



Audit Bureau
of Circulations



For the six months ended June 30, 2011

Field Served: Recreational vehicles and their use; choosing and using vehicles both on and off-road; how to modify. For the do-it-yourself enthusiast with emphasis on how-to's, tests, events, and new products.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0852-5

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

Subject to Audit

Petersen's 4 Wheel & Off-Road

Paid & Verified Magazine
Publisher's Statement

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	250,773	88.0			
Digital (Replica)	871	0.3			
Total Paid Subscriptions	251,644	88.3			
Verified					
Total Paid & Verified Subscriptions	251,644	88.3			
Single Copy Sales					
Print	33,383	11.7			
Digital (Replica)	9	0.0			
Total Single Copy Sales	33,392	11.7			
Total Paid & Verified Circulation	285,036	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$18.00		
Average Subscription Price Annualized (12 issue frequency)		\$10.65	
Average Subscription Price per Copy		\$0.89	

(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.	253,722	698	254,420		254,420	32,413	11	32,424	286,135	709	286,844
Feb.	251,608	750	252,358		252,358	33,485	11	33,496	285,093	761	285,854
Mar.	253,691	819	254,510		254,510	28,966	7	28,973	282,657	826	283,483
Apr.	250,901	887	251,788		251,788	34,822	6	34,828	285,723	893	286,616
May	247,597	985	248,582		248,582	34,288	9	34,297	281,885	994	282,879
June	247,120	1,086	248,206		248,206	36,324	7	36,331	283,444	1,093	284,537

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	339,565	81.6	317,296	82.3	273,877	82.5	265,955	85.8	255,007	87.2
Verified	N/A		2,495	0.6	10,016	3.0	4,186	1.3	N/A	
Total Paid & Verified Subscriptions	339,565	81.6	319,791	82.9	283,893	85.5	270,141	87.1	255,007	87.2
Single Copy Sales	76,459	18.4	65,909	17.1	48,221	14.5	39,985	12.9	37,294	12.8
Total Paid & Verified Circulation	416,024	100.0	385,700	100.0	332,114	100.0	310,126	100.0	292,301	100.0
Year Over Year Percent of Change		2.4		-7.3		-13.9		-6.6		-5.7
Avg. Annualized Subscription Price	\$13.06		\$11.07		\$10.95		\$11.36		\$11.54	

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*	214,064	871	214,935	75.4
Combination Subscriptions*	16,585		16,585	5.8
Award Point*	55		55	0.0
Partnership:				
Deductible*	12		12	0.0
Sponsored Sales	20,057		20,057	7.1
TOTAL PAID SUBSCRIPTIONS	250,773	871	251,644	88.3
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	250,773	871	251,644	88.3
SINGLE COPY SALES				
Single Issue Sales	33,383	9	33,392	11.7
TOTAL SINGLE COPY SALES	33,383	9	33,392	11.7
TOTAL PAID & VERIFIED CIRCULATION	284,156	880	285,036	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 0.3% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Alabama	4,539	5	4,544			4,544	562		562	5,101	5	5,106
Arizona	6,449	17	6,466			6,466	562	2	564	7,011	19	7,030
Arkansas	3,338	5	3,343			3,343	369		369	3,707	5	3,712
California	24,233	80	24,313			24,313	2,222		2,222	26,455	80	26,535
Colorado	7,412	13	7,425			7,425	1,083		1,083	8,495	13	8,508
Connecticut	2,308	3	2,311			2,311	177		177	2,485	3	2,488
Delaware	572	1	573			573	49		49	621	1	622
District of Columbia	123		123			123	60		60	183		183
Florida	9,490	37	9,527			9,527	2,341		2,341	11,831	37	11,868
Georgia	5,366	15	5,381			5,381	1,166		1,166	6,532	15	6,547
Idaho	2,297	2	2,299			2,299	279		279	2,576	2	2,578
Illinois	8,394	9	8,403			8,403	570		570	8,964	9	8,973
Indiana	7,032	4	7,036			7,036	312		312	7,344	4	7,348
Iowa	4,038	3	4,041			4,041	197		197	4,235	3	4,238
Kansas	4,264	4	4,268			4,268	389		389	4,653	4	4,657
Kentucky	4,401	4	4,405			4,405	292		292	4,693	4	4,697
Louisiana	3,389	6	3,395			3,395	497	1	498	3,886	7	3,893
Maine	1,939	4	1,943			1,943	217		217	2,156	4	2,160
Maryland	2,876	8	2,884			2,884	205		205	3,081	8	3,089
Massachusetts	3,288	6	3,294			3,294	438		438	3,726	6	3,732
Michigan	10,215	9	10,224			10,224	685		685	10,909	9	10,909
Minnesota	5,105	5	5,110			5,110	386		386	5,491	5	5,496
Mississippi	2,126		2,126			2,126	313		313	2,439		2,439
Missouri	7,410	6	7,416			7,416	713		713	8,123	6	8,129
Montana	1,826	2	1,828			1,828	397		397	2,223	2	2,225
Nebraska	2,479	3	2,482			2,482	334		334	2,813	3	2,816
Nevada	2,483	7	2,490			2,490	379		379	2,862	7	2,869
New Hampshire	1,525	2	1,527			1,527	208		208	1,733	2	1,735
New Jersey	3,599	9	3,608			3,608	281		281	3,889	9	3,899
New Mexico	2,484	4	2,488			2,488	324		324	2,808	4	2,812
New York	7,628	16	7,644			7,644	632	1	633	8,260	17	8,277
North Carolina	7,015	15	7,030			7,030	623	1	624	7,638	16	7,654
North Dakota	1,241		1,241			1,241	152		152	1,393		1,393
Ohio	9,669	13	9,682			9,682	573		573	10,242	13	10,255
Oklahoma	3,803	5	3,808			3,808	547		547	4,350	5	4,355
Oregon	5,888	9	5,897			5,897	711		711	6,599	9	6,608
Pennsylvania	10,959	12	10,971			10,971	1,029		1,029	11,988	12	12,000
Rhode Island	425	1	426			426	62		62	487	1	488
South Carolina	3,056	7	3,063			3,063	186		186	3,242	7	3,249
South Dakota	1,227		1,227			1,227	146		146	1,373		1,373
Tennessee	6,546	8	6,554			6,554	1,155		1,155	7,701	8	7,709
Texas	14,379	53	14,432			14,432	2,300	2	2,302	16,679	55	16,734
Utah	3,075	8	3,083			3,083	390		390	3,465	8	3,473
Vermont	1,096		1,096			1,096	96		96	1,192		1,192
Virginia	6,052	17	6,069			6,069	871		871	6,923	17	6,940
Washington	7,975	13	7,988			7,988	1,548		1,548	9,523	13	9,536
West Virginia	3,196	1	3,197			3,197	154		154	3,350	1	3,351
Wisconsin	5,497	3	5,500			5,500	296		296	5,793	3	5,796
Wyoming	1,508	3	1,511			1,511	246		246	1,754	3	1,757
TOTAL 48 CONTERMINOUS STATES	245,235	457	245,692			245,692	27,724	7	27,731	272,959	464	273,423
Alaska	1,156	5	1,161			1,161	273		273	1,429	5	1,434
Hawaii	962	6	968			968	121		121	1,083	6	1,089
TOTAL ALASKA & HAWAII	2,118	11	2,129			2,129	394		394	2,512	11	2,523
U.S. Unclassified												
TOTAL UNITED STATES	247,353	468	247,821			247,821	28,118	7	28,125	275,471	475	275,946
Poss. & Other Areas	345	221	566			566		4	4	345	225	570
U.S. & POSS., etc.	247,698	689	248,387			248,387	28,118	11	28,129	275,816	700	276,516
Canada	3,188	61	3,249			3,249	4,021		4,021	7,209	61	7,270
International	442		442			442	1,242		1,242	1,684		1,684
Other Unclassified												
Military or Civilian Personnel Overseas	280		280			280	104		104	384		384
GRAND TOTAL	251,608	750	252,358			252,358	33,485	11	33,496	285,093	761	285,854

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).....	179	0.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	57,192	89.8
(b) Seven to eleven months (7 to 11 issues).....	534	0.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	212	0.3
(c) Twelve months (12 issues).....	27,728	43.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	6,296	9.9
(d) Thirteen to twenty-four months.....	19,048	29.9	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	16,211	25.4	Total Subscriptions Sold in Period.....	63,700	100.0
Total Subscriptions Sold in Period.....	63,700	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	52,159	81.9			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	11,541	18.1			
Total Subscriptions Sold in Period.....	63,700	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$36.00. Canada, 1 yr. \$30.00. International, 1 yr. \$42.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 8,373 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 24,750 or 9.8% 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 16,585 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
Four Wheeler	723	12 issues	\$10.00	\$37.97
Four Wheeler	2,758	12 issues	\$12.00	\$37.97
Four Wheeler	4,671	12 issues	\$15.00	\$37.97
Four Wheeler	8,433	12 issues	\$18.00	\$37.97

(f) Award Point Subscription Sales: The average of 55 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) Partnership Subscription Sales (Deductible): The average of 12 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a good or service. Purchasers were advised that \$18.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 20,057 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.

(i) Use of Premiums: A baseball cap and a wall clock, 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	292,300	292,300		
12-31-09	None Claimed	310,657	310,125	532	0.2
12-31-08	None Claimed	332,113	332,113		
12-31-07	None Claimed	385,700	385,700		
12-31-06	None Claimed	415,043	414,971	82	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

PETERSEN'S 4 WHEEL & OFF-ROAD, 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.4wheeloffroad.com

Established: 1978

ABC Member since: 1980

04-0852-5	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	18.00
	Canadian Subscription Price	30.00
	International Subscription Price	42.00