

For the six months ended December 31, 2011

Field Served: SPORT RIDER focuses on the hard-core performance motorcycle enthusiast, evaluates and examines the machines, technology and people involved in sport-bike riding, with emphasis on riding techniques, racing machinery and future technology.

Published by Source Interlink Media

Frequency: 10 times/year

ABC Member # 04-1142-5

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	47,588	80.6			
Digital (Replica)	1,135	1.9			
Total Paid Subscriptions	48,723	82.5			
Verified					
Total Paid & Verified Subscriptions	48,723	82.5			
Single Copy Sales					
Print	10,297	17.5			
Digital (Replica)	8	0.0			
Total Single Copy Sales	10,305	17.5			
Total Paid & Verified Circulation	59,028	100.0	None Claimed		

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.95		
Average Subscription Price Annualized (10 issue frequency)		\$11.41	
Average Subscription Price per Copy		\$1.14	

(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	48,282	1,061	49,343		49,343	11,772	6	11,778	60,054	1,067	61,121	
Aug.	47,512	1,103	48,615		48,615	10,119	10	10,129	57,631	1,113	58,744	
Sept.	47,112	1,157	48,269		48,269	10,596	10	10,606	57,708	1,167	58,875	
Oct.	46,974	1,182	48,156		48,156	10,250	13	10,263	57,224	1,195	58,419	
Dec.	48,062	1,171	49,233		49,233	8,747	3	8,750	56,809	1,174	57,983	

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	39,692	49.2	35,908	55.7	36,390	59.5	43,660	70.9	47,236	79.1
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	39,692	49.2	35,908	55.7	36,390	59.5	43,660	70.9	47,236	79.1
Single Copy Sales	40,994	50.8	28,510	44.3	24,751	40.5	17,945	29.1	12,467	20.9
Total Paid & Verified Circulation	80,686	100.0	64,418	100.0	61,141	100.0	61,605	100.0	59,703	100.0
Year Over Year Percent of Change		-1.5		-20.2		-5.1		0.8		-3.1
Avg. Annualized Subscription Price	\$11.00		\$12.78		\$13.20		\$15.09		\$11.41	

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*	31,503	1,135	32,638	55.2
Combination Subscriptions*	4,640		4,640	7.9
Sponsored Sales	11,445		11,445	19.4
TOTAL PAID SUBSCRIPTIONS	47,588	1,135	48,723	82.5
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	47,588	1,135	48,723	82.5
SINGLE COPY SALES				
Single Issue Sales	10,297	8	10,305	17.5
TOTAL SINGLE COPY SALES	10,297	8	10,305	17.5
TOTAL PAID & VERIFIED CIRCULATION	57,885	1,143	59,028	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 July 2011 issue

Total paid & verified circulation of this issue was 3.5% 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 April 2011 issue and these percentages are projected against the total for the July 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	566	10	576		576	130		130	696	10	706
Arizona	1,059	19	1,078		1,078	164		164	1,223	19	1,242
Arkansas	364		364		364	90		90	454		454
California	7,722	123	7,845		7,845	922	1	923	8,644	124	8,768
Colorado	940	16	956		956	514		514	1,454	16	1,470
Connecticut	677	7	684		684	85		85	762	7	769
Delaware	152	1	153		153	15		15	167	1	168
District of Columbia	50	1	51		51	21		21	71	1	72
Florida	2,970	58	3,028		3,028	1,820		1,820	4,790	58	4,848
Georgia	1,273	13	1,286		1,286	507		507	1,780	13	1,793
Idaho	221	2	223		223	43		43	264	2	266
Illinois	1,610	24	1,634		1,634	215		215	1,825	24	1,849
Indiana	853	5	858		858	81		81	934	5	939
Iowa	449	2	451		451	46		46	495	2	497
Kansas	500	3	503		503	114		114	614	3	617
Kentucky	580	5	585		585	76		76	656	5	661
Louisiana	466	5	471		471	130		130	596	5	601
Maine	183	2	185		185	26		26	209	2	211
Maryland	886	18	904		904	103		103	989	18	1,007
Massachusetts	886	15	901		901	171		171	1,057	15	1,072
Michigan	1,251	13	1,264		1,264	236		236	1,487	13	1,500
Minnesota	712	9	721		721	58		58	770	9	779
Mississippi	256	5	261		261	83		83	339	5	344
Missouri	911	2	913		913	182	1	183	1,093	3	1,096
Montana	110	1	111		111	43		43	153	1	154
Nebraska	213	3	216		216	50		50	263	3	266
Nevada	535	11	546		546	140		140	675	11	686
New Hampshire	241	3	244		244	43		43	284	3	287
New Jersey	1,184	20	1,204		1,204	189		189	1,373	20	1,393
New Mexico	326	4	330		330	46		46	372	4	376
New York	2,418	42	2,460		2,460	468		468	2,886	42	2,928
North Carolina	1,344	17	1,361		1,361	114		114	1,458	17	1,475
North Dakota	164		164		164	17		17	181		181
Ohio	1,658	17	1,675		1,675	133		133	1,791	17	1,808
Oklahoma	503	5	508		508	182		182	685	5	690
Oregon	732	9	741		741	131		131	863	9	872
Pennsylvania	1,970	16	1,986		1,986	342	1	343	2,312	17	2,329
Rhode Island	137	2	139		139	30		30	167	2	169
South Carolina	543	8	551		551	56		56	599	8	607
South Dakota	88	1	89		89	28		28	116	1	117
Tennessee	1,009	11	1,020		1,020	273		273	1,282	11	1,293
Texas	3,344	39	3,383		3,383	688		688	4,032	39	4,071
Utah	442	7	449		449	162		162	604	7	611
Vermont	114		114		114	13		13	127		127
Virginia	1,342	23	1,365		1,365	230		230	1,572	23	1,595
Washington	1,545	23	1,568		1,568	610		610	2,155	23	2,178
West Virginia	287		287		287	37		37	324		324
Wisconsin	969	10	979		979	61		61	1,030	10	1,040
Wyoming	97		97		97	17		17	114		114
TOTAL 48 CONTERMINOUS STATES	46,852	630	47,482		47,482	9,935	3	9,938	56,787	633	57,420
Alaska	116	3	119		119	84		84	200	3	203
Hawaii	267	7	274		274	38		38	305	7	312
TOTAL ALASKA & HAWAII	383	10	393		393	122		122	505	10	515
U.S. Unclassified											
TOTAL UNITED STATES	47,235	640	47,875		47,875	10,057	3	10,060	57,292	643	57,935
Poss. & Other Areas	93	321	414		414	12	2	14	105	323	428
U.S. & POSS., etc.	47,328	961	48,289		48,289	10,069	5	10,074	57,397	966	58,363
Canada	641	100	741		741	906	1	907	1,547	101	1,648
International	116		116		116	679		679	795		795
Other Unclassified											
Military or Civilian Personnel Overseas	197		197		197	118		118	315		315
GRAND TOTAL	48,282	1,061	49,343		49,343	11,772	6	11,778	60,054	1,067	61,121

ANALYSIS BY ABCD COUNTY SIZE for the July 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 5 issues).....	44	0.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	11,864	90.1
(b) Seven to eleven months (6 to 9 issues).....	198	1.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	55	0.4
(c) Twelve months (10 issues).....	7,741	58.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	1,244	9.5
(d) Thirteen to twenty-four months.....	3,629	27.6	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	1,551	11.8	Total Subscriptions Sold in Period.....	13,163	100.0
Total Subscriptions Sold in Period.....	13,163	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	13,163	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	13,163	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$39.90. Canada, 1 yr. \$29.95. International, 1 yr. \$39.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,838 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,680 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 4,640 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
Super Streetbike	884	12 issues	\$18.00	\$43.97
Motorcyclist	2,771	12 issues	\$10.00	\$37.95
Motorcyclist	411	12 issues	\$12.95	\$37.95
Motorcyclist	167	12 issues	\$14.97	\$37.95
Motorcyclist	407	12 issues	\$15.95	\$37.95

(f) Sponsored Subscription Sales: The average of 11,445 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.

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	63,681	61,605	2,076	3.4
12-31-09	None Claimed	62,765	61,142	1,623	2.7
12-31-08	None Claimed	66,349	64,417	1,932	3.0
12-31-07	None Claimed	79,071	80,685	-1,614	-2.0
12-31-06	None Claimed	82,003	81,937	66	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

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DOUG EVANS

EVP, Group Publisher

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Established: 1993

ABC Member since: 1994

04-1142-5	Analyzed Issue Date	07/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.95
	Canadian Subscription Price	29.95
	International Subscription Price	39.95