



Audit Bureau  
of Circulations

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

Subject to Audit

# Truckin'

WORLD'S LEADING TRUCK PUBLICATION

For the six months ended June 30, 2011

Field Served: Sport Truck Enthusiasts.

Published by Source Interlink Media

Frequency: 13 times/year

ABC Member # 04-1249-0

Truckin'

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	53,525	58.0			
Digital (Replica)	259	0.3			
Total Paid Subscriptions	53,784	58.3			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>53,784</b>	<b>58.3</b>			
Single Copy Sales					
Print	38,436	41.7			
Digital (Replica)	5	0.0			
Total Single Copy Sales	38,441	41.7			
<b>Total Paid &amp; Verified Circulation</b>	<b>92,225</b>	<b>100.0</b>	<b>None Claimed</b>		

Paid & Verified Magazine  
Publisher's Statement

## 2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$36.00		
Average Subscription Price Annualized (13 issue frequency)		\$22.49	
Average Subscription Price per Copy		\$1.73	

(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		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)	
V37 #1	57,335	205	57,540		57,540	43,154	4	43,158	100,489	209	100,698
V37 #2	55,469	220	55,689		55,689	37,704	5	37,709	93,173	225	93,398
V37 #3	55,209	240	55,449		55,449	36,034	5	36,039	91,243	245	91,488
V37 #4	51,329	271	51,600		51,600	42,709	3	42,712	94,038	274	94,312
V37 #5	51,021	298	51,319		51,319	36,720	5	36,725	87,741	303	88,044
V37 #6	50,788	317	51,105		51,105	34,295	9	34,304	85,083	326	85,409

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	55,104	32.5	50,070	33.2	45,249	36.8	41,686	42.0	52,950	52.8
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>55,104</b>	<b>32.5</b>	<b>50,070</b>	<b>33.2</b>	<b>45,249</b>	<b>36.8</b>	<b>41,686</b>	<b>42.0</b>	<b>52,950</b>	<b>52.8</b>
Single Copy Sales	114,245	67.5	100,787	66.8	77,742	63.2	57,463	58.0	47,324	47.2
<b>Total Paid &amp; Verified Circulation</b>	<b>169,349</b>	<b>100.0</b>	<b>150,857</b>	<b>100.0</b>	<b>122,991</b>	<b>100.0</b>	<b>99,149</b>	<b>100.0</b>	<b>100,274</b>	<b>100.0</b>
Year Over Year Percent of Change		-14.6		-10.9		-18.5		-19.4		1.1
Avg. Annualized Subscription Price	\$26.22		\$24.52		\$26.16		\$24.12		\$24.84	

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## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	38,600	259	38,859	42.1
Combination Subscriptions*	347		347	0.4
Sponsored Sales	14,578		14,578	15.8
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>53,525</b>	<b>259</b>	<b>53,784</b>	<b>58.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>53,525</b>	<b>259</b>	<b>53,784</b>	<b>58.3</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	38,436	5	38,441	41.7
<b>TOTAL SINGLE COPY SALES</b>	<b>38,436</b>	<b>5</b>	<b>38,441</b>	<b>41.7</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>91,961</b>	<b>264</b>	<b>92,225</b>	<b>100.0</b>

\*Included in Average Price calculation

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## 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

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## 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 Vol. 37 #3 2011 issue

Total paid & verified circulation of this issue was 0.8% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	878	3	881	881	881	634		634	1,512	3	1,515
Arizona	1,376	2	1,378	1,378	1,378	931		931	2,307	2	2,309
Arkansas	766	1	767	767	767	493		493	1,259	1	1,260
California	5,641	16	5,657	5,657	5,657	2,514	1	2,515	8,155	17	8,172
Colorado	771	2	773	773	773	828		828	1,599	2	1,601
Connecticut	482		482	482	482	262		262	744		744
Delaware	181		181	181	181	52		52	233		233
District of Columbia	34		34	34	34	42		42	76		76
Florida	2,737	18	2,755	2,755	2,755	3,011		3,011	5,748	18	5,766
Georgia	1,337	6	1,343	1,343	1,343	833		833	2,170	6	2,176
Idaho	281		281	281	281	125		125	406		406
Illinois	1,958	4	1,962	1,962	1,962	520		520	2,478	4	2,482
Indiana	1,341	4	1,345	1,345	1,345	219		219	1,560	4	1,564
Iowa	660		660	660	660	221		221	881		881
Kansas	730		730	730	730	502		502	1,232		1,232
Kentucky	1,008	2	1,010	1,010	1,010	359		359	1,367	2	1,369
Louisiana	1,230	2	1,232	1,232	1,232	908		908	2,138	2	2,140
Maine	253	1	254	254	254	153		153	406	1	407
Maryland	827	4	831	831	831	228		228	1,055	4	1,059
Massachusetts	812	1	813	813	813	409		409	1,221	1	1,222
Michigan	1,538	1	1,539	1,539	1,539	521	1	522	2,059	2	2,061
Minnesota	932	3	935	935	935	234		234	1,166	3	1,169
Mississippi	647		647	647	647	424		424	1,071		1,071
Missouri	1,348	1	1,349	1,349	1,349	1,020		1,020	2,368	1	2,369
Montana	252		252	252	252	176		176	428		428
Nebraska	374		374	374	374	244		244	618		618
Nevada	513	6	519	519	519	272		272	785	6	791
New Hampshire	221	2	223	223	223	137		137	358	2	360
New Jersey	1,026	5	1,031	1,031	1,031	338		338	1,364	5	1,369
New Mexico	500		500	500	500	469	1	470	969	1	970
New York	2,004	10	2,014	2,014	2,014	759		759	2,763	10	2,773
North Carolina	1,453	5	1,458	1,458	1,458	470		470	1,923	5	1,928
North Dakota	239	2	241	241	241	173		173	412	2	414
Ohio	1,953	3	1,956	1,956	1,956	376		376	2,329	3	2,332
Oklahoma	1,114	2	1,116	1,116	1,116	908		908	2,022	2	2,024
Oregon	570	1	571	571	571	329		329	899	1	900
Pennsylvania	2,126	2	2,128	2,128	2,128	756		756	2,882	2	2,884
Rhode Island	120	1	121	121	121	62		62	182	1	183
South Carolina	737	1	738	738	738	184		184	921	1	922
South Dakota	219		219	219	219	104		104	323		323
Tennessee	1,399	5	1,404	1,404	1,404	1,099		1,099	2,498	5	2,503
Texas	5,651	30	5,681	5,681	5,681	4,893	1	4,894	10,544	31	10,575
Utah	363	1	364	364	364	478		478	841	1	842
Vermont	123		123	123	123	57		57	180		180
Virginia	1,220	3	1,223	1,223	1,223	913		913	2,133	3	2,136
Washington	1,014	5	1,019	1,019	1,019	860		860	1,874	5	1,879
West Virginia	387		387	387	387	130		130	517		517
Wisconsin	1,052		1,052	1,052	1,052	192		192	1,244		1,244
Wyoming	163		163	163	163	155		155	318		318
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>52,561</b>	<b>155</b>	<b>52,716</b>	<b>52,716</b>	<b>52,716</b>	<b>29,977</b>	<b>4</b>	<b>29,981</b>	<b>82,538</b>	<b>159</b>	<b>82,697</b>
Alaska	199		199	199	199	227		227	426		426
Hawaii	349	2	351	351	351	140		140	489	2	491
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>548</b>	<b>2</b>	<b>550</b>	<b>550</b>	<b>550</b>	<b>367</b>		<b>367</b>	<b>915</b>	<b>2</b>	<b>917</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>53,109</b>	<b>157</b>	<b>53,266</b>	<b>53,266</b>	<b>53,266</b>	<b>30,344</b>	<b>4</b>	<b>30,348</b>	<b>83,453</b>	<b>161</b>	<b>83,614</b>
Poss. & Other Areas	113	57	170	170	170	3	1	4	116	58	174
<b>U.S. &amp; POSS., etc.</b>	<b>53,222</b>	<b>214</b>	<b>53,436</b>	<b>53,436</b>	<b>53,436</b>	<b>30,347</b>	<b>5</b>	<b>30,352</b>	<b>83,569</b>	<b>219</b>	<b>83,788</b>
Canada	1,682	26	1,708	1,708	1,708	4,457		4,457	6,139	26	6,165
International	247		247	247	247	1,113		1,113	1,360		1,360
Other Unclassified											
Military or Civilian Personnel Overseas	58		58	58	58	117		117	175		175
<b>GRAND TOTAL</b>	<b>55,209</b>	<b>240</b>	<b>55,449</b>	<b>55,449</b>	<b>55,449</b>	<b>36,034</b>	<b>5</b>	<b>36,039</b>	<b>91,243</b>	<b>245</b>	<b>91,488</b>

## ANALYSIS BY ABCD COUNTY SIZE for the Vol. 37 #3 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) .....	147	1.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	13,855	96.1
(b) Seven to eleven months (7 to 12 issues) .....	220	1.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling .....	86	0.6
(c) Twelve months (13 issues) .....	8,713	60.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations .....	473	3.3
(d) Thirteen to twenty-four months .....	3,978	27.6	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	1,356	9.4	Total Subscriptions Sold in Period .....	14,414	100.0
Total Subscriptions Sold in Period .....	14,414	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	14,414	100.0			
(b) Ordered with material reprinted from this publication .....	None				
(c) Ordered with other premiums .....	None				
Total Subscriptions Sold in Period .....	14,414	100.0			

### 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$72.00. Canada, 1 yr. \$49.00. International, 1 yr. \$62.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,900 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,926 or 3.6% 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 347 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 Price
Sport Truck	5	12 issues	\$15.00	\$51.00
Mini Truckin	205	12 issues	\$18.00	\$55.95
Mini Truckin	129	12 issues	\$20.00	\$55.95
Mini Truckin	8	12 issues	\$24.95	\$55.95

(f) Sponsored Subscription Sales: The average of 14,578 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.

### 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	100,274	100,274		
12-31-09	None Claimed	99,148	99,148		
12-31-08	None Claimed	122,991	122,991		
12-31-07	None Claimed	150,857	150,857		
12-31-06	None Claimed	168,869	169,353	-484	-0.3

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

TRUCKIN', published by Source Interlink Media • 1733 Alton Parkway • Irvine, CA 92606

THOMAS SLATER

DOUG EVANS

Date Signed: July 18, 2011

VP, Consumer Marketing

EVP, Group Publisher

P: 714.939.2400 • URL: www.truckinweb.com

Established: 1975

ABC Member since: 1988

04-1249-0	Analyzed Issue Date	03/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	36.00
	Canadian Subscription Price	49.00
	International Subscription Price	62.00