



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

Subject to Audit

For the six months ended June 30, 2011

Field Served: HOT ROD is an automotive magazine with articles designed for readers involved with street rods, street machines and drag racing. Engine buildups, road tests on performance cars, the latest street super bikes, a basic series on the automobile and photo stories on project cars are regular features.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0470-0

**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	600,109	92.1			
Digital (Replica)	1,045	0.2			
Total Paid Subscriptions	601,154	92.3			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>601,154</b>	<b>92.3</b>			
Single Copy Sales					
Print	50,409	7.7			
Digital (Replica)	15	0.0			
Total Single Copy Sales	50,424	7.7			
<b>Total Paid &amp; Verified Circulation</b>	<b>651,578</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)		\$9.86	
Average Subscription Price per Copy		\$0.82	

(1) For the Statement period

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

**3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA**

Issue	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			
Jan.	592,721	880	593,601	593,601	46,673	13	46,686	639,394	893	640,287	
Feb.	594,069	942	595,011	595,011	50,729	17	50,746	644,798	959	645,757	
Mar.	602,463	991	603,454	603,454	44,484	10	44,494	646,947	1,001	647,948	
Apr.	601,365	1,040	602,405	602,405	55,741	19	55,760	657,106	1,059	658,165	
May	603,206	1,176	604,382	604,382	52,839	22	52,861	656,045	1,198	657,243	
June	606,828	1,241	608,069	608,069	51,986	8	51,994	658,814	1,249	660,063	

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

None

#### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	613,946	87.0	602,186	87.6	609,967	90.5	600,013	90.9	596,867	91.2
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>613,946</b>	<b>87.0</b>	<b>602,186</b>	<b>87.6</b>	<b>609,967</b>	<b>90.5</b>	<b>600,013</b>	<b>90.9</b>	<b>596,867</b>	<b>91.2</b>
Single Copy Sales	91,910	13.0	85,271	12.4	64,142	9.5	60,013	9.1	57,259	8.8
<b>Total Paid &amp; Verified Circulation</b>	<b>705,856</b>	<b>100.0</b>	<b>687,457</b>	<b>100.0</b>	<b>674,109</b>	<b>100.0</b>	<b>660,026</b>	<b>100.0</b>	<b>654,126</b>	<b>100.0</b>
Year Over Year Percent of Change		1.2		-2.6		-1.9		-2.1		-0.9
Avg. Annualized Subscription Price	\$10.05		\$9.14		\$8.94		\$9.95		\$9.78	

#### 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*	592,978	1,045	594,023	91.2
Combination Subscriptions*	5,270		5,270	0.8
Sponsored Sales	1,861		1,861	0.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>600,109</b>	<b>1,045</b>	<b>601,154</b>	<b>92.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>600,109</b>	<b>1,045</b>	<b>601,154</b>	<b>92.3</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	50,409	15	50,424	7.7
<b>TOTAL SINGLE COPY SALES</b>	<b>50,409</b>	<b>15</b>	<b>50,424</b>	<b>7.7</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>650,518</b>	<b>1,060</b>	<b>651,578</b>	<b>100.0</b>

\*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 0.6% less than the total average paid & verified circulation.

State	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	Print	Digital (Replica)	
Alabama	9,250	7	9,257		9,257	509		509	9,759	7	9,766
Arizona	12,158	11	12,169		12,169	619		619	12,777	11	12,788
Arkansas	5,958	3	5,961		5,961	323		323	6,281	3	6,284
California	58,110	82	58,192		58,192	2,713	1	2,714	60,823	83	60,906
Colorado	11,250	25	11,275		11,275	1,213		1,213	12,463	25	12,488
Connecticut	6,298	5	6,303		6,303	339		339	6,637	5	6,642
Delaware	1,787		1,787		1,787	80		80	1,867		1,867
District of Columbia	215		215		215	78		78	293		293
Florida	25,943	38	25,981		25,981	3,442		3,442	29,385	38	29,423
Georgia	13,839	14	13,853		13,853	1,766		1,766	15,605	14	15,619
Idaho	4,004	3	4,007		4,007	237		237	4,241	3	4,244
Illinois	26,114	23	26,137		26,137	909		909	27,023	23	27,046
Indiana	17,949	12	17,961		17,961	379		379	18,328	12	18,340
Iowa	11,353	5	11,358		11,358	397		397	11,750	5	11,755
Kansas	9,809	8	9,817		9,817	569		569	10,378	8	10,386
Kentucky	10,787	3	10,790		10,790	406		406	11,193	3	11,196
Louisiana	6,698	6	6,704		6,704	453	1	454	7,151	7	7,158
Maine	3,020	2	3,022		3,022	163		163	3,183	2	3,185
Maryland	8,920	6	8,926		8,926	294		294	9,214	6	9,220
Massachusetts	8,880	6	8,886		8,886	561		561	9,441	6	9,447
Michigan	26,296	19	26,315		26,315	1,079		1,079	27,375	19	27,394
Minnesota	14,509	5	14,514		14,514	994		994	15,503	5	15,508
Mississippi	4,608	3	4,611		4,611	267		267	4,875	3	4,878
Missouri	17,133	7	17,140		17,140	1,078		1,078	18,211	7	18,218
Montana	3,563		3,563		3,563	375		375	3,938		3,938
Nebraska	6,271	3	6,274		6,274	412		412	6,683	3	6,686
Nevada	4,843	12	4,855		4,855	403		403	5,246	12	5,258
New Hampshire	2,706	4	2,710		2,710	192		192	2,898	4	2,902
New Jersey	10,302	10	10,312		10,312	706		706	11,008	10	11,018
New Mexico	4,071		4,071		4,071	376		376	4,447		4,447
New York	23,875	30	23,905		23,905	1,359		1,359	25,234	30	25,264
North Carolina	18,172	16	18,188		18,188	1,298		1,298	19,470	16	19,486
North Dakota	2,628	3	2,631		2,631	168		168	2,796	3	2,799
Ohio	30,404	15	30,419		30,419	734		734	31,138	15	31,153
Oklahoma	9,489	5	9,494		9,494	647		647	10,136	5	10,141
Oregon	10,210	8	10,218		10,218	601		601	10,811	8	10,819
Pennsylvania	26,892	18	26,910		26,910	1,307		1,307	28,199	18	28,217
Rhode Island	1,643		1,643		1,643	96		96	1,739		1,739
South Carolina	7,704	4	7,708		7,708	301		301	8,005	4	8,009
South Dakota	3,164		3,164		3,164	225		225	3,389		3,389
Tennessee	14,817	5	14,822		14,822	1,248		1,248	16,065	5	16,070
Texas	34,507	60	34,567		34,567	2,884	3	2,887	37,391	63	37,454
Utah	4,192	9	4,201		4,201	385		385	4,577	9	4,586
Vermont	1,246	4	1,250		1,250	79		79	1,325	4	1,329
Virginia	13,333	17	13,350		13,350	1,639		1,639	14,972	17	14,989
Washington	17,248	17	17,265		17,265	1,342		1,342	18,590	17	18,607
West Virginia	4,585	2	4,587		4,587	215		215	4,800	2	4,802
Wisconsin	16,069	5	16,074		16,074	510		510	16,579	5	16,584
Wyoming	1,952	4	1,956		1,956	155		155	2,107	4	2,111
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>588,774</b>	<b>544</b>	<b>589,318</b>		<b>589,318</b>	<b>36,525</b>	<b>5</b>	<b>36,530</b>	<b>625,299</b>	<b>549</b>	<b>625,848</b>
Alaska	1,365	3	1,368		1,368	190		190	1,555	3	1,558
Hawaii	2,129	2	2,131		2,131	102		102	2,231	2	2,233
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>3,494</b>	<b>5</b>	<b>3,499</b>		<b>3,499</b>	<b>292</b>		<b>292</b>	<b>3,786</b>	<b>5</b>	<b>3,791</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>592,268</b>	<b>549</b>	<b>592,817</b>		<b>592,817</b>	<b>36,817</b>	<b>5</b>	<b>36,822</b>	<b>629,085</b>	<b>554</b>	<b>629,639</b>
Poss. & Other Areas	657	349	1,006		1,006	12	5	17	669	354	1,023
<b>U.S. &amp; POSS., etc.</b>	<b>592,925</b>	<b>898</b>	<b>593,823</b>		<b>593,823</b>	<b>36,829</b>	<b>10</b>	<b>36,839</b>	<b>629,754</b>	<b>908</b>	<b>630,662</b>
Canada	7,438	93	7,531		7,531	5,101		5,101	12,539	93	12,632
International	1,764		1,764		1,764	2,429		2,429	4,193		4,193
Other Unclassified						18		18	18		18
Military or Civilian Personnel Overseas	336		336		336	107		107	443		443
<b>GRAND TOTAL</b>	<b>602,463</b>	<b>991</b>	<b>603,454</b>		<b>603,454</b>	<b>44,484</b>	<b>10</b>	<b>44,494</b>	<b>646,947</b>	<b>1,001</b>	<b>647,948</b>

## ANALYSIS BY ABCD COUNTY SIZE for the March 2011 issue

County Size	% of Households	Total		Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
		Paid & Verified Circulation Print	Digital (Replica)			
A	40	182,127	162	182,289	29.0	73
B	30	195,528	170	195,698	31.3	104
C	15	114,767	99	114,866	18.4	123
D	15	132,877	118	132,995	21.3	142

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 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)	311	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	153,493	92.6
(b) Seven to eleven months (7 to 11 issues)	1,856	1.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	751	0.5
(c) Twelve months (12 issues)	59,852	36.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	11,419	6.9
(d) Thirteen to twenty-four months	38,426	23.2	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	65,218	39.4	Total Subscriptions Sold in Period	165,663	100.0
Total Subscriptions Sold in Period	165,663	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	123,326	74.4			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	42,337	25.6			
Total Subscriptions Sold in Period	165,663	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: 10,829 copies per issue.

(c) Post expiration copies: None.

(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 5,270 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
Popular Hot Rodding	12	12 issues	\$13.95	\$39.94
Popular Hot Rodding	15	12 issues	\$13.97	\$39.94
Popular Hot Rodding	236	12 issues	\$14.97	\$39.94
Popular Hot Rodding	17	12 issues	\$21.94	\$39.94
Popular Hot Rodding	26	12 issues	\$21.95	\$39.94
Popular Hot Rodding	4,918	12 issues	\$25.00	\$39.94
Popular Hot Rodding	46	12 issues	\$29.94	\$39.94

(f) Sponsored Subscription Sales - The average of 1,861 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, a flip lighter, a keychain bottle opener, a wall clock, a black t-shirt and a mini-towel, 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	654,125	654,125		
12-31-09	None Claimed	660,026	660,026		
12-31-08	None Claimed	674,108	674,108		
12-31-07	None Claimed	687,615	687,455	160	0.0
12-31-06	None Claimed	706,596	705,855	741	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

HOT ROD MAGAZINE, 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.hotrod.com

Established: 1947

ABC Member since: 1949

04-0470-0	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