

For the six months ended December 31, 2011

Field Served: Known as the Truck and SUV authority for new-vehicle shoppers and passionate enthusiasts, the experts at MOTOR TREND'S TRUCK TREND provide readers with in-depth truck and SUV testing, back country adventure, a look into the future, and much more.

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

Subject to Audit

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	57,611	76.6			
Digital (Replica)	1,316	1.7			
Total Paid Subscriptions	58,927	78.3			
Verified					
Total Paid & Verified Subscriptions	58,927	78.3			
Single Copy Sales					
Print	16,282	21.6			
Digital (Replica)	37	0.1			
Total Single Copy Sales	16,319	21.7			
Total Paid & Verified Circulation	75,246	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$15.00		
Average Subscription Price Annualized (6 issue frequency)		\$9.37	
Average Subscription Price per Copy		\$1.56	

(1) For the Statement period

(2) Represents subscriptions for the 12 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 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			
July/Aug.	58,029	1,169	59,198	59,198	17,983	35	18,018	76,012	1,204	77,216	
Sept./Oct.	57,617	1,350	58,967	58,967	15,931	44	15,975	73,548	1,394	74,942	
Nov./Dec.	57,187	1,428	58,615	58,615	14,933	33	14,966	72,120	1,461	73,581	

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	67,670	66.1	64,382	70.7	58,140	73.5	55,095	75.9	57,840	76.7
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	67,670	66.1	64,382	70.7	58,140	73.5	55,095	75.9	57,840	76.7
Single Copy Sales	34,675	33.9	26,632	29.3	20,995	26.5	17,536	24.1	17,590	23.3
Total Paid & Verified Circulation	102,345	100.0	91,014	100.0	79,135	100.0	72,631	100.0	75,430	100.0
Year Over Year Percent of Change		-3.6		-11.1		-13.1		-8.2		3.9
Avg. Annualized Subscription Price	\$9.77		\$9.59		\$9.27		\$9.81		\$9.37	

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*	52,528	1,316	53,844	71.5
Sponsored Sales	5,083		5,083	6.8
TOTAL PAID SUBSCRIPTIONS	57,611	1,316	58,927	78.3
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	57,611	1,316	58,927	78.3
SINGLE COPY SALES				
Single Issue Sales	16,282	37	16,319	21.7
TOTAL SINGLE COPY SALES	16,282	37	16,319	21.7
TOTAL PAID & VERIFIED CIRCULATION	73,893	1,353	75,246	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 September/October 2011 issue

Total paid & verified circulation of this issue was 0.4% less 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 January/February 2011 issue and these percentages are projected against the total for the September/October 2011 issue.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES					
	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)	Total Paid & Verified Circulation
Alabama	617	7	624		624	128		128	745	7	752
Arizona	1,424	29	1,453		1,453	108		108	1,532	29	1,561
Arkansas	555	15	570		570	60		60	615	15	630
California	5,250	111	5,361		5,361	790		790	6,040	111	6,151
Colorado	1,219	25	1,244		1,244	251		251	1,470	25	1,495
Connecticut	751	13	764		764	126		126	877	13	890
Delaware	168	4	172		172	27		27	195	4	199
District of Columbia	36	1	37		37	24		24	60	1	61
Florida	2,662	57	2,719		2,719	852		852	3,514	57	3,571
Georgia	1,339	30	1,369		1,369	373		373	1,712	30	1,742
Idaho	445	4	449		449	67		67	512	4	516
Illinois	2,156	24	2,180		2,180	123	1	124	2,279	25	2,304
Indiana	1,165	5	1,170		1,170	53		53	1,218	5	1,223
Iowa	884	7	891		891	138		138	1,022	7	1,029
Kansas	760	7	767		767	99		99	859	7	866
Kentucky	781	6	787		787	70		70	851	6	857
Louisiana	748	10	758		758	182		182	930	10	940
Maine	353	2	355		355	105		105	458	2	460
Maryland	1,032	16	1,048		1,048	89		89	1,121	16	1,137
Massachusetts	1,067	12	1,079		1,079	188		188	1,255	12	1,267
Michigan	2,037	12	2,049		2,049	273		273	2,310	12	2,322
Minnesota	1,402	9	1,411		1,411	157		157	1,559	9	1,568
Mississippi	400	7	407		407	75		75	475	7	482
Missouri	1,275	14	1,289		1,289	114		114	1,389	14	1,403
Montana	402	2	404		404	128		128	530	2	532
Nebraska	526	2	528		528	99		99	625	2	627
Nevada	569	13	582		582	186		186	755	13	768
New Hampshire	365	1	366		366	89		89	454	1	455
New Jersey	1,402	14	1,416		1,416	325		325	1,727	14	1,741
New Mexico	446	7	453		453	54		54	500	7	507
New York	2,987	52	3,039		3,039	608		608	3,595	52	3,647
North Carolina	1,450	22	1,472		1,472	99		99	1,549	22	1,571
North Dakota	336	3	339		339	55		55	391	3	394
Ohio	2,142	13	2,155		2,155	142		142	2,284	13	2,297
Oklahoma	743	9	752		752	70		70	813	9	822
Oregon	914	5	919		919	192		192	1,106	5	1,111
Pennsylvania	2,892	26	2,918		2,918	474	1	475	3,366	27	3,393
Rhode Island	165	2	167		167	27		27	192	2	194
South Carolina	672	12	684		684	51	1	52	723	13	736
South Dakota	282	3	285		285	56		56	338	3	341
Tennessee	1,146	14	1,160		1,160	256		256	1,402	14	1,416
Texas	3,845	115	3,960		3,960	714		714	4,559	115	4,674
Utah	583	10	593		593	118		118	701	10	711
Vermont	208	1	209		209	46		46	254	1	255
Virginia	1,355	26	1,381		1,381	132		132	1,487	26	1,513
Washington	1,402	15	1,417		1,417	756		756	2,158	15	2,173
West Virginia	478	1	479		479	37		37	515	1	516
Wisconsin	1,619	8	1,627		1,627	105		105	1,724	8	1,732
Wyoming	261	3	264		264	52		52	313	3	316
TOTAL 48 CONTERMINOUS STATES	55,716	806	56,522		56,522	9,343	3	9,346	65,059	809	65,868
Alaska	206	2	208		208	205		205	411	2	413
Hawaii	206	1	207		207	31		31	237	1	238
TOTAL ALASKA & HAWAII	412	3	415		415	236		236	648	3	651
U.S. Unclassified											
TOTAL UNITED STATES	56,128	809	56,937		56,937	9,579	3	9,582	65,707	812	66,519
Poss. & Other Areas	163	380	543		543		37	37	163	417	580
U.S. & POSS., etc.	56,291	1,189	57,480		57,480	9,579	40	9,619	65,870	1,229	67,099
Canada	1,043	161	1,204		1,204	5,347	4	5,351	6,390	165	6,555
International	223		223		223	966		966	1,189		1,189
Other Unclassified						39		39	39		39
Military or Civilian Personnel Overseas	60		60		60				60		60
GRAND TOTAL	57,617	1,350	58,967		58,967	15,931	44	15,975	73,548	1,394	74,942

ANALYSIS BY ABCD COUNTY SIZE for the September/October 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 December 31, 2011

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	16	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	18,682	96.9
(b) Seven to eleven months (4 to 5 issues)	164	0.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	66	0.3
(c) Twelve months (6 issues)	11,773	61.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	541	2.8
(d) Thirteen to twenty-four months.....	3,706	19.2	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,630	18.8	Total Subscriptions Sold in Period	19,289	100.0
Total Subscriptions Sold in Period	19,289	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	17,332	89.9			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	1,957	10.1			
Total Subscriptions Sold in Period	19,289	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$30.00. Canada, 1 yr. \$21.00. International, 1 yr. \$27.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,263 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is consistent with the print edition - all content is included either as an exact replica or as an interactive, enhanced presentation created specifically for the device being used. The digital edition is available via a growing list of digital edition storefronts and is able to be read on numerous tablets, smart phones and e-reader devices.

(e) Sponsored Subscription Sales: The average of 5,083 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.

(f) Use of Premiums: A TRUCK TREND cooler, and a wrist watch, 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	72,631	72,631		
12-31-09	None Claimed	79,135	79,135		
12-31-08	None Claimed	91,014	91,014		
12-31-07	None Claimed	102,357	102,345	12	0.0
12-31-06	None Claimed	106,081	106,176	-95	-0.1

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

MOTOR TREND'S TRUCK TREND, published by Source Interlink Media • 831 S. Douglas Street • El Segundo, CA 90245

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ALAN REED

Publisher

Date Signed: January 26, 2012

Established: 1997 ABC Member since: 2004

04-1249-9	Analyzed Issue Date	09-10/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	21.00
	International Subscription Price	27.00