canada	2,075	26	2,101		2,101	1,156		1,156	3,231	26	3,257
International	476		476		476	710		710	1,186		1,186
Other Unclassified											
Military or Civilian Personnel Overseas	73		73		73	38		38	111		111
<b>GRAND TOTAL</b>	<b>111,093</b>	<b>289</b>	<b>111,382</b>		<b>111,382</b>	<b>12,978</b>	<b>3</b>	<b>12,981</b>	<b>124,071</b>	<b>292</b>	<b>124,363</b>

## 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).....	173 0.5	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	30,418 90.9
(b) Seven to eleven months (7 to 11 issues).....	644 1.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	212 0.6
(c) Twelve months (12 issues).....	16,531 49.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,826 8.5
(d) Thirteen to twenty-four months.....	11,467 34.3	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	4,641 13.9	Total Subscriptions Sold in Period.....	33,456 100.0
Total Subscriptions Sold in Period.....	33,456 100.0		
<b>B. USE OF PREMIUMS</b>			
(a) Ordered without premium.....	28,746 85.9		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums, See Par. 9.....	4,710 14.1		
Total Subscriptions Sold in Period.....	33,456 100.0		

## 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: 3,406 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 8,821 or 8.0% 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](http://www.zinio.com).

(e) Combination Subscriptions: The average of 8,000 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 Chevy	182	12 issues	\$12.00	\$43.94
Super Chevy	6,582	12 issues	\$15.00	\$43.94
Super Chevy	406	12 issues	\$18.00	\$43.94
Super Chevy	443	12 issues	\$20.00	\$43.94
Super Chevy	344	12 issues	\$24.94	\$43.94
Super Chevy	43	12 issues	\$24.95	\$43.94

(f) Sponsored Subscription Sales: The average of 7,740 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 baseball cap and a tire gauge, 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	125,394	125,394		
12-31-09	None Claimed	130,298	130,298		
12-31-08	None Claimed	136,821	136,821		
12-31-07	None Claimed	151,744	150,872	872	0.6
12-31-06	None Claimed	159,150	159,154	6	0.0

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

CHEVY HIGH PERFORMANCE, published by Source Interlink Media • 831 S. Douglas Street • El Segundo, CA 90245

THOMAS SLATER

DOUG EVANS

Date Signed: July 18, 2011

VP, Consumer Marketing

EVP, Group Publisher

P: 310.531.9900 • URL: [www.chevyhighperformance.com](http://www.chevyhighperformance.com)

Established: 1987

ABC Member since: 1992

04-0185-1	Analyzed Issue Date	03/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	20.00
	Canadian Subscription Price	32.00
	International Subscription Price	44.00