

For the six months ended December 31, 2011

Field Served: For all motorcyclist enthusiasts, covers road tests, how-to articles for performance-oriented enthusiasts, as well as the driveway mechanic. Technical reports on new motorcycles, new products, personalities and race coverage.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0697-0

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	186,432	90.7			
Digital (Replica)	3,772	1.8			
Total Paid Subscriptions	190,204	92.5			
Verified					
Total Paid & Verified Subscriptions	190,204	92.5			
Single Copy Sales					
Print	15,448	7.5			
Digital (Replica)	41	0.0			
Total Single Copy Sales	15,489	7.5			
Total Paid & Verified Circulation	205,693	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$18.00		
Average Subscription Price Annualized (12 issue frequency)		\$9.49	
Average Subscription Price per Copy		\$0.79	

(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	187,981	3,229	191,210		191,210	16,052	21	16,073	204,033	3,250	207,283	
Aug.	186,247	3,388	189,635		189,635	15,927	25	15,952	202,174	3,413	205,587	
Sept.	185,057	3,718	188,775		188,775	17,576	31	17,607	202,633	3,749	206,382	
Oct.	183,297	3,832	187,129		187,129	15,191	39	15,230	198,488	3,871	202,359	
Nov.	187,569	4,027	191,596		191,596	12,505	54	12,559	200,074	4,081	204,155	
Dec.	188,439	4,438	192,877		192,877	15,438	75	15,513	203,877	4,513	208,390	

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	196,062	80.1	187,750	77.4	199,897	85.3	191,422	89.0	191,682	91.6
Verified	N/A		14,917	6.1	3,527	1.5	37	0.0	N/A	
Total Paid & Verified Subscriptions	196,062	80.1	202,667	83.5	203,424	86.8	191,459	89.0	191,682	91.6
Single Copy Sales	48,730	19.9	40,033	16.5	30,992	13.2	23,740	11.0	17,528	8.4
Total Paid & Verified Circulation	244,792	100.0	242,700	100.0	234,416	100.0	215,199	100.0	209,210	100.0
Year Over Year Percent of Change		0.1		-0.9		-3.4		-8.2		-2.8
Avg. Annualized Subscription Price	\$9.63		\$9.99		\$9.50		\$9.43		\$9.49	

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*	167,997	3,772	171,769	83.5
Combination Subscriptions*	5,978		5,978	2.9
Award Point*	163		163	0.1
Sponsored Sales	12,294		12,294	6.0
TOTAL PAID SUBSCRIPTIONS	186,432	3,772	190,204	92.5
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	186,432	3,772	190,204	92.5
SINGLE COPY SALES				
Single Issue Sales	15,448	41	15,489	7.5
TOTAL SINGLE COPY SALES	15,448	41	15,489	7.5
TOTAL PAID & VERIFIED CIRCULATION	201,880	3,813	205,693	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 2011 issue

Total paid & verified circulation of this issue was 0.3% 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 September 2011 issue.

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 Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	2,435	16	2,451		2,451	2,451	143		143	2,578	16	2,594
Arizona	3,703	46	3,749		3,749	3,749	211		211	3,914	46	3,960
Arkansas	1,861	11	1,872		1,872	1,872	105		105	1,966	11	1,977
California	22,306	367	22,673		22,673	22,673	1,348	3	1,351	23,654	370	24,024
Colorado	4,283	67	4,350		4,350	4,350	496		496	4,779	67	4,846
Connecticut	2,339	21	2,360		2,360	2,360	166		166	2,505	21	2,526
Delaware	533	4	537		537	537	23		23	556	4	560
District of Columbia	155	3	158		158	158	57		57	212	3	215
Florida	10,282	181	10,463		10,463	10,463	1,574	1	1,575	11,856	182	12,038
Georgia	4,487	65	4,552		4,552	4,552	670		670	5,157	65	5,222
Idaho	1,026	6	1,032		1,032	1,032	48		48	1,074	6	1,080
Illinois	7,027	89	7,116		7,116	7,116	478		478	7,505	89	7,594
Indiana	4,249	39	4,288		4,288	4,288	92		92	4,341	39	4,380
Iowa	2,363	13	2,376		2,376	2,376	50		50	2,413	13	2,426
Kansas	2,560	15	2,575		2,575	2,575	144		144	2,704	15	2,719
Kentucky	2,560	12	2,572		2,572	2,572	159		159	2,719	12	2,731
Louisiana	1,994	20	2,014		2,014	2,014	148		148	2,142	20	2,162
Maine	935	6	941		941	941	89		89	1,024	6	1,030
Maryland	3,236	37	3,273		3,273	3,273	157		157	3,393	37	3,430
Massachusetts	3,553	46	3,599		3,599	3,599	353		353	3,906	46	3,952
Michigan	5,388	40	5,428		5,428	5,428	293		293	5,681	40	5,721
Minnesota	3,910	28	3,938		3,938	3,938	124		124	4,034	28	4,062
Mississippi	1,194	8	1,202		1,202	1,202	89	1	90	1,283	9	1,292
Missouri	4,154	23	4,177		4,177	4,177	308		308	4,462	23	4,485
Montana	796	2	798		798	798	77		77	873	2	875
Nebraska	1,390	9	1,399		1,399	1,399	77		77	1,467	9	1,476
Nevada	1,675	27	1,702		1,702	1,702	199		199	1,874	27	1,901
New Hampshire	1,142	12	1,154		1,154	1,154	93		93	1,235	12	1,247
New Jersey	4,051	63	4,114		4,114	4,114	466		466	4,517	63	4,580
New Mexico	1,552	19	1,571		1,571	1,571	109		109	1,661	19	1,680
New York	8,271	120	8,391		8,391	8,391	823	1	824	9,094	121	9,215
North Carolina	5,092	45	5,137		5,137	5,137	216	1	217	5,308	46	5,354
North Dakota	568	1	569		569	569	22		22	590	1	591
Ohio	7,858	54	7,912		7,912	7,912	275		275	8,133	54	8,187
Oklahoma	2,451	15	2,466		2,466	2,466	211		211	2,662	15	2,677
Oregon	3,258	35	3,293		3,293	3,293	264		264	3,522	35	3,557
Pennsylvania	7,780	69	7,849		7,849	7,849	632		632	8,412	69	8,481
Rhode Island	550	7	557		557	557	35		35	585	7	592
South Carolina	2,359	17	2,376		2,376	2,376	74		74	2,433	17	2,450
South Dakota	599	7	606		606	606	32		32	631	7	638
Tennessee	4,244	40	4,284		4,284	4,284	418		418	4,662	40	4,702
Texas	12,835	177	13,012		13,012	13,012	1,099		1,099	13,934	177	14,111
Utah	1,302	20	1,322		1,322	1,322	178		178	1,480	20	1,500
Vermont	610	6	616		616	616	49		49	659	6	665
Virginia	5,085	68	5,153		5,153	5,153	442		442	5,527	68	5,595
Washington	5,339	91	5,430		5,430	5,430	678		678	6,017	91	6,108
West Virginia	1,273	5	1,278		1,278	1,278	62		62	1,335	5	1,340
Wisconsin	4,273	31	4,304		4,304	4,304	105		105	4,378	31	4,409
Wyoming	519	3	522		522	522	38		38	557	3	560
TOTAL 48 CONTERMINOUS STATES	181,405	2,106	183,511		183,511	183,511	13,999	7	14,006	195,404	2,113	197,517
Alaska	436	10	446		446	446	122		122	558	10	568
Hawaii	551	21	572		572	572	40		40	591	21	612
TOTAL ALASKA & HAWAII	987	31	1,018		1,018	1,018	162		162	1,149	31	1,180
U.S. Unclassified												
TOTAL UNITED STATES	182,392	2,137	184,529		184,529	184,529	14,161	7	14,168	196,553	2,144	198,697
Poss. & Other Areas	286	1,210	1,496		1,496	1,496		23	23	286	1,233	1,519
U.S. & POSS., etc.	182,678	3,347	186,025		186,025	186,025	14,161	30	14,191	196,839	3,377	200,216
Canada	1,460	371	1,831		1,831	1,831	2,266	1	2,267	3,726	372	4,098
International	336		336		336	336	1,086		1,086	1,422		1,422
Other Unclassified												
Military or Civilian Personnel Overseas	583		583		583	583	63		63	646		646
GRAND TOTAL	185,057	3,718	188,775		188,775	188,775	17,576	31	17,607	202,633	3,749	206,382

ANALYSIS BY ABCD COUNTY SIZE for the September 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).....	60	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	49,454	88.4
(b) Seven to eleven months (7 to 11 issues).....	408	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	134	0.2
(c) Twelve months (12 issues).....	30,778	55.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	6,353	11.4
(d) Thirteen to twenty-four months.....	14,012	25.0	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	10,683	19.1	Total Subscriptions Sold in Period.....	55,941	100.0
Total Subscriptions Sold in Period.....	55,941	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	55,174	98.6			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	767	1.4			
Total Subscriptions Sold in Period.....	55,941	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: 3,014 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 12,698 or 6.2% 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) Combination Subscriptions: The average of 5,978 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
Motorcycle Cruiser	529	8 issues	\$14.97	\$43.97
Motorcycle Cruiser	26	8 issues	\$19.97	\$43.97
Sport Rider	1,425	10 issues	\$20.00	\$37.95
Sport Rider	2,581	10 issues	\$10.00	\$37.95
Sport Rider	385	10 issues	\$12.95	\$37.95
Sport Rider	327	10 issues	\$15.95	\$37.95
Sport Rider	705	10 issues	\$18.00	\$37.95

(f) Award Point Subscription Sales: The average of 163 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) Sponsored Subscription Sales: The average of 12,294 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.

(h) Use of Premiums: A baseball cap, a tool kit and a t-shirt, 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	215,201	215,201		
12-31-09	None Claimed	234,416	234,416		
12-31-08	None Claimed	242,698	242,698		
12-31-07	None Claimed	244,792	244,792		
12-31-06	None Claimed	244,154	244,569	-415	-0.2

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

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THOMAS SLATER
VP, Consumer Marketing

DOUG EVANS
EVP, Group Publisher

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	30.00
	International Subscription Price	42.00