



POPULAR HOT RODDING

For the six months ended June 30, 2011

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 & modified cars and the finest late-model Mustangs and Fords in the world.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0885-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Popular Hot Rodding

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2011

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	87,041	78.9			
Digital (Replica)	418	0.4			
Total Paid Subscriptions	87,459	79.3			
Verified					
Total Paid & Verified Subscriptions	87,459	79.3			
Single Copy Sales					
Print	22,788	20.7			
Digital (Replica)	3	0.0			
Total Single Copy Sales	22,791	20.7			
Total Paid & Verified Circulation	110,250	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.94		
Average Subscription Price Annualized (12 issue frequency)		\$12.51	
Average Subscription Price per Copy		\$1.04	

(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	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.	88,426	361	88,787		88,787	13,584	3	13,587	102,010	364
Feb.	88,718	381	89,099		89,099	16,126	2	16,128	104,844	383
Mar.	88,131	387	88,518		88,518	12,846	4	12,850	100,977	391
Apr.	82,726	414	83,140		83,140	31,977	1	31,978	114,703	415
May	88,130	471	88,601		88,601	30,862	5	30,867	118,992	476
June	86,112	496	86,608		86,608	31,332	5	31,337	117,444	501

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	91,855	75.9	87,737	75.8	88,344	80.3	86,949	81.7	85,239	83.6
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	91,855	75.9	87,737	75.8	88,344	80.3	86,949	81.7	85,239	83.6
Single Copy Sales	29,103	24.1	28,058	24.2	21,734	19.7	19,429	18.3	16,770	16.4
Total Paid & Verified Circulation	120,958	100.0	115,795	100.0	110,078	100.0	106,378	100.0	102,009	100.0
Year Over Year Percent of Change		-12.7		-4.3		-4.9		-3.4		-4.1
Avg. Annualized Subscription Price	\$13.69		\$11.88		\$12.98		\$13.21		\$12.40	

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*	79,872	418	80,290	72.8
Combination Subscriptions*	6,697		6,697	6.1
Sponsored Sales	472		472	0.4
TOTAL PAID SUBSCRIPTIONS	87,041	418	87,459	79.3
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	87,041	418	87,459	79.3
SINGLE COPY SALES				
Single Issue Sales	13,945	3	13,948	12.7
Sponsored Sales	8,843		8,843	8.0
TOTAL SINGLE COPY SALES	22,788	3	22,791	20.7
TOTAL PAID & VERIFIED CIRCULATION	109,829	421	110,250	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 February 2011 issue

Total paid & verified circulation of this issue was 4.6% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUB- SCRIPTIONS	SINGLE COPY SALES						
	Print	Digital (Replica)	Total Paid Subscrip- tions	Print	Total Paid & Verified Subscrip- tions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Alabama	1,225	2	1,227		1,227	257		257	1,482	2	1,484
Arizona	1,802	5	1,807		1,807	133		133	1,935	5	1,940
Arkansas	783	5	788		788	161		161	944	5	949
California	9,172	22	9,194		9,194	936		936	10,108	22	10,130
Colorado	1,831	6	1,837		1,837	430		430	2,261	6	2,267
Connecticut	896	2	898		898	135		135	1,031	2	1,033
Delaware	263		263		263	36		36	299		299
District of Columbia	34		34		34	54		54	88		88
Florida	3,467	8	3,475		3,475	945		945	4,412	8	4,420
Georgia	1,844	6	1,850		1,850	437		437	2,281	6	2,287
Idaho	534	1	535		535	75		75	609	1	610
Illinois	4,200	10	4,210		4,210	336		336	4,536	10	4,546
Indiana	2,608	5	2,613		2,613	171		171	2,779	5	2,784
Iowa	1,678	1	1,679		1,679	104		104	1,782	1	1,783
Kansas	1,370	1	1,371		1,371	259		259	1,629	1	1,630
Kentucky	1,458	3	1,461		1,461	145		145	1,603	3	1,606
Louisiana	960	2	962		962	246		246	1,206	2	1,208
Maine	414		414		414	49		49	463		463
Maryland	1,452	1	1,453		1,453	170		170	1,622	1	1,623
Massachusetts	1,197	1	1,198		1,198	122		122	1,319	1	1,320
Michigan	3,921	6	3,927		3,927	479		479	4,400	6	4,406
Minnesota	2,051	1	2,052		2,052	139		139	2,190	1	2,191
Mississippi	583	1	584		584	151		151	734	1	735
Missouri	2,454	5	2,459		2,459	412		412	2,866	5	2,871
Montana	484		484		484	112		112	596		596
Nebraska	870		870		870	183		183	1,053		1,053
Nevada	720	1	721		721	65		65	785	1	786
New Hampshire	340	5	345		345	44		44	384	5	389
New Jersey	1,574	4	1,578		1,578	257		257	1,831	4	1,835
New Mexico	568		568		568	46		46	614		614
New York	3,727	11	3,738		3,738	488		488	4,215	11	4,226
North Carolina	2,432	3	2,435		2,435	198		198	2,630	3	2,633
North Dakota	369		369		369	43		43	412		412
Ohio	4,601	3	4,604		4,604	266		266	4,867	3	4,870
Oklahoma	1,329	2	1,331		1,331	211		211	1,540	2	1,542
Oregon	1,586	2	1,588		1,588	199		199	1,785	2	1,787
Pennsylvania	3,656	5	3,661		3,661	646		646	4,302	5	4,307
Rhode Island	202		202		202	20		20	222		222
South Carolina	986	1	987		987	80		80	1,066	1	1,067
South Dakota	436		436		436	65		65	501		501
Tennessee	2,013	4	2,017		2,017	433		433	2,446	4	2,450
Texas	5,319	25	5,344		5,344	926		926	6,245	25	6,270
Utah	611	2	613		613	90		90	701	2	703
Vermont	162		162		162	22		22	184		184
Virginia	1,938	5	1,943		1,943	250		250	2,188	5	2,193
Washington	2,815	9	2,824		2,824	622		622	3,437	9	3,446
West Virginia	570		570		570	65		65	635		635
Wisconsin	2,569	2	2,571		2,571	166		166	2,735	2	2,737
Wyoming	266		266		266	55		55	321		321
TOTAL 48 CONTERMINOUS STATES	86,340	178	86,518		86,518	11,934		11,934	98,274	178	98,452
Alaska	207	1	208		208	104		104	311	1	312
Hawaii	385	2	387		387	72		72	457	2	459
TOTAL ALASKA & HAWAII	592	3	595		595	176		176	768	3	771
U.S. Unclassified											
TOTAL UNITED STATES	86,932	181	87,113		87,113	12,110		12,110	99,042	181	99,223
Poss. & Other Areas	99	154	253		253	2	1	3	101	155	256
U.S. & POSS., etc.	87,031	335	87,366		87,366	12,112	1	12,113	99,143	336	99,479
Canada	1,127	46	1,173		1,173	2,303	1	2,304	3,430	47	3,477
International	509		509		509	1,623		1,623	2,132		2,132
Other Unclassified											
Military or Civilian Personnel Overseas	51		51		51	88		88	139		139
GRAND TOTAL	88,718	381	89,099		89,099	16,126	2	16,128	104,844	383	105,227

ANALYSIS BY ABCD COUNTY SIZE for the February 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).....	31 0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	25,813 95.3
(b) Seven to eleven months (7 to 11 issues).....	299 1.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	113 0.4
(c) Twelve months (12 issues).....	8,975 33.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	1,168 4.3
(d) Thirteen to twenty-four months.....	14,524 53.6	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	3,265 12.1	Total Subscriptions Sold in Period.....	27,094 100.0
Total Subscriptions Sold in Period.....	27,094 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium.....	17,026 62.8		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums, See Par. 9.....	10,068 37.2		
Total Subscriptions Sold in Period.....	27,094 100.0		

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$39.88. Canada, 1 yr. \$31.94. International, 1 yr. \$43.94.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,983 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,252 or 2.6% 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 6,697 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
Hot Rod	5	12 issues	\$13.95	\$39.94
Hot Rod	18	12 issues	\$13.97	\$39.94
Hot Rod	356	12 issues	\$14.97	\$39.94
Hot Rod	23	12 issues	\$21.95	\$39.94
Hot Rod	24	12 issues	\$21.97	\$39.94
Hot Rod	6,271	12 issues	\$25.00	\$39.94

(f) Sponsored Subscription Sales: The average of 472 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) Sponsored Single Copy Sales: The average of 8,843 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.

(h) Use of Premiums: A t-shirt, a wrist watch, a cap and a keychain bottle opener, with no advertised or stated values, were offered during the period with paid subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 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)
06-30-10	None Claimed	104,349	104,349		
06-30-09	None Claimed	107,598	107,598		
06-30-08	None Claimed	113,890	113,890		
06-30-07	None Claimed	117,799	117,365	434	0.4
06-30-06	None Claimed	128,155	127,900	255	0.2

[^]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

POPULAR HOT RODDING, 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.popularhotrodding.com

Established: 1963

ABC Member since: 1965

04-0885-0	Analyzed Issue Date	02/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	31.94
	International Subscription Price	43.94