

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

Subject to Audit

For the six months ended June 30, 2011

Field Served: A monthly publication devoted to Chevrolets, including Corvettes, tech articles, photos, club news, drag racing and '55-'57 Chevy restoration.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-1181-0

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	135,328	87.4			
Digital (Replica)	261	0.2			
Total Paid Subscriptions	135,589	87.6			
Verified					
Total Paid & Verified Subscriptions	135,589	87.6			
Single Copy Sales					
Print	19,106	12.4			
Digital (Replica)	3	0.0			
Total Single Copy Sales	19,109	12.4			
Total Paid & Verified Circulation	154,698	100.0	None Claimed		

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$23.94		
Average Subscription Price Annualized (12 issue frequency)		\$17.16	
Average Subscription Price per Copy		\$1.43	

(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	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Jan.	132,293	227	132,520		132,520	25,405	7	25,412	157,698	234	157,932
Feb.	133,425	235	133,660		133,660	17,196	1	17,197	150,621	236	150,857
Mar.	134,953	249	135,202		135,202	17,138	2	17,140	152,091	251	152,342
Apr.	134,109	268	134,377		134,377	18,250	3	18,253	152,359	271	152,630
May	139,553	289	139,842		139,842	18,080	3	18,083	157,633	292	157,925
June	137,635	298	137,933		137,933	18,564	1	18,565	156,199	299	156,498

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	138,091	78.9	134,360	80.0	129,617	82.4	127,354	82.8	131,256	85.5
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	138,091	78.9	134,360	80.0	129,617	82.4	127,354	82.8	131,256	85.5
Single Copy Sales	36,843	21.1	33,622	20.0	27,777	17.6	26,489	17.2	22,318	14.5
Total Paid & Verified Circulation	174,934	100.0	167,982	100.0	157,394	100.0	153,843	100.0	153,574	100.0
Year Over Year Percent of Change		-2.9		-4.0		-6.3		-2.3		-0.2
Avg. Annualized Subscription Price	\$15.82		\$14.72		\$15.56		\$16.60		\$16.70	

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*	118,481	261	118,742	76.7
Combination Subscriptions*	8,343		8,343	5.4
Award Point*	72		72	0.0
Sponsored Sales	8,432		8,432	5.5
TOTAL PAID SUBSCRIPTIONS	135,328	261	135,589	87.6
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	135,328	261	135,589	87.6
SINGLE COPY SALES				
Single Issue Sales	19,106	3	19,109	12.4
TOTAL SINGLE COPY SALES	19,106	3	19,109	12.4
TOTAL PAID & VERIFIED CIRCULATION	154,434	264	154,698	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 2.5% 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	2,354		2,354		2,354	347		347	2,701		2,701
Arizona	2,541	5	2,546		2,546	143		143	2,684	5	2,689
Arkansas	1,252	4	1,256		1,256	150		150	1,402	4	1,406
California	13,496	18	13,514		13,514	1,233		1,233	14,729	18	14,747
Colorado	2,447	2	2,449		2,449	441		441	2,888	2	2,890
Connecticut	1,289		1,289		1,289	104		104	1,393		1,393
Delaware	463		463		463	41		41	504		504
District of Columbia	72	1	73		73	18		18	90	1	91
Florida	5,756	7	5,763		5,763	1,289		1,289	7,045	7	7,052
Georgia	3,506	2	3,508		3,508	601		601	4,107	2	4,109
Idaho	727		727		727	72		72	799		799
Illinois	5,777	9	5,786		5,786	418		418	6,195	9	6,204
Indiana	3,726	3	3,729		3,729	147		147	3,873	3	3,876
Iowa	2,479	1	2,480		2,480	170		170	2,649	1	2,650
Kansas	2,307		2,307		2,307	276		276	2,583		2,583
Kentucky	2,546		2,546		2,546	173		173	2,719		2,719
Louisiana	1,695	2	1,697		1,697	351		351	2,046	2	2,048
Maine	517	1	518		518	51		51	568	1	569
Maryland	2,378	4	2,382		2,382	132		132	2,510	4	2,514
Massachusetts	1,677	1	1,678		1,678	226		226	1,903	1	1,904
Michigan	4,772	5	4,777		4,777	400		400	5,172	5	5,177
Minnesota	2,493		2,493		2,493	84		84	2,577		2,577
Mississippi	1,270	2	1,272		1,272	163		163	1,433	2	1,435
Missouri	3,620	1	3,621		3,621	572		572	4,192	1	4,193
Montana	660		660		660	87		87	747		747
Nebraska	1,340		1,340		1,340	143		143	1,483		1,483
Nevada	1,087	4	1,091		1,091	152		152	1,239	4	1,243
New Hampshire	452	1	453		453	62		62	514	1	515
New Jersey	2,358	3	2,361		2,361	256		256	2,614	3	2,617
New Mexico	945	1	946		946	169		169	1,114	1	1,115
New York	5,106	7	5,113		5,113	589		589	5,695	7	5,702
North Carolina	4,579		4,579		4,579	270		270	4,849		4,849
North Dakota	506		506		506	51		51	557		557
Ohio	6,292	4	6,296		6,296	293		293	6,585	4	6,589
Oklahoma	1,922	1	1,923		1,923	221		221	2,143	1	2,144
Oregon	1,822		1,822		1,822	252		252	2,074		2,074
Pennsylvania	6,206	5	6,211		6,211	590		590	6,796	5	6,801
Rhode Island	310		310		310	34		34	344		344
South Carolina	1,790	1	1,791		1,791	94		94	1,884	1	1,885
South Dakota	607		607		607	103		103	710		710
Tennessee	3,700	2	3,702		3,702	600		600	4,300	2	4,302
Texas	8,440	17	8,457		8,457	1,574		1,574	10,014	17	10,031
Utah	761		761		761	110		110	871		871
Vermont	232		232		232	11		11	243		243
Virginia	3,723	5	3,728		3,728	368		368	4,091	5	4,096
Washington	3,644	7	3,651		3,651	637		637	4,281	7	4,288
West Virginia	1,078		1,078		1,078	76		76	1,154		1,154
Wisconsin	2,984	1	2,985		2,985	149		149	3,133	1	3,134
Wyoming	437		437		437	57		57	494		494
TOTAL 48 CONTERMINOUS STATES	130,141	127	130,268		130,268	14,550		14,550	144,691	127	144,818
Alaska	333	2	335		335	107		107	440	2	442
Hawaii	635	2	637		637	66		66	701	2	703
TOTAL ALASKA & HAWAII	968	4	972		972	173		173	1,141	4	1,145
U.S. Unclassified											
TOTAL UNITED STATES	131,109	131	131,240		131,240	14,723		14,723	145,832	131	145,963
Poss. & Other Areas	238	81	319		319	1	1	2	239	82	321
U.S. & POSS., etc.	131,347	212	131,559		131,559	14,724	1	14,725	146,071	213	146,284
Canada	1,506	23	1,529		1,529	1,574		1,574	3,080	23	3,103
International	487		487		487	802		802	1,289		1,289
Other Unclassified											
Military or Civilian Personnel Overseas	85		85		85	96		96	181		181
GRAND TOTAL	133,425	235	133,660		133,660	17,196	1	17,197	150,621	236	150,857

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).....	134	0.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	39,917	96.1
(b) Seven to eleven months (7 to 11 issues).....	688	1.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	146	0.4
(c) Twelve months (12 issues).....	17,680	42.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	1,458	3.5
(d) Thirteen to twenty-four months.....	14,563	35.1	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	8,456	20.4			
Total Subscriptions Sold in Period.....	41,521	100.0	Total Subscriptions Sold in Period.....	41,521	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium.....	33,796	81.4			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	7,725	18.6			
Total Subscriptions Sold in Period.....	41,521	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$47.88. Canada, 1 yr. \$35.94. International, 1 yr. \$47.94.

(b) Average non-analyzed non-paid circulation for the 6 month period: 3,673 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 11,732 or 8.7% 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 8,343 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
Chevy High Performance	194	12 issues	\$12.00	\$43.94
Chevy High Performance	6,569	12 issues	\$15.00	\$43.94
Chevy High Performance	694	12 issues	\$18.00	\$43.94
Chevy High Performance	517	12 issues	\$20.00	\$43.94
Chevy High Performance	351	12 issues	\$24.94	\$43.94
Chevy High Performance	18	12 issues	\$24.95	\$43.94

(f) Award Point Subscription Sales: The average of 72 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of award points valued at \$5.00 per point.

(g) Sponsored Subscription Sales: The average of 8,432 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.

(h) Use of Premiums: A multi-tool light, a t-shirt and a wall clock, with no advertised or stated value, was 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	154,179	153,298	881	0.6
06-30-09	None Claimed	152,460	152,460		
06-30-08	None Claimed	164,659	164,659		
06-30-07	None Claimed	172,354	171,429	925	0.5
06-30-06	None Claimed	177,463	177,539	-76	-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

SUPER CHEVY, 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.superchevy.com

Established: 1972 ABC Member since: 1984

04-1181-0	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	23.94
	Canadian Subscription Price	35.94
	International Subscription Price	47.94