

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

Subject to Audit



For the six months ended December 31, 2011

Field Served: Automotive hobbyists and racers using Chevrolet products: ranges from do-it-yourself street machines to high-tech racers. Combines technical articles, car and truck features, event coverage, and news items.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0185-1

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	110,137	89.5			
Digital (Replica)	392	0.3			
Total Paid Subscriptions	110,529	89.8			
Verified					
Total Paid & Verified Subscriptions	110,529	89.8			
Single Copy Sales					
Print	12,554	10.2			
Digital (Replica)	4	0.0			
Total Single Copy Sales	12,558	10.2			
Total Paid & Verified Circulation	123,087	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)		\$13.87	
Average Subscription Price per Copy		\$1.16	

(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	110,381	359	110,740		110,740	13,262	4	13,266	123,643	363	124,006
Aug.	109,548	363	109,911		109,911	10,937	2	10,939	120,485	365	120,850
Sept.	107,900	381	108,281		108,281	13,519	3	13,522	121,419	384	121,803
Oct.	106,461	398	106,859		106,859	12,580	8	12,588	119,041	406	119,447
Nov.	112,337	422	112,759		112,759	11,562	6	11,568	123,899	428	124,327
Dec.	114,195	428	114,623		114,623	13,464	1	13,465	127,659	429	128,088

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	116,844	77.4	112,095	81.9	108,639	83.4	107,321	85.6	110,093	88.7
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	116,844	77.4	112,095	81.9	108,639	83.4	107,321	85.6	110,093	88.7
Single Copy Sales	34,027	22.6	24,726	18.1	21,659	16.6	18,074	14.4	13,968	11.3
Total Paid & Verified Circulation	150,871	100.0	136,821	100.0	130,298	100.0	125,395	100.0	124,061	100.0
Year Over Year Percent of Change		-5.2		-9.3		-4.8		-3.8		-1.1
Avg. Annualized Subscription Price	\$13.08		\$13.45		\$14.13		\$14.01		\$13.87	

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*	93,009	392	93,401	75.9
Combination Subscriptions*	8,294		8,294	6.7
Sponsored Sales	8,834		8,834	7.2
TOTAL PAID SUBSCRIPTIONS	110,137	392	110,529	89.8
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	110,137	392	110,529	89.8
SINGLE COPY SALES				
Single Issue Sales	12,554	4	12,558	10.2
TOTAL SINGLE COPY SALES	12,554	4	12,558	10.2
TOTAL PAID & VERIFIED CIRCULATION	122,691	396	123,087	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 0.8% 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	1,965	1	1,966		1,966	241		241	2,206	1	2,207
Arizona	2,035	5	2,040		2,040	97		97	2,132	5	2,137
Arkansas	1,135	4	1,139		1,139	167		167	1,302	4	1,306
California	10,450	27	10,477		10,477	779	2	781	11,229	29	11,258
Colorado	1,818	6	1,824		1,824	369		369	2,187	6	2,193
Connecticut	1,150	2	1,152		1,152	179		179	1,329	2	1,331
Delaware	343		343		343	17		17	360		360
District of Columbia	51		51		51	16		16	67		67
Florida	4,761	9	4,770		4,770	1,006		1,006	5,767	9	5,776
Georgia	2,758	5	2,763		2,763	561		561	3,319	5	3,324
Idaho	595	1	596		596	55		55	650	1	651
Illinois	4,772	9	4,781		4,781	152		152	4,924	9	4,933
Indiana	2,842	2	2,844		2,844	73		73	2,915	2	2,917
Iowa	1,949	1	1,950		1,950	78		78	2,027	1	2,028
Kansas	1,763	1	1,764		1,764	169		169	1,932	1	1,933
Kentucky	2,156	3	2,159		2,159	105		105	2,261	3	2,264
Louisiana	1,518	1	1,519		1,519	234		234	1,752	1	1,753
Maine	524		524		524	56		56	580		580
Maryland	1,910	2	1,912		1,912	97		97	2,007	2	2,009
Massachusetts	1,392	1	1,393		1,393	198		198	1,590	1	1,591
Michigan	4,302	6	4,308		4,308	260		260	4,562	6	4,568
Minnesota	2,208		2,208		2,208	67		67	2,275		2,275
Mississippi	1,049	3	1,052		1,052	146		146	1,195	3	1,198
Missouri	2,871	2	2,873		2,873	303		303	3,174	2	3,176
Montana	566		566		566	118		118	684		684
Nebraska	991	1	992		992	86		86	1,077	1	1,078
Nevada	878	4	882		882	91		91	969	4	973
New Hampshire	420	2	422		422	62		62	482	2	484
New Jersey	2,073	3	2,076		2,076	402		402	2,475	3	2,478
New Mexico	755		755		755	81		81	836		836
New York	4,500	7	4,507		4,507	653		653	5,153	7	5,160
North Carolina	3,766	2	3,768		3,768	211		211	3,977	2	3,979
North Dakota	491		491		491	86		86	577		577
Ohio	4,918	5	4,923		4,923	169		169	5,087	5	5,092
Oklahoma	1,670	3	1,673		1,673	202		202	1,872	3	1,875
Oregon	1,642	1	1,643		1,643	172		172	1,814	1	1,815
Pennsylvania	4,909	10	4,919		4,919	383		383	5,292	10	5,302
Rhode Island	266		266		266	30		30	296		296
South Carolina	1,534	4	1,538		1,538	60		60	1,594	4	1,598
South Dakota	542		542		542	73		73	615		615
Tennessee	2,946	3	2,949		2,949	591		591	3,537	3	3,540
Texas	7,050	22	7,072		7,072	1,264		1,264	8,314	22	8,336
Utah	650	2	652		652	125		125	775	2	777
Vermont	180		180		180	11		11	191		191
Virginia	2,873	7	2,880		2,880	275		275	3,148	7	3,155
Washington	2,914	10	2,924		2,924	446		446	3,360	10	3,370
West Virginia	960		960		960	47		47	1,007		1,007
Wisconsin	2,843	1	2,844		2,844	79		79	2,922	1	2,923
Wyoming	381	1	382		382	41		41	422	1	423
TOTAL 48 CONTERMINOUS STATES	107,035	179	107,214		107,214	11,183	2	11,185	118,218	181	118,399
Alaska	285	2	287		287	97		97	382	2	384
Hawaii	557	2	559		559	39		39	596	2	598
TOTAL ALASKA & HAWAII	842	4	846		846	136		136	978	4	982
U.S. Unclassified											
TOTAL UNITED STATES	107,877	183	108,060		108,060	11,319	2	11,321	119,196	185	119,381
Poss. & Other Areas	156	142	298		298		2	2	156	144	300
U.S. & POSS., etc.	108,033	325	108,358		108,358	11,319	4	11,323	119,352	329	119,681
Canada	1,805	34	1,839		1,839	1,178		1,178	2,983	34	3,017
International	468		468		468	726		726	1,194		1,194
Other Unclassified											
Military or Civilian Personnel Overseas	75		75		75	39		39	114		114
GRAND TOTAL	110,381	359	110,740		110,740	13,262	4	13,266	123,643	363	124,006

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).....	118	0.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	38,306	85.4
(b) Seven to eleven months (7 to 11 issues).....	378	0.8	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	169	0.4
(c) Twelve months (12 issues).....	30,660	68.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	6,371	14.2
(d) Thirteen to twenty-four months.....	8,000	17.8	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	5,690	12.7	Total Subscriptions Sold in Period.....	44,846	100.0
Total Subscriptions Sold in Period.....	44,846	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	43,526	97.1			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	1,320	2.9			
Total Subscriptions Sold in Period.....	44,846	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: 3,300 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 7,848 or 7.1% 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 8,294 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 Chevy	18	12 issues	\$12.00	\$43.94
Super Chevy	7,055	12 issues	\$15.00	\$43.94
Super Chevy	348	12 issues	\$18.00	\$43.94
Super Chevy	689	12 issues	\$20.00	\$43.94
Super Chevy	138	12 issues	\$24.94	\$43.94
Super Chevy	46	12 issues	\$24.95	\$43.94

(f) Sponsored Subscription Sales: The average of 8,834 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.

(g) Use of Premiums: A baseball cap and a tire gauge, 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	125,394	125,394		
12-31-09	None Claimed	130,298	130,298		
12-31-08	None Claimed	136,821	136,821		
12-31-07	None Claimed	151,744	150,872	872	0.6
12-31-06	None Claimed	159,150	159,154	6	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

CHEVY HIGH PERFORMANCE, published by Source Interlink Media • 831 S. Douglas Street • El Segundo, CA 90245

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VP, Consumer Marketing

DOUG EVANS
EVP, Group Publisher

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04-0185-1	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