

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

Subject to Audit

For the six months ended December 31, 2011

Field Served: A monthly automotive publication for custom car and truck enthusiasts.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0588-5

**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	34,856	62.5			
Digital (Replica)	215	0.4			
Total Paid Subscriptions	35,071	62.9			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>35,071</b>	<b>62.9</b>			
Single Copy Sales					
Print	20,649	37.1			
Digital (Replica)	6	0.0			
Total Single Copy Sales	20,655	37.1			
<b>Total Paid &amp; Verified Circulation</b>	<b>55,726</b>	<b>100.0</b>	<b>None Claimed</b>		

Paid & Verified Magazine  
Publisher's Statement

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$35.00		
Average Subscription Price Annualized (12 issue frequency)		\$20.98	
Average Subscription Price per Copy		\$1.75	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2011.

For six months ended December 31, 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)	
July	35,042	189	35,231		35,231	21,159	7	21,166	56,201	196	56,397
Aug.	34,413	203	34,616		34,616	23,262	7	23,269	57,675	210	57,885
Sept.	34,657	213	34,870		34,870	21,135	5	21,140	55,792	218	56,010
Oct.	34,525	225	34,750		34,750	20,535	6	20,541	55,060	231	55,291
Nov.	34,922	229	35,151		35,151	19,222	5	19,227	54,144	234	54,378
Dec.	35,577	232	35,809		35,809	18,578	5	18,583	54,155	237	54,392

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

None

### 5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	24,170	24.0	23,263	30.3	23,930	39.0	26,938	49.2	33,355	60.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>24,170</b>	<b>24.0</b>	<b>23,263</b>	<b>30.3</b>	<b>23,930</b>	<b>39.0</b>	<b>26,938</b>	<b>49.2</b>	<b>33,355</b>	<b>60.0</b>
Single Copy Sales	76,653	76.0	53,426	69.7	37,394	61.0	27,789	50.8	22,216	40.0
<b>Total Paid &amp; Verified Circulation</b>	<b>100,823</b>	<b>100.0</b>	<b>76,689</b>	<b>100.0</b>	<b>61,324</b>	<b>100.0</b>	<b>54,727</b>	<b>100.0</b>	<b>55,571</b>	<b>100.0</b>
Year Over Year Percent of Change		-21.9		-23.9		-20.0		-10.8		1.5
Avg. Annualized Subscription Price	\$29.00		\$28.13		\$23.13		\$21.72		\$20.98	

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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*	25,456	215	25,671	46.0
Sponsored Sales	9,400		9,400	16.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>34,856</b>	<b>215</b>	<b>35,071</b>	<b>62.9</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>34,856</b>	<b>215</b>	<b>35,071</b>	<b>62.9</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	20,649	6	20,655	37.1
<b>TOTAL SINGLE COPY SALES</b>	<b>20,649</b>	<b>6</b>	<b>20,655</b>	<b>37.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>55,505</b>	<b>221</b>	<b>55,726</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 August 2011 issue

Total paid & verified circulation of this issue was 3.9% 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 March 2011 issue and these percentages are projected against the total for the August 2011 issue.

State	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			
Alabama	242		242		242	201		201	443	443	
Arizona	2,019	3	2,022		2,022	1,047		1,047	3,066	3,069	
Arkansas	210		210		210	120		120	330	330	
California	9,640	34	9,674		9,674	4,774	2	4,776	14,414	14,450	
Colorado	1,068	3	1,071		1,071	792		792	1,860	1,863	
Connecticut	159	1	160		160	53	1	54	212	214	
Delaware	53		53		53	47		47	100	100	
District of Columbia	25		25		25	26		26	51	51	
Florida	1,411	9	1,420		1,420	1,051		1,051	2,462	2,471	
Georgia	483	2	485		485	321		321	804	806	
Idaho	147		147		147	53		53	200	200	
Illinois	1,090	2	1,092		1,092	638		638	1,728	1,730	
Indiana	564	2	566		566	181		181	745	747	
Iowa	213		213		213	144		144	357	357	
Kansas	436	1	437		437	297		297	733	734	
Kentucky	306	2	308		308	126		126	432	434	
Louisiana	360	1	361		361	353		353	713	714	
Maine	35		35		35	13		13	48	48	
Maryland	272	5	277		277	207		207	479	484	
Massachusetts	193	2	195		195	120	1	121	313	316	
Michigan	701	1	702		702	464		464	1,165	1,166	
Minnesota	407	1	408		408	140		140	547	548	
Mississippi	191	1	192		192	155		155	346	347	
Missouri	459	1	460		460	319		319	778	779	
Montana	100	1	101		101	145		145	245	246	
Nebraska	205		205		205	169		169	374	374	
Nevada	630	3	633		633	292		292	922	925	
New Hampshire	38		38		38	16		16	54	54	
New Jersey	319		319		319	170		170	489	489	
New Mexico	1,012	1	1,013		1,013	675		675	1,687	1,688	
New York	705	5	710		710	283		283	988	993	
North Carolina	551		551		551	182		182	733	733	
North Dakota	64	1	65		65	65		65	129	130	
Ohio	813	1	814		814	446		446	1,259	1,260	
Oklahoma	420	3	423		423	343		343	763	766	
Oregon	421		421		421	255		255	676	676	
Pennsylvania	514	4	518		518	354		354	868	872	
Rhode Island	63		63		63	22		22	85	85	
South Carolina	301		301		301	138		138	439	439	
South Dakota	76		76		76	98		98	174	174	
Tennessee	401	1	402		402	263		263	664	665	
Texas	4,255	15	4,270		4,270	3,727		3,727	7,982	7,997	
Utah	272	1	273		273	87		87	359	360	
Vermont	15	1	16		16	5		5	20	21	
Virginia	426	2	428		428	646		646	1,072	1,074	
Washington	870	6	876		876	486		486	1,356	1,362	
West Virginia	132		132		132	62		62	194	194	
Wisconsin	479	2	481		481	178	1	179	657	660	
Wyoming	93		93		93	106		106	199	199	
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>33,859</b>	<b>118</b>	<b>33,977</b>		<b>33,977</b>	<b>20,855</b>	<b>5</b>	<b>20,860</b>	<b>54,714</b>	<b>123</b>	<b>54,837</b>
Alaska	58		58		58	127		127	185		185
Hawaii	123		123		123	84	1	85	207	1	208
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>181</b>		<b>181</b>		<b>181</b>	<b>211</b>	<b>1</b>	<b>212</b>	<b>392</b>	<b>1</b>	<b>393</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>34,040</b>	<b>118</b>	<b>34,158</b>		<b>34,158</b>	<b>21,066</b>	<b>6</b>	<b>21,072</b>	<b>55,106</b>	<b>124</b>	<b>55,230</b>
Poss. & Other Areas	19	72	91		91	1	1	2	20	73	93
<b>U.S. &amp; POSS., etc.</b>	<b>34,059</b>	<b>190</b>	<b>34,249</b>		<b>34,249</b>	<b>21,067</b>	<b>7</b>	<b>21,074</b>	<b>55,126</b>	<b>197</b>	<b>55,323</b>
Canada	127	13	140		140	523		523	650	13	663
International	182		182		182	1,404		1,404	1,586		1,586
Other Unclassified											
Military or Civilian Personnel Overseas	45		45		45	268		268	313		313
<b>GRAND TOTAL</b>	<b>34,413</b>	<b>203</b>	<b>34,616</b>		<b>34,616</b>	<b>23,262</b>	<b>7</b>	<b>23,269</b>	<b>57,675</b>	<b>210</b>	<b>57,885</b>

## ANALYSIS BY ABCD COUNTY SIZE for the August 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 6 issues).....	156	0.9	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	16,083	97.3
(b) Seven to eleven months (7 to 11 issues).....	110	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	103	0.6
(c) Twelve months (12 issues).....	12,038	72.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	351	2.1
(d) Thirteen to twenty-four months.....	3,454	20.9	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	779	4.7	Total Subscriptions Sold in Period.....	16,537	100.0
Total Subscriptions Sold in Period.....	16,537	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium.....	16,537	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	16,537	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$70.00. Canada, 1 yr. \$47.00. International, 1 yr. \$59.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 3,513 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,516 or 7.2% of average paid subscription circulation.
- (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 9,400 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	54,726	54,726		
12-31-09	None Claimed	60,714	61,323	-609	
12-31-08	None Claimed	76,690	76,690		
12-31-07	None Claimed	100,823	100,823		
12-31-06	None Claimed	128,577	129,150	-573	-0.4

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

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

THOMAS SLATER

RUDY RIVAS

Date Signed: January 18, 2012

VP, Consumer Marketing

Publisher

P: 949.705.3169 • URL: www.lowridermagazine.com

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ABC Member since: 1990

04-0588-5	Analyzed Issue Date	08/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	35.00
	Canadian Subscription Price	47.00
	International Subscription Price	59.00