

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

Subject to Audit

For the six months ended December 31, 2011

Field Served: HOT ROD is an automotive magazine with articles designed for readers involved with street rods, street machines and drag racing. Engine buildups, road tests on performance cars, the latest street super bikes, a basic series on the automobile and photo stories on project cars are regular features.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0470-0

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	604,144	92.3			
Digital (Replica)	1,678	0.3			
Total Paid Subscriptions	605,822	92.6			
Verified					
Total Paid & Verified Subscriptions	605,822	92.6			
Single Copy Sales					
Print	48,669	7.4			
Digital (Replica)	30	0.0			
Total Single Copy Sales	48,699	7.4			
Total Paid & Verified Circulation	654,521	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)		\$9.85	
Average Subscription Price per Copy		\$0.82	

(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	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales		
July	606,340	1,297	607,637	607,637	52,878	14	52,892	659,218	1,311	660,529
Aug.	602,946	1,355	604,301	604,301	53,835	7	53,842	656,781	1,362	658,143
Sept.	604,267	1,456	605,723	605,723	49,489	27	49,516	653,756	1,483	655,239
Oct.	602,281	1,811	604,092	604,092	42,845	33	42,878	645,126	1,844	646,970
Nov.	602,959	1,982	604,941	604,941	47,670	54	47,724	650,629	2,036	652,665
Dec.	606,068	2,164	608,232	608,232	45,299	43	45,342	651,367	2,207	653,574

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	602,186	87.6	609,967	90.5	600,013	90.9	596,867	91.2	603,488	92.4
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	602,186	87.6	609,967	90.5	600,013	90.9	596,867	91.2	603,488	92.4
Single Copy Sales	85,271	12.4	64,142	9.5	60,013	9.1	57,259	8.8	49,562	7.6
Total Paid & Verified Circulation	687,457	100.0	674,109	100.0	660,026	100.0	654,126	100.0	653,050	100.0
Year Over Year Percent of Change		-2.6		-1.9		-2.1		-0.9		-0.2
Avg. Annualized Subscription Price	\$9.14		\$8.94		\$9.95		\$9.78		\$9.85	

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*	595,223	1,678	596,901	91.2
Combination Subscriptions*	6,590		6,590	1.0
Award Point*	3		3	0.0
Sponsored Sales	2,328		2,328	0.4
TOTAL PAID SUBSCRIPTIONS	604,144	1,678	605,822	92.6
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	604,144	1,678	605,822	92.6
SINGLE COPY SALES				
Single Issue Sales	48,669	30	48,699	7.4
TOTAL SINGLE COPY SALES	48,669	30	48,699	7.4
TOTAL PAID & VERIFIED CIRCULATION	652,813	1,708	654,521	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 0.9% 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	9,175	10	9,185		9,185	605		605	9,780	10	9,790
Arizona	12,052	17	12,069		12,069	736		736	12,788	17	12,805
Arkansas	5,878	3	5,881		5,881	384		384	6,262	3	6,265
California	58,243	107	58,350		58,350	3,226		3,226	61,469	107	61,576
Colorado	11,285	33	11,318		11,318	1,442		1,442	12,727	33	12,760
Connecticut	6,398	7	6,405		6,405	403		403	6,801	7	6,808
Delaware	1,806	2	1,808		1,808	95		95	1,901	2	1,903
District of Columbia	218		218		218	93		93	311		311
Florida	25,858	44	25,902		25,902	4,093		4,093	29,951	44	29,995
Georgia	13,742	19	13,761		13,761	2,099	1	2,100	15,841	20	15,861
Idaho	4,051	2	4,053		4,053	282		282	4,333	2	4,335
Illinois	26,223	28	26,251		26,251	1,080	1	1,081	27,303	29	27,332
Indiana	18,184	15	18,199		18,199	451		451	18,635	15	18,650
Iowa	11,542	8	11,550		11,550	472		472	12,014	8	12,022
Kansas	9,703	9	9,712		9,712	677		677	10,380	9	10,389
Kentucky	10,809	6	10,815		10,815	483		483	11,292	6	11,298
Louisiana	6,587	9	6,596		6,596	538	1	539	7,125	10	7,135
Maine	3,070	3	3,073		3,073	194		194	3,264	3	3,267
Maryland	8,958	10	8,968		8,968	350		350	9,308	10	9,318
Massachusetts	9,044	10	9,054		9,054	667		667	9,711	10	9,721
Michigan	26,784	22	26,806		26,806	1,283		1,283	28,067	22	28,089
Minnesota	14,851	7	14,858		14,858	1,182		1,182	16,033	7	16,040
Mississippi	4,591	5	4,596		4,596	317		317	4,908	5	4,913
Missouri	17,199	10	17,209		17,209	1,282		1,282	18,481	10	18,491
Montana	3,572	3	3,575		3,575	446		446	4,018	3	4,021
Nebraska	6,341	6	6,347		6,347	490		490	6,831	6	6,837
Nevada	4,812	13	4,825		4,825	479		479	5,291	13	5,304
New Hampshire	2,737	3	2,740		2,740	228		228	2,965	3	2,968
New Jersey	10,381	14	10,395		10,395	839		839	11,220	14	11,234
New Mexico	4,010	1	4,011		4,011	447		447	4,457	1	4,458
New York	24,248	34	24,282		24,282	1,616		1,616	25,864	34	25,898
North Carolina	18,099	25	18,124		18,124	1,543		1,543	19,642	25	19,667
North Dakota	2,668	5	2,673		2,673	200		200	2,868	5	2,873
Ohio	30,881	21	30,902		30,902	873		873	31,754	21	31,775
Oklahoma	9,363	12	9,375		9,375	769		769	10,132	12	10,144
Oregon	10,322	11	10,333		10,333	716		716	11,038	11	11,049
Pennsylvania	27,324	23	27,347		27,347	1,554		1,554	28,878	23	28,901
Rhode Island	1,655		1,655		1,655	114		114	1,769		1,769
South Carolina	7,785	6	7,791		7,791	358		358	8,143	6	8,149
South Dakota	3,178		3,178		3,178	268		268	3,446		3,446
Tennessee	14,770	6	14,776		14,776	1,484		1,484	16,254	6	16,260
Texas	34,220	75	34,295		34,295	3,429		3,429	37,649	75	37,724
Utah	4,160	10	4,170		4,170	458		458	4,618	10	4,628
Vermont	1,256	4	1,260		1,260	94		94	1,350	4	1,354
Virginia	13,369	21	13,390		13,390	1,949		1,949	15,318	21	15,339
Washington	17,308	25	17,333		17,333	1,596		1,596	18,904	25	18,929
West Virginia	4,604	2	4,606		4,606	256		256	4,860	2	4,862
Wisconsin	16,294	6	16,300		16,300	606		606	16,900	6	16,906
Wyoming	2,004	2	2,006		2,006	184		184	2,188	2	2,190
TOTAL 48 CONTERMINOUS STATES	591,612	714	592,326		592,326	43,430	3	43,433	635,042	717	635,759
Alaska	1,365	5	1,370		1,370	226		226	1,591	5	1,596
Hawaii	2,124	4	2,128		2,128	121		121	2,245	4	2,249
TOTAL ALASKA & HAWAII	3,489	9	3,498		3,498	347		347	3,836	9	3,845
U.S. Unclassified											
TOTAL UNITED STATES	595,101	723	595,824		595,824	43,777	3	43,780	638,878	726	639,604
Poss. & Other Areas	659	450	1,109		1,109	3	11	14	662	461	1,123
U.S. & POSS., etc.	595,760	1,173	596,933		596,933	43,780	14	43,794	639,540	1,187	640,727
Canada	8,464	124	8,588		8,588	6,062		6,062	14,526	124	14,650
International	1,791		1,791		1,791	2,888		2,888	4,679		4,679
Other Unclassified						21		21	21		21
Military or Civilian Personnel Overseas	325		325		325	127		127	452		452
GRAND TOTAL	606,340	1,297	607,637		607,637	52,878	14	52,892	659,218	1,311	660,529

ANALYSIS BY ABCD COUNTY SIZE for the July 2011 issue

County Size	% of Households	Total Paid & Verified		Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
		Circulation Print	Circulation Digital (Replica)			
A	40	185,428	212	185,640	29.2	73
B	30	198,166	222	198,388	31.2	104
C	15	116,397	129	116,526	18.3	122
D	15	135,051	154	135,205	21.3	142

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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)	149	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	136,947	89.4
(b) Seven to eleven months (7 to 11 issues)	1,094	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	571	0.4
(c) Twelve months (12 issues)	68,522	44.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	15,620	10.2
(d) Thirteen to twenty-four months	35,660	23.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	47,713	31.2	Total Subscriptions Sold in Period	153,138	100.0
Total Subscriptions Sold in Period	153,138	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	124,168	81.1			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	28,970	18.9			
Total Subscriptions Sold in Period	153,138	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: 9,395 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,386 or 0.4% 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 6,590 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
Popular Hot Rodding	545	12 issues	\$13.95	\$39.94
Popular Hot Rodding	238	12 issues	\$14.97	\$39.94
Popular Hot Rodding	2,690	12 issues	\$15.00	\$39.94
Popular Hot Rodding	2,639	12 issues	\$20.00	\$39.94
Popular Hot Rodding	49	12 issues	\$21.00	\$39.94
Popular Hot Rodding	27	12 issues	\$21.94	\$39.94
Popular Hot Rodding	372	12 issues	\$25.00	\$39.94
Popular Hot Rodding	20	12 issues	\$26.00	\$39.94
Popular Hot Rodding	10	12 issues	\$21.95	\$39.94

(f) Award Point Subscription Sales: The average of 3 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 2,328 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 wristwatch, a wall clock and a mini-towel, 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	654,125	654,125		
12-31-09	None Claimed	660,026	660,026		
12-31-08	None Claimed	674,108	674,108		
12-31-07	None Claimed	687,615	687,455	160	0.0
12-31-06	None Claimed	706,596	705,855	741	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

HOT ROD 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.hotrod.com

Established: 1947

ABC Member since: 1949

04-0470-0	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