



**PAID & VERIFIED
MAGAZINE**

PUBLISHER'S STATEMENT

Subject to Audit



For the six months ended December 31, 2011

Field Served: Reports on all phases of drag racing and the high-performance industry.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0165-0

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	188,538	92.5			
Digital (Replica)	1,188	0.6			
Total Paid Subscriptions	189,726	93.1			
Verified					
Total Paid & Verified Subscriptions	189,726	93.1			
Single Copy Sales					
Print	13,947	6.8			
Digital (Replica)	19	0.0			
Total Single Copy Sales	13,966	6.9			
Total Paid & Verified Circulation	203,692	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$20.00		
Average Subscription Price Annualized (12 issue frequency)		\$8.71	
Average Subscription Price per Copy		\$0.73	

(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	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales		
July	188,897	1,015	189,912	189,912	16,988	12	17,000	205,885	1,027	206,912
Aug.	186,964	1,044	188,008	188,008	16,350	7	16,357	203,314	1,051	204,365
Sept.	188,633	1,097	189,730	189,730	13,423	28	13,451	202,056	1,125	203,181
Oct.	186,926	1,248	188,174	188,174	11,965	18	11,983	198,891	1,266	200,157
Nov.	188,867	1,298	190,165	190,165	11,439	25	11,464	200,306	1,323	201,629
Dec.	190,940	1,426	192,366	192,366	13,515	23	13,538	204,455	1,449	205,904

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	274,220	90.0	251,650	91.2	210,132	90.5	202,764	92.2	192,032	93.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	274,220	90.0	251,650	91.2	210,132	90.5	202,764	92.2	192,032	93.0
Single Copy Sales	30,318	10.0	24,410	8.8	21,960	9.5	17,236	7.8	14,423	7.0
Total Paid & Verified Circulation	304,538	100.0	276,060	100.0	232,092	100.0	220,000	100.0	206,455	100.0
Year Over Year Percent of Change		-9.5		-9.4		-15.9		-5.2		-6.2
Avg. Annualized Subscription Price	\$8.53		\$8.54		\$9.03		\$9.08		\$8.71	

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*	188,310	1,188	189,498	93.0
Combination Subscriptions*	200		200	0.1
Partnership:				
Deductible*	5		5	0.0
Sponsored Sales	23		23	0.0
TOTAL PAID SUBSCRIPTIONS	188,538	1,188	189,726	93.1
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	188,538	1,188	189,726	93.1
SINGLE COPY SALES				
Single Issue Sales	13,947	19	13,966	6.9
TOTAL SINGLE COPY SALES	13,947	19	13,966	6.9
TOTAL PAID & VERIFIED CIRCULATION	202,485	1,207	203,692	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 1.6% 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 July 2011 issue.

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	2,344	7	2,351	2,351	2,351	150		150	2,494	7	2,501
Arizona	3,570	10	3,580	3,580	3,580	112		112	3,682	10	3,692
Arkansas	1,557	7	1,564	1,564	1,564	139		139	1,696	7	1,703
California	15,750	79	15,829	15,829	15,829	995		995	16,745	79	16,824
Colorado	3,134	23	3,157	3,157	3,157	348		348	3,482	23	3,505
Connecticut	2,035	4	2,039	2,039	2,039	104		104	2,139	4	2,143
Delaware	554		554	554	554	41		41	595		595
District of Columbia	93	1	94	94	94	19		19	112	1	113
Florida	7,502	38	7,540	7,540	7,540	733		733	8,235	38	8,273
Georgia	3,915	10	3,925	3,925	3,925	398		398	4,313	10	4,323
Idaho	1,090	3	1,093	1,093	1,093	46		46	1,136	3	1,139
Illinois	9,900	37	9,937	9,937	9,937	351		351	10,251	37	10,288
Indiana	5,562	13	5,575	5,575	5,575	147		147	5,709	13	5,722
Iowa	3,863	10	3,873	3,873	3,873	151		151	4,014	10	4,024
Kansas	2,859	5	2,864	2,864	2,864	276		276	3,135	5	3,140
Kentucky	3,143	3	3,146	3,146	3,146	120		120	3,263	3	3,266
Louisiana	1,712	8	1,720	1,720	1,720	191		191	1,903	8	1,911
Maine	860	2	862	862	862	61		61	921	2	923
Maryland	2,982	8	2,990	2,990	2,990	155		155	3,137	8	3,145
Massachusetts	2,698	7	2,705	2,705	2,705	159		159	2,857	7	2,864
Michigan	9,493	25	9,518	9,518	9,518	487		487	9,980	25	10,005
Minnesota	7,204	6	7,210	7,210	7,210	315		315	7,519	6	7,525
Mississippi	1,168	2	1,170	1,170	1,170	107		107	1,275	2	1,277
Missouri	5,473	13	5,486	5,486	5,486	376		376	5,849	13	5,862
Montana	1,148	3	1,151	1,151	1,151	138		138	1,286	3	1,289
Nebraska	1,871	4	1,875	1,875	1,875	200		200	2,071	4	2,075
Nevada	1,411	9	1,420	1,420	1,420	143		143	1,554	9	1,563
New Hampshire	720	2	722	722	722	45		45	765	2	767
New Jersey	3,483	11	3,494	3,494	3,494	236		236	3,719	11	3,730
New Mexico	1,164	2	1,166	1,166	1,166	107		107	1,271	2	1,273
New York	8,065	31	8,096	8,096	8,096	673		673	8,738	31	8,769
North Carolina	5,113	17	5,130	5,130	5,130	174		174	5,287	17	5,304
North Dakota	846	1	847	847	847	73		73	919	1	920
Ohio	10,104	13	10,117	10,117	10,117	338	1	339	10,442	14	10,456
Oklahoma	2,707	13	2,720	2,720	2,720	186		186	2,893	13	2,906
Oregon	2,811	2	2,813	2,813	2,813	190		190	3,001	2	3,003
Pennsylvania	9,013	27	9,040	9,040	9,040	568		568	9,581	27	9,608
Rhode Island	536	2	538	538	538	20		20	556	2	558
South Carolina	2,222	4	2,226	2,226	2,226	76	1	77	2,298	5	2,303
South Dakota	1,017	1	1,018	1,018	1,018	66		66	1,083	1	1,084
Tennessee	3,935	13	3,948	3,948	3,948	372		372	4,307	13	4,320
Texas	10,657	58	10,715	10,715	10,715	1,106	3	1,109	11,763	61	11,824
Utah	1,184	6	1,190	1,190	1,190	110		110	1,294	6	1,300
Vermont	309	3	312	312	312	17		17	326	3	329
Virginia	4,540	22	4,562	4,562	4,562	414		414	4,954	22	4,976
Washington	5,382	20	5,402	5,402	5,402	638		638	6,020	20	6,040
West Virginia	1,262	2	1,264	1,264	1,264	63		63	1,325	2	1,327
Wisconsin	6,246	8	6,254	6,254	6,254	225		225	6,471	8	6,479
Wyoming	553	1	554	554	554	51		51	604	1	605
TOTAL 48 CONTERMINOUS STATES	184,760	596	185,356	185,356	185,356	12,210	5	12,215	196,970	601	197,571
Alaska	447	2	449	449	449	108		108	555	2	557
Hawaii	672	7	679	679	679	71		71	743	7	750
TOTAL ALASKA & HAWAII	1,119	9	1,128	1,128	1,128	179		179	1,298	9	1,307
U.S. Unclassified											
TOTAL UNITED STATES	185,879	605	186,484	186,484	186,484	12,389	5	12,394	198,268	610	198,878
Poss. & Other Areas	244	329	573	573	573	7		7	244	336	580
U.S. & POSS., etc.	186,123	934	187,057	187,057	187,057	12,389	12	12,401	198,512	946	199,458
Canada	1,868	81	1,949	1,949	1,949	3,317		3,317	5,185	81	5,266
International	755		755	755	755	1,197		1,197	1,952		1,952
Other Unclassified											
Military or Civilian Personnel Overseas	151		151	151	151	85		85	236		236
GRAND TOTAL	188,897	1,015	189,912	189,912	189,912	16,988	12	17,000	205,885	1,027	206,912

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 6 issues).....	15	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	42,111	97.4
(b) Seven to eleven months (7 to 11 issues).....	288	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	26	0.1
(c) Twelve months (12 issues).....	14,478	33.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	1,090	2.5
(d) Thirteen to twenty-four months.....	11,339	26.2	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	17,107	39.6	Total Subscriptions Sold in Period.....	43,227	100.0
Total Subscriptions Sold in Period.....	43,227	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	32,299	74.7			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	10,928	25.3			
Total Subscriptions Sold in Period.....	43,227	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$40.00; Canada, 1 yr. \$32.00. International 1 yr. \$44.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,710 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,880 or 2.0% 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 200 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
Muscle Car Review	200	12 issues	\$19.97	\$37.97

(f) Partnership Subscription Sales (Deductible): The average of 5 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$15.00 of the sales price was allocated for a 1 year subscription to this publication and was deductible from the total purchase price.

(g) Sponsored Subscription Sales: The average of 23 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.

(h) Use of Premiums: A baseball cap, a wall clock, a wristwatch, and a sunglass case, 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	220,001	220,001		
12-31-09	None Claimed	232,092	232,092		
12-31-08	None Claimed	276,060	276,060		
12-31-07	None Claimed	304,536	304,536		
12-31-06	None Claimed	336,284	336,446	-162	-0.0

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

CAR CRAFT MAGAZINE, published by Source Interlink Media • 831 S. Douglas Street • El Segundo, CA 90245

THOMAS SLATER

DOUG EVANS

Date Signed: January 23, 2012

VP, Consumer Marketing

EVP, Group Publisher

P: 310.531.9900 • URL: www.carcraft.com

Established: 1953

ABC Member since: 1960

04-0165-0	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	20.00
	Canadian Subscription Price	32.00
	International Subscription Price	44.00