

**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	117,583	81.2			
Digital (Replica)	19	0.0			
Total Paid Subscriptions	117,602	81.2			
Verified					
Total Paid & Verified Subscriptions	117,602	81.2			
Single Copy Sales					
Print	27,209	18.8			
Digital (Replica)	1	0.0			
Total Single Copy Sales	27,210	18.8			
Total Paid & Verified Circulation	144,812	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$29.95		
Average Subscription Price Annualized (12 issue frequency)		\$19.42	
Average Subscription Price per Copy		\$1.62	

(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)			
July	116,202		116,202		116,202	25,098		141,300		141,300
Aug.	116,000		116,000		116,000	25,188		141,800		141,188
Sept.	115,250	2	115,252		115,252	33,643	1	148,893	3	148,896
Oct.	118,633	16	118,649		118,649	25,710		144,343	16	144,359
Nov.	119,793	38	119,831		119,831	25,698	1	145,491	39	145,530
Dec.	119,618	56	119,674		119,674	27,915	1	147,533	57	147,590

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	109,463	76.3	108,864	76.2	109,183	73.6	113,535	77.9	118,672	80.3
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	109,463	76.3	108,864	76.2	109,183	73.6	113,535	77.9	118,672	80.3
Single Copy Sales	33,926	23.7	34,035	23.8	39,200	26.4	32,119	22.1	29,056	19.7
Total Paid & Verified Circulation	143,389	100.0	142,899	100.0	148,383	100.0	145,654	100.0	147,728	100.0
Year Over Year Percent of Change		0.3		-0.3		3.8		-1.8		1.4
Avg. Annualized Subscription Price	\$20.42		\$20.87		\$20.28		\$19.04		\$19.42	

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*	108,820	19	108,839	75.2
Combination Subscriptions*	8,754		8,754	6.0
Sponsored Sales	9		9	0.0
TOTAL PAID SUBSCRIPTIONS	117,583	19	117,602	81.2
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	117,583	19	117,602	81.2
SINGLE COPY SALES				
Single Issue Sales	27,209	1	27,210	18.8
TOTAL SINGLE COPY SALES	27,209	1	27,210	18.8
TOTAL PAID & VERIFIED CIRCULATION	144,792	20	144,812	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 August 2011 issue

Total paid & verified circulation of this issue was 2.5% less 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 February 2011 issue and these percentages are projected against the total for the August 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	1,284		1,284		1,284	302		302	1,586		1,586
Arizona	2,981		2,981		2,981	254		254	3,235		3,235
Arkansas	959		959		959	211		211	1,170		1,170
California	15,573		15,573		15,573	2,119		2,119	17,692		17,692
Colorado	2,565		2,565		2,565	648		648	3,213		3,213
Connecticut	1,265		1,265		1,265	212		212	1,477		1,477
Delaware	351		351		351	39		39	390		390
District of Columbia	15		15		15	77		77	92		92
Florida	4,022		4,022		4,022	1,417		1,417	5,439		5,439
Georgia	1,932		1,932		1,932	545		545	2,477		2,477
Idaho	1,062		1,062		1,062	185		185	1,247		1,247
Illinois	4,323		4,323		4,323	515		515	4,838		4,838
Indiana	3,287		3,287		3,287	226		226	3,513		3,513
Iowa	2,050		2,050		2,050	191		191	2,241		2,241
Kansas	1,954		1,954		1,954	430		430	2,384		2,384
Kentucky	1,769		1,769		1,769	143		143	1,912		1,912
Louisiana	886		886		886	225		225	1,111		1,111
Maine	686		686		686	136		136	822		822
Maryland	1,580		1,580		1,580	171		171	1,751		1,751
Massachusetts	1,797		1,797		1,797	410		410	2,207		2,207
Michigan	4,476		4,476		4,476	459		459	4,935		4,935
Minnesota	3,149		3,149		3,149	221		221	3,370		3,370
Mississippi	588		588		588	162		162	750		750
Missouri	2,953		2,953		2,953	478		478	3,431		3,431
Montana	738		738		738	235		235	973		973
Nebraska	1,265		1,265		1,265	212		212	1,477		1,477
Nevada	1,146		1,146		1,146	283		283	1,429		1,429
New Hampshire	616		616		616	172		172	788		788
New Jersey	1,699		1,699		1,699	424		424	2,123		2,123
New Mexico	858		858		858	172		172	1,030		1,030
New York	4,211		4,211		4,211	930		930	5,141		5,141
North Carolina	2,619		2,619		2,619	228		228	2,847		2,847
North Dakota	478		478		478	69		69	547		547
Ohio	5,319		5,319		5,319	386		386	5,705		5,705
Oklahoma	1,780		1,780		1,780	440		440	2,220		2,220
Oregon	2,747		2,747		2,747	515		515	3,262		3,262
Pennsylvania	4,512		4,512		4,512	661		661	5,173		5,173
Rhode Island	343		343		343	59		59	402		402
South Carolina	1,093		1,093		1,093	91		91	1,184		1,184
South Dakota	591		591		591	114		114	705		705
Tennessee	2,430		2,430		2,430	544		544	2,974		2,974
Texas	6,046		6,046		6,046	1,534		1,534	7,580		7,580
Utah	975		975		975	219		219	1,194		1,194
Vermont	249		249		249	45		45	294		294
Virginia	2,170		2,170		2,170	374		374	2,544		2,544
Washington	4,630		4,630		4,630	1,192		1,192	5,822		5,822
West Virginia	686		686		686	88		88	774		774
Wisconsin	2,844		2,844		2,844	219		219	3,063		3,063
Wyoming	381		381		381	115		115	496		496
TOTAL 48 CONTERMINOUS STATES	111,933		111,933		111,933	19,097		19,097	131,030		131,030
Alaska	202		202		202	66		66	268		268
Hawaii	445		445		445	83		83	528		528
TOTAL ALASKA & HAWAII	647		647		647	149		149	796		796
U.S. Unclassified											
TOTAL UNITED STATES	112,580		112,580		112,580	19,246		19,246	131,826		131,826
Poss. & Other Areas	74		74		74	7		7	81		81
U.S. & POSS., etc.	112,654		112,654		112,654	19,253		19,253	131,907		131,907
Canada	2,066		2,066		2,066	3,316		3,316	5,382		5,382
International	1,239		1,239		1,239	2,593		2,593	3,832		3,832
Other Unclassified											
Military or Civilian Personnel Overseas	41		41		41	26		26	67		67
GRAND TOTAL	116,000		116,000		116,000	25,188		25,188	141,188		141,188

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).....	65	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	37,136	94.5		
(b) Seven to eleven months (7 to 11 issues).....	742	1.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	176	0.4		
(c) Twelve months (12 issues).....	23,044	58.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,012	5.1		
(d) Thirteen to twenty-four months.....	8,013	20.4	(d) Subscriptions as part of membership in an organization.....	None			
(e) Twenty-five months and more.....	7,460	19.0	Total Subscriptions Sold in Period.....	39,324	100.0		
Total Subscriptions Sold in Period.....	39,324	100.0					
B. USE OF PREMIUMS							
(a) Ordered without premium.....	37,217	94.6					
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums, See Par. 9.....	2,107	5.4					
Total Subscriptions Sold in Period.....	39,324	100.0					

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$59.90. Canada, 1 yr. \$41.95. International, 1 yr. \$53.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,556 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,905 or 2.7% 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 8,754 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
Rod and Custom	7,095	12 issues	\$14.97	\$52.92
Rod and Custom	40	12 issues	\$17.97	\$52.92
Rod and Custom	1,619	12 issues	\$19.97	\$52.92

(f) Sponsored Subscription Sales: The average of 9 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 chamois cloth, 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	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	148,337	148,032	305	0.2
06-30-10	None Claimed	146,354	146,354		
06-30-09	None Claimed	146,118	146,118		
06-30-08	None Claimed	144,426	144,202	224	0.2
06-30-07	None Claimed	142,689	141,874	815	0.6

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: 1972

ABC Member since: 1990

04-1174-0	Analyzed Issue Date	08/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.99
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	41.95
	International Subscription Price	53.95