



Audit Bureau
of Circulations



For the six months ended December 31, 2009

Field Served: A monthly publication for high-performance Mustangs and Fords from 1979 - present. Features cutting-edge technical stories, in-depth race coverage, road tests of stock and modified cars and the finest late-model Mustangs and Fords in the world.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0733-8

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

Subject to Audit

Muscle Mustangs & Fast Fords

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2009

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	44,041	54.8			
Digital (Replica)	198	0.2			
Total Paid Subscriptions	44,239	55.0			
Verified					
Total Paid & Verified Subscriptions	44,239	55.0			
Single Copy Sales					
Print	36,184	45.0			
Digital (Replica)	2	0.0			
Total Single Copy Sales	36,186	45.0			
Total Paid & Verified Circulation	80,425	100.0	None Claimed		

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$34.97		
Average Subscription Price Annualized (12 issue frequency)		\$21.49	
Average Subscription Price per Copy		\$1.79	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2009



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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/subscriber>

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)	
July	44,717	182	44,899		44,899	38,799	1	38,800	83,516	183	83,699
Aug.	44,404	201	44,605		44,605	39,729	2	39,731	84,133	203	84,336
Sept.	43,849	204	44,053		44,053	38,416	4	38,420	82,265	208	82,473
Oct.	43,650	209	43,859		43,859	37,035	3	37,038	80,685	212	80,897
Nov.	43,250	203	43,453		43,453	36,776	2	36,778	80,026	205	80,231
Dec.	44,374	189	44,563		44,563	26,346		26,346	70,720	189	70,909

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	53,044	45.9	51,121	47.1	49,035	47.9	45,883	51.6	44,579	54.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	53,044	45.9	51,121	47.1	49,035	47.9	45,883	51.6	44,579	54.9
Single Copy Sales	62,445	54.1	57,443	52.9	53,292	52.1	43,020	48.4	36,566	45.1
Total Paid & Verified Circulation	115,489	100.0	108,564	100.0	102,327	100.0	88,903	100.0	81,145	100.0
Year Over Year Percent of Change		-8.9		-6.0		-5.7		-13.1		-8.7
Avg. Annualized Subscription Price	\$28.37		\$26.57		\$23.90		\$22.72		\$21.49	

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*	42,933	198	43,131	53.6
Combination Subscriptions*	1,106		1,106	1.4
Sponsored Sales	2		2	0.0
TOTAL PAID SUBSCRIPTIONS	44,041	198	44,239	55.0
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	44,041	198	44,239	55.0
SINGLE COPY SALES				
Single Issue Sales	36,184	2	36,186	45.0
TOTAL SINGLE COPY SALES	36,184	2	36,186	45.0
TOTAL PAID & VERIFIED CIRCULATION	80,225	200	80,425	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 August 2009 issue

Total paid & verified circulation of this issue was 4.9% greater than the total average paid & verified circulation.

Single copy sales figures are based on the percentage for each State/province determined by analysis of the February 2009 issue and these percentages are projected against the total for the August 2009 issue.

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	758	3	761		761	697		697	1,455	3	1,458
Arizona	654	3	657		657	795		795	1,449	3	1,452
Arkansas	270	1	271		271	338		338	608	1	609
California	2,984	4	2,988		2,988	3,440	2	3,442	6,424	6	6,430
Colorado	607	2	609		609	521		521	1,128	2	1,130
Connecticut	616	2	618		618	269		269	885	2	887
Delaware	194	1	195		195	175		175	369	1	370
District of Columbia	50		50		50	58		58	108		108
Florida	2,898	13	2,911		2,911	3,006		3,006	5,904	13	5,917
Georgia	1,284	3	1,287		1,287	1,238		1,238	2,522	3	2,525
Idaho	129	1	130		130	109		109	238	1	239
Illinois	2,109	9	2,118		2,118	1,670		1,670	3,779	9	3,788
Indiana	1,157	2	1,159		1,159	968		968	2,125	2	2,127
Iowa	577		577		577	302		302	879		879
Kansas	448	2	450		450	314		314	762	2	764
Kentucky	947	3	950		950	634		634	1,581	3	1,584
Louisiana	591	1	592		592	573		573	1,164	1	1,165
Maine	167		167		167	69		69	236		236
Maryland	1,035	5	1,040		1,040	848		848	1,883	5	1,888
Massachusetts	779	1	780		780	335		335	1,114	1	1,115
Michigan	1,663	5	1,668		1,668	1,317		1,317	2,980	5	2,985
Minnesota	606	2	608		608	382		382	988	2	990
Mississippi	366		366		366	390		390	756		756
Missouri	1,054	1	1,055		1,055	826		826	1,880	1	1,881
Montana	99	1	100		100	65		65	164	1	165
Nebraska	289		289		289	229		229	518		518
Nevada	289	3	292		292	394		394	683	3	686
New Hampshire	227		227		227	94		94	321		321
New Jersey	1,325	1	1,326		1,326	628		628	1,953	1	1,954
New Mexico	255	1	256		256	261		261	516	1	517
New York	1,767	2	1,769		1,769	937		937	2,704	2	2,706
North Carolina	1,789	6	1,795		1,795	1,451		1,451	3,240	6	3,246
North Dakota	94		94		94	33		33	127		127
Ohio	2,071	3	2,074		2,074	1,280		1,280	3,351	3	3,354
Oklahoma	531	2	533		533	594		594	1,125	2	1,127
Oregon	356		356		356	363		363	719		719
Pennsylvania	2,342	5	2,347		2,347	1,623		1,623	3,965	5	3,970
Rhode Island	182		182		182	80		80	262		262
South Carolina	789	1	790		790	642		642	1,431	1	1,432
South Dakota	98		98		98	46		46	144		144
Tennessee	1,100	1	1,101		1,101	899		899	1,999	1	2,000
Texas	3,119	23	3,142		3,142	3,171		3,171	6,290	23	6,313
Utah	239		239		239	209		209	448		448
Vermont	74		74		74	18		18	92		92
Virginia	1,505	8	1,513		1,513	1,418		1,418	2,923	8	2,931
Washington	792	2	794		794	843		843	1,635	2	1,637
West Virginia	328	2	330		330	272		272	600	2	602
Wisconsin	906	2	908		908	636		636	1,542	2	1,544
Wyoming	91	6	97		97	60		60	151	6	157
TOTAL 48 CONTERMINOUS STATES	42,600	133	42,733		42,733	35,520	2	35,522	78,120	135	78,255
Alaska	69		69		69	110		110	179		179
Hawaii	158	2	160		160	200		200	358	2	360
TOTAL ALASKA & HAWAII	227	2	229		229	310		310	537	2	539
U.S. Unclassified											
TOTAL UNITED STATES	42,827	135	42,962		42,962	35,830	2	35,832	78,657	137	78,794
Poss. & Other Areas	179	2	181		181				179	2	181
U.S. & POSS., etc.	43,006	137	43,143		43,143	35,830	2	35,832	78,836	139	78,975
Canada	1,163	24	1,187		1,187	3,052		3,052	4,215	24	4,239
International	138	40	178		178	847		847	985	40	1,025
Other Unclassified											
Military or Civilian Personnel Overseas	97		97		97				97		97
GRAND TOTAL	44,404	201	44,605		44,605	39,729	2	39,731	84,133	203	84,336

ANALYSIS BY ABCD COUNTY SIZE for the August 2009 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 December 31, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	33	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	12,707	70.8
(b) Seven to eleven months (7 to 11 issues).....	345	1.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2,085	11.6
(c) Twelve months (12 issues).....	11,790	65.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	3,163	17.6
(d) Thirteen to twenty-four months.....	4,375	24.4	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	1,412	7.8	Total Subscriptions Sold in Period.....	17,955	100.0
Total Subscriptions Sold in Period.....	17,955	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	17,622	98.1			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	333	1.9			
Total Subscriptions Sold in Period.....	17,955	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$69.94. Canada, 1 yr. \$46.97. International, 1 yr. \$58.97.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,689 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.

(e) Combination Subscriptions: The average of 1,106 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
Mustang Monthly	26	12 issues	\$29.97	\$64.94
5.0 Mustang & Super Fords	832	12 issues	\$18.00	\$52.97
	224	12 issues	\$29.95	\$52.97
	24	12 issues	\$32.95	\$52.97

(f) Sponsored Subscription Sales: The average of 2 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, with no advertised or stated value, was offered with subscriptions sold at 1 yr. \$29.97; 2 yrs. \$39.97; 3 yrs. \$49.97.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	None Claimed	95,269	94,923	346	0.4
06-30-07	None Claimed	108,313	107,916	397	0.4
06-30-06	None Claimed	112,182	112,232	-50	-0.0
06-30-05	None Claimed	119,856	119,665	191	0.2
06-30-04	None Claimed	131,831	131,232	599	0.5

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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

MUSCLE MUSTANGS & FAST FORDS, published by Source Interlink Media • 831 S. Douglas Street • El Segundo, CA 90245

THOMAS SLATER

DOUG EVANS

Date Signed: January 25, 2010

VP, Consumer Marketing

SVP, Group Publisher

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Established: 1988

ABC Member since: 1999

04-0733-8	Analyzed Issue Date	08/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	34.97
	Canadian Subscription Price	46.97
	International Subscription Price	58.97