

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

Subject to Audit

**Field Served:** A monthly publication for high-performance Mustangs and Fords from 1979 - present. Features cutting-edge technical stories, in-depth race coverage, road tests of stock & modified cars and the finest late-model Mustangs and Fords in the world.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0885-0

**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	83,208	74.3			
Digital (Replica)	555	0.5			
Total Paid Subscriptions	83,763	74.8			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>83,763</b>	<b>74.8</b>			
Single Copy Sales					
Print	28,191	25.2			
Digital (Replica)	4	0.0			
Total Single Copy Sales	28,195	25.2			
<b>Total Paid &amp; Verified Circulation</b>	<b>111,958</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.94		
Average Subscription Price Annualized (12 issue frequency)		\$12.64	
Average Subscription Price per Copy		\$1.05	

(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	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)
July	84,497	509	85,006		85,006	28,062	2	28,064	112,559	511
Aug.	83,880	538	84,418		84,418	31,351	4	31,355	115,231	542
Sept.	83,507	547	84,054		84,054	29,224	5	29,229	112,731	552
Oct.	83,109	559	83,668		83,668	27,795	4	27,799	110,904	563
Nov.	82,581	587	83,168		83,168	26,554	6	26,560	109,135	593
Dec.	81,675	591	82,266		82,266	26,160	5	26,165	107,835	596

#### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

#### 5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	87,737	75.8	88,344	80.3	86,949	81.7	85,239	83.6	85,611	77.1
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>87,737</b>	<b>75.8</b>	<b>88,344</b>	<b>80.3</b>	<b>86,949</b>	<b>81.7</b>	<b>85,239</b>	<b>83.6</b>	<b>85,611</b>	<b>77.1</b>
Single Copy Sales	28,058	24.2	21,734	19.7	19,429	18.3	16,770	16.4	25,493	22.9
<b>Total Paid &amp; Verified Circulation</b>	<b>115,795</b>	<b>100.0</b>	<b>110,078</b>	<b>100.0</b>	<b>106,378</b>	<b>100.0</b>	<b>102,009</b>	<b>100.0</b>	<b>111,104</b>	<b>100.0</b>
Year Over Year Percent of Change		-4.3		-4.9		-3.4		-4.1		8.9
Avg. Annualized Subscription Price	\$11.88		\$12.98		\$13.21		\$12.40		\$12.64	

#### 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	76,635	555	77,190	68.9
Combination Subscriptions*	6,251		6,251	5.6
Sponsored Sales	322		322	0.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>83,208</b>	<b>555</b>	<b>83,763</b>	<b>74.8</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>83,208</b>	<b>555</b>	<b>83,763</b>	<b>74.8</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	12,702	4	12,706	11.4
Sponsored Sales	15,489		15,489	13.8
<b>TOTAL SINGLE COPY SALES</b>	<b>28,191</b>	<b>4</b>	<b>28,195</b>	<b>25.2</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>111,399</b>	<b>559</b>	<b>111,958</b>	<b>100.0</b>

\*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 August 2011 issue

Total paid & verified circulation of this issue was 3.4% 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 August 2011 issue.

State	PAID SUBSCRIPTIONS			VERIFIED SUB- SCRIPTIONS	SINGLE COPY SALES						
	Print	Digital (Replica)	Total Paid Subscrip- tions	Print	Total Paid & Verified Subscrip- tions	Print	Digital (Replica)	Total Single Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Alabama	1,172	1	1,173		1,173	462		462	1,634	1	1,635
Arizona	1,750	8	1,758		1,758	421		421	2,171	8	2,179
Arkansas	762	5	767		767	337		337	1,099	5	1,104
California	8,551	34	8,585		8,585	2,031		2,031	10,582	34	10,616
Colorado	1,686	11	1,697		1,697	725		725	2,411	11	2,422
Connecticut	857	1	858		858	266		266	1,123	1	1,124
Delaware	264		264		264	81		81	345		345
District of Columbia	34		34		34	57		57	91		91
Florida	3,327	9	3,336		3,336	1,611		1,611	4,938	9	4,947
Georgia	1,707	9	1,716		1,716	745		745	2,452	9	2,461
Idaho	507	2	509		509	215		215	722	2	724
Illinois	4,031	16	4,047		4,047	1,047		1,047	5,078	16	5,094
Indiana	2,469	4	2,473		2,473	707		707	3,176	4	3,180
Iowa	1,582	2	1,584		1,584	414		414	1,996	2	1,998
Kansas	1,276	3	1,279		1,279	481	1	482	1,757	4	1,761
Kentucky	1,386	2	1,388		1,388	428		428	1,814	2	1,816
Louisiana	903	4	907		907	381		381	1,284	4	1,288
Maine	402		402		402	148		148	550		550
Maryland	1,391	6	1,397		1,397	457		457	1,848	6	1,854
Massachusetts	1,165	2	1,167		1,167	321		321	1,486	2	1,488
Michigan	3,751	11	3,762		3,762	1,161		1,161	4,912	11	4,923
Minnesota	1,952	1	1,953		1,953	554		554	2,506	1	2,507
Mississippi	556	2	558		558	243		243	799	2	801
Missouri	2,283	4	2,287		2,287	824		824	3,107	4	3,111
Montana	477		477		477	224		224	701		701
Nebraska	810	1	811		811	336		336	1,146	1	1,147
Nevada	671	3	674		674	207		207	878	3	881
New Hampshire	321	2	323		323	124		124	445	2	447
New Jersey	1,485	3	1,488		1,488	535		535	2,020	3	2,023
New Mexico	543		543		543	154		154	697		697
New York	3,616	11	3,627		3,627	1,178		1,178	4,794	11	4,805
North Carolina	2,285	8	2,293		2,293	650		650	2,935	8	2,943
North Dakota	371	1	372		372	121		121	492	1	493
Ohio	4,454	4	4,458		4,458	1,092		1,092	5,546	4	5,550
Oklahoma	1,284	2	1,286		1,286	470		470	1,754	2	1,756
Oregon	1,392	4	1,396		1,396	463		463	1,855	4	1,859
Pennsylvania	3,526	7	3,533		3,533	1,495		1,495	5,021	7	5,028
Rhode Island	208		208		208	63		63	271		271
South Carolina	923	2	925		925	283		283	1,206	2	1,208
South Dakota	427		427		427	163		163	590		590
Tennessee	1,921	5	1,926		1,926	801		801	2,722	5	2,727
Texas	4,926	33	4,959		4,959	1,712		1,712	6,638	33	6,671
Utah	532	2	534		534	199		199	731	2	733
Vermont	153	2	155		155	62		62	215	2	217
Virginia	1,833	13	1,846		1,846	599		599	2,432	13	2,445
Washington	2,550	11	2,561		2,561	1,023		1,023	3,573	11	3,584
West Virginia	526		526		526	223		223	749		749
Wisconsin	2,393	5	2,398		2,398	706		706	3,099	5	3,104
Wyoming	255		255		255	127		127	382		382
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>81,646</b>	<b>256</b>	<b>81,902</b>		<b>81,902</b>	<b>27,127</b>	<b>1</b>	<b>27,128</b>	<b>108,773</b>	<b>257</b>	<b>109,030</b>
Alaska	200	2	202		202	151		151	351	2	353
Hawaii	374	4	378		378	143		143	517	4	521
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>574</b>	<b>6</b>	<b>580</b>		<b>580</b>	<b>294</b>		<b>294</b>	<b>868</b>	<b>6</b>	<b>874</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>82,220</b>	<b>262</b>	<b>82,482</b>		<b>82,482</b>	<b>27,421</b>	<b>1</b>	<b>27,422</b>	<b>109,641</b>	<b>263</b>	<b>109,904</b>
Poss. & Other Areas	83	219	302		302	9	3	12	92	222	314
<b>U.S. &amp; POSS., etc.</b>	<b>82,303</b>	<b>481</b>	<b>82,784</b>		<b>82,784</b>	<b>27,430</b>	<b>4</b>	<b>27,434</b>	<b>109,733</b>	<b>485</b>	<b>110,218</b>
Canada	1,043	57	1,100		1,100	2,250		2,250	3,293	57	3,350
International	490		490		490	1,585		1,585	2,075		2,075
Other Unclassified											
Military or Civilian Personnel Overseas	44		44		44	86		86	130		130
<b>GRAND TOTAL</b>	<b>83,880</b>	<b>538</b>	<b>84,418</b>		<b>84,418</b>	<b>31,351</b>	<b>4</b>	<b>31,355</b>	<b>115,231</b>	<b>542</b>	<b>115,773</b>

## ANALYSIS BY ABCD COUNTY SIZE for the August 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).....	31	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	23,224	80.5
(b) Seven to eleven months (7 to 11 issues).....	289	1.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	81	0.3
(c) Twelve months (12 issues).....	15,288	53.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	5,539	19.2
(d) Thirteen to twenty-four months.....	10,135	35.1	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	3,101	10.8	Total Subscriptions Sold in Period.....	28,844	100.0
Total Subscriptions Sold in Period.....	28,844	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	23,086	80.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	5,758	20.0			
Total Subscriptions Sold in Period.....	28,844	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$39.88. Canada, 1 yr. \$31.94. International, 1 yr. \$43.94.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,627 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - 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 available to be read on numerous tablets, smart phones and e-reader devices.

(e) Combination Subscriptions: The average of 6,251 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
Hot Rod	5,949	12 issues	\$25.00	\$39.94
Hot Rod	242	12 issues	\$14.97	\$39.94
Hot Rod	15	12 issues	\$21.00	\$39.94
Hot Rod	12	12 issues	\$21.94	\$39.94
Hot Rod	12	12 issues	\$26.00	\$39.94
Hot Rod	11	12 issues	\$21.95	\$39.94
Hot Rod	7	12 issues	\$13.95	\$39.94
Hot Rod	2	12 issues	\$15.00	\$39.94
Hot Rod	1	12 issues	\$20.00	\$39.94

(f) Sponsored Subscription Sales: The average of 322 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) Sponsored Single Copy Sales: The average of 15,489 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.

(h) Use of Premiums: A t-shirt, a wrist watch, a cap and a keychain bottle opener, with no advertised or stated values, were offered during the period with paid subscriptions.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2011; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-11	None Claimed	105,236	105,236		
06-30-10	None Claimed	104,349	104,349		
06-30-09	None Claimed	107,598	107,598		
06-30-08	None Claimed	113,890	113,890		
06-30-07	None Claimed	117,799	117,365	434	0.4

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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

POPULAR HOT RODDING, 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.popularhotrodding.com

Established: 1963

ABC Member since: 1965

04-0885-0	Analyzed Issue Date	08/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	31.94
	International Subscription Price	43.94