



Audit Bureau
of Circulations

4 WHEEL DRIVE

& SPORT UTILITY MAGAZINE

For the six months ended December 31, 2008

Field Served: Those interested in 4 wheel drive vehicles and sport utility vehicles.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0354-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

4 Wheel Drive & Sport Utility Magazine

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2008

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	19,446	59.9			
Verified					
Total Paid & Verified Subscriptions	19,446	59.9			
Single Copy Sales	13,012	40.1			
Total Paid & Verified Circulation	32,458	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)		\$16.65	
Average Subscription Price per Copy		\$1.39	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	19,953		19,953	15,194	35,147
Aug.	19,291		19,291	14,674	33,965
Sept.	19,469		19,469	10,873	30,342
Oct.	19,514		19,514	13,896	33,410
Nov.	19,317		19,317	12,454	31,771
Dec.	19,131		19,131	10,983	30,114

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	27,556	48.0	26,967	48.9	24,806	53.0	23,005	55.9	20,228	56.8
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	27,556	48.0	26,967	48.9	24,806	53.0	23,005	55.9	20,228	56.8
Single Copy Sales	29,853	52.0	28,190	51.1	22,020	47.0	18,143	44.1	15,394	43.2
Total Paid & Verified Circulation	57,409	100.0	55,157	100.0	46,826	100.0	41,148	100.0	35,622	100.0
Year Over Year Percent of Change		-6.9		-3.9		-15.1		-12.1		-13.4
Avg. Annualized Subscription Price	\$16.44		\$16.66		\$16.65		\$16.18		\$16.65	

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.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	19,325	59.5
Sponsored Sales	121	0.4
TOTAL PAID SUBSCRIPTIONS	19,446	59.9
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	19,446	59.9
SINGLE COPY SALES		
Single Issue Sales	13,012	40.1
TOTAL SINGLE COPY SALES	13,012	40.1
TOTAL PAID & VERIFIED CIRCULATION	32,458	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, 2008 issue

Total paid & verified circulation of this issue was 4.6% 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, 2008 issue and these percentages are projected against the total for the August, 2008 issue.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	279		279	233	512
Arizona	694		694	489	1,183
Arkansas	155		155	157	312
California	3,068		3,068	1,657	4,725
Colorado	931		931	486	1,417
Connecticut	161		161	107	268
Delaware	33		33	35	68
District of Columbia	15		15	6	21
Florida	404		404	915	1,319
Georgia	383		383	350	733
Idaho	140		140	118	258
Illinois	536		536	401	937
Indiana	440		440	203	643
Iowa	237		237	85	322
Kansas	263		263	167	430
Kentucky	281		281	172	453
Louisiana	193		193	140	333
Maine	119		119	71	190
Maryland	243		243	153	396
Massachusetts	249		249	150	399
Michigan	614		614	230	844
Minnesota	285		285	183	468
Mississippi	148		148	104	252
Missouri	471		471	219	690
Montana	135		135	83	218
Nebraska	161		161	62	223
Nevada	332		332	219	551
New Hampshire	98		98	80	178
New Jersey	282		282	165	447
New Mexico	294		294	146	440
New York	569		569	360	929
North Carolina	465		465	348	813
North Dakota	55		55	11	66

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	603		603	321	924
Oklahoma	280		280	157	437
Oregon	371		371	378	749
Pennsylvania	740		740	388	1,128
Rhode Island	34		34	14	48
South Carolina	191		191	161	352
South Dakota	76		76	20	96
Tennessee	473		473	366	839
Texas	952		952	727	1,679
Utah	481		481	248	729
Vermont	66		66	24	90
Virginia	442		442	362	804
Washington	760		760	639	1,399
West Virginia	82		82	98	180
Wisconsin	255		255	64	319
Wyoming	92		92	78	170
TOTAL 48 CONTER-MINOUS STATES	18,631		18,631	12,350	30,981
Alaska	81		81	100	181
Hawaii	100		100	90	190
TOTAL ALASKA & HAWAII	181		181	190	371
U.S. Unclassified					
TOTAL UNITED STATES	18,812		18,812	12,540	31,352
Poss. & Other Areas	19		19	9	28
U.S. & POSS., etc.	18,831		18,831	12,549	31,380
Canada	259		259	993	1,252
International	158		158	1,132	1,290
Other Unclassified					
Military or Civilian					
Personnel Overseas	43		43		43
GRAND TOTAL	19,291		19,291	14,674	33,965

ANALYSIS BY ABCD COUNTY SIZE for the August, 2008 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, 2008

A. DURATION			%	C. CHANNELS			%
(a) One to six months (1 to 6 issues).....	1		0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	5,659		74.8
(b) Seven to eleven months (7 to 11 issues).....	56		0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	792		10.5
(c) Twelve months (12 issues).....	5,807		76.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	1,114		14.7
(d) Thirteen to twenty-four months.....	1,255		16.6	(d) Subscriptions as part of membership in an organization.....	None		
(e) Twenty-five months and more.....	446		5.9	Total Subscriptions Sold in Period.....	7,565		100.0
Total Subscriptions Sold in Period.....	7,565		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium.....	7,565		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums.....	None						
Total Subscriptions Sold in Period.....	7,565		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: 709 copies per issue.
- (c) Post expiration copies: None
- (d) Sponsored Subscription Sales: The average of 121 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased by various business concerns in quantities of 11 or more for delivery to private residences.

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	38,846	38,515	331	0.9
06-30-07	None Claimed	44,095	44,042	53	0.1
06-30-06	None Claimed	50,586	50,518	68	0.1
06-30-05	None Claimed	58,141	57,406	735	1.3
06-30-04	None Claimed	59,535	58,573	962	1.6

[^]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

4 WHEEL DRIVE & SPORT UTILITY MAGAZINE, published by Source Interlink Media • 2400 E. Katella Ave., 11th Floor • Anaheim, CA 92806

THOMAS SLATER

ROB MACDONALD

Date Signed: January 26, 2009

VP, Consumer Marketing

SVP, Group Publisher

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ABC Member since: 1997

04-0354-0	Analyzed Issue Date	08/01/08
	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