



Audit Bureau  
of Circulations



For the six months ended June 30, 2011

Field Served: Motorcycle enthusiasts.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0467-5

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

Subject to Audit

Hot Bike

Paid & Verified Magazine  
Publisher's Statement

**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	72,478	84.4			
Digital (Replica)	465	0.5			
Total Paid Subscriptions	72,943	84.9			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>72,943</b>	<b>84.9</b>			
Single Copy Sales					
Print	13,003	15.1			
Digital (Replica)	18	0.0			
Total Single Copy Sales	13,021	15.1			
<b>Total Paid &amp; Verified Circulation</b>	<b>85,964</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$25.95		
Average Subscription Price Annualized (12 issue frequency)		\$23.39	
Average Subscription Price per Copy		\$1.95	

(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)	
Vol. 43 #1	70,796	381	71,177		71,177	13,698	24	13,722	84,494	405	84,899
Vol. 43 #2	70,854	399	71,253		71,253	12,175	12	12,187	83,029	411	83,440
Vol. 43 #3	73,275	444	73,719		73,719	13,208	23	13,231	86,483	467	86,950
Vol. 43 #4	73,849	484	74,333		74,333	15,164	13	15,177	89,013	497	89,510
Vol. 43 #5	73,192	517	73,709		73,709	11,289	13	11,302	84,481	530	85,011
Vol. 43 #6	72,899	563	73,462		73,462	12,483	24	12,507	85,382	587	85,969

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

None

### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	82,662	70.4	75,477	72.8	67,719	74.6	63,102	75.9	66,329	80.3
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>82,662</b>	<b>70.4</b>	<b>75,477</b>	<b>72.8</b>	<b>67,719</b>	<b>74.6</b>	<b>63,102</b>	<b>75.9</b>	<b>66,329</b>	<b>80.3</b>
Single Copy Sales	34,770	29.6	28,144	27.2	22,999	25.4	20,031	24.1	16,222	19.7
<b>Total Paid &amp; Verified Circulation</b>	<b>117,432</b>	<b>100.0</b>	<b>103,621</b>	<b>100.0</b>	<b>90,718</b>	<b>100.0</b>	<b>83,133</b>	<b>100.0</b>	<b>82,551</b>	<b>100.0</b>
Year Over Year Percent of Change		-13.6		-11.8		-12.5		-8.4		-0.7
Avg. Annualized Subscription Price	\$21.19		\$17.81		\$19.23		\$19.05		\$22.68	

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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*	63,966	465	64,431	75.0
Combination Subscriptions*	900		900	1.0
Sponsored Sales	7,612		7,612	8.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>72,478</b>	<b>465</b>	<b>72,943</b>	<b>84.9</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>72,478</b>	<b>465</b>	<b>72,943</b>	<b>84.9</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	13,003	18	13,021	15.1
<b>TOTAL SINGLE COPY SALES</b>	<b>13,003</b>	<b>18</b>	<b>13,021</b>	<b>15.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>85,481</b>	<b>483</b>	<b>85,964</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 Volume 43 #3 2011 issue

Total paid & verified circulation of this issue was 1.1% less than the total average paid & verified circulation.

State	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			
Alabama	901	1	902		902	176		176	1,077	1	1,078
Arizona	1,628	8	1,636		1,636	146		146	1,774	8	1,782
Arkansas	752	1	753		753	79		79	831	1	832
California	8,445	44	8,489		8,489	947		947	9,392	44	9,436
Colorado	1,403	5	1,408		1,408	388		388	1,791	5	1,796
Connecticut	931	3	934		934	107		107	1,038	3	1,041
Delaware	252	1	253		253	22		22	274	1	275
District of Columbia	43		43		43	31		31	74		74
Florida	3,931	21	3,952		3,952	1,130	1	1,131	5,061	21	5,083
Georgia	1,522	3	1,525		1,525	438		438	1,960	3	1,963
Idaho	376	1	377		377	31		31	407	1	408
Illinois	3,027	9	3,036		3,036	292	1	293	3,319	9	3,329
Indiana	1,851	2	1,853		1,853	83		83	1,934	2	1,936
Iowa	1,252	1	1,253		1,253	89		89	1,341	1	1,342
Kansas	1,077	1	1,078		1,078	131		131	1,208	1	1,209
Kentucky	1,072		1,072		1,072	108		108	1,180		1,180
Louisiana	1,061	2	1,063		1,063	181		181	1,242	2	1,244
Maine	305		305		305	31		31	336		336
Maryland	1,227	5	1,232		1,232	100		100	1,327	5	1,332
Massachusetts	1,475	5	1,480		1,480	157		157	1,632	5	1,637
Michigan	2,249	6	2,255		2,255	248		248	2,497	6	2,503
Minnesota	1,461	2	1,463		1,463	223		223	1,684	2	1,686
Mississippi	574	1	575		575	81		81	655	1	656
Missouri	1,627	3	1,630		1,630	293		293	1,920	3	1,923
Montana	287	1	288		288	117		117	404	1	405
Nebraska	638		638		638	120		120	758		758
Nevada	720	3	723		723	179		179	899	3	902
New Hampshire	415	1	416		416	50		50	465	1	466
New Jersey	1,560	9	1,569		1,569	250		250	1,810	9	1,819
New Mexico	623		623		623	82		82	705		705
New York	3,211	18	3,229		3,229	504	1	505	3,715	18	3,733
North Carolina	2,143	5	2,148		2,148	152	1	153	2,295	5	2,300
North Dakota	281	2	283		283	31		31	312	2	314
Ohio	3,264	7	3,271		3,271	226	5	231	3,490	7	3,497
Oklahoma	1,040	1	1,041		1,041	106	1	107	1,146	1	1,147
Oregon	750	1	751		751	188		188	938	1	939
Pennsylvania	3,208	6	3,214		3,214	368		368	3,576	6	3,582
Rhode Island	251		251		251	32		32	283		283
South Carolina	999	1	1,000		1,000	52		52	1,051	1	1,052
South Dakota	309		309		309	101		101	410		410
Tennessee	1,570	5	1,575		1,575	429		429	1,999	5	2,004
Texas	5,174	19	5,193		5,193	1,228	1	1,229	6,402	19	6,421
Utah	521	3	524		524	134		134	655	3	658
Vermont	172		172		172	10		10	182		182
Virginia	1,752	10	1,762		1,762	372		372	2,124	10	2,134
Washington	1,451	8	1,459		1,459	308		308	1,759	8	1,767
West Virginia	473		473		473	46		46	519		519
Wisconsin	1,734	5	1,739		1,739	127		127	1,861	5	1,866
Wyoming	262		262		262	43		43	305		305
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>71,250</b>	<b>230</b>	<b>71,480</b>		<b>71,480</b>	<b>10,767</b>	<b>11</b>	<b>10,778</b>	<b>82,017</b>	<b>241</b>	<b>82,258</b>
Alaska	186	1	187		187	61		61	247	1	248
Hawaii	477	6	483		483	69		69	546	6	552
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>663</b>	<b>7</b>	<b>670</b>		<b>670</b>	<b>130</b>		<b>130</b>	<b>793</b>	<b>7</b>	<b>800</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>71,913</b>	<b>237</b>	<b>72,150</b>		<b>72,150</b>	<b>10,897</b>	<b>11</b>	<b>10,908</b>	<b>82,810</b>	<b>248</b>	<b>83,058</b>
Poss. & Other Areas	168	182	350		350	10		10	168	182	360
<b>U.S. &amp; POSS., etc.</b>	<b>72,081</b>	<b>419</b>	<b>72,500</b>		<b>72,500</b>	<b>10,897</b>	<b>21</b>	<b>10,918</b>	<b>82,978</b>	<b>440</b>	<b>83,418</b>
Canada	758	25	783		783	1,207	2	1,209	1,965	25	1,990
International	321		321		321	1,028		1,028	1,349		1,349
Other Unclassified											
Military or Civilian Personnel Overseas	115		115		115	76		76	191		191
<b>GRAND TOTAL</b>	<b>73,275</b>	<b>444</b>	<b>73,719</b>		<b>73,719</b>	<b>13,208</b>	<b>23</b>	<b>13,231</b>	<b>86,483</b>	<b>467</b>	<b>86,950</b>

## ANALYSIS BY ABCD COUNTY SIZE for the Volume 43 #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).....	89	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	18,780	94.3
(b) Seven to eleven months (7 to 11 issues).....	186	0.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	207	1.0
(c) Twelve months (12 issues).....	10,789	54.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	930	4.7
(d) Thirteen to twenty-four months.....	3,878	19.5	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	4,975	25.0	Total Subscriptions Sold in Period.....	19,917	100.0
Total Subscriptions Sold in Period.....	19,917	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	18,049	90.6			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	1,868	9.4			
Total Subscriptions Sold in Period.....	19,917	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$51.90. Canada, 1 yr. \$37.95. International, 1 yr. \$49.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,964 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 4,479 or 6.1% 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](http://www.zinio.com).
- (e) Combination Subscriptions: The average of 900 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 |
|-------------------------|----------------------|-------------------|----------------------|-------------------------|
| Hot Bike Baggers        | 612                  | 12 issues         | \$19.97              | \$45.92                 |
| Hot Bike Baggers        | 284                  | 12 issues         | \$39.00              | \$45.92                 |
| Street Chopper          | 4                    | 12 issues         | \$25.00              | \$45.92                 |
- (f) Sponsored Subscriptions Sales: The average of 7,612 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.
- (g) Use of Premiums: A baseball cap and a motorcycle LP frame, with no advertised or stated values, were offered during the period with paid subscriptions.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-10	None Claimed	80,653	80,653		
06-30-09	None Claimed	87,374	87,374		
06-30-08	None Claimed	96,746	96,746		
06-30-07	None Claimed	110,493	110,493		
06-30-06	None Claimed	128,108	128,141	-33	-0.0

<sup>^</sup>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

HOT BIKE, published by Source Interlink Media • 831 S. Douglas Street • El Segundo, CA 90245

THOMAS SLATER

MARTY ESTES

Date Signed: July 27, 2011

VP, Consumer Marketing

Group Publisher

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Established: 1969

ABC Member since: 1997

04-0467-5	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	25.95
	Canadian Subscription Price	37.95
	International Subscription Price	49.95