

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

Subject to Audit

For the six months ended December 31, 2011

Field Served: Covering the entire world of Jeep - from technical how-to articles and back country adventures to the latest upgrades and performance modifications for your Jeep.

JP MAGAZINE readers are committed to the repair, rebuilding and modification of their Jeeps.

Published by Source Interlink Media

Frequency: 10 times/year

ABC Member # 04-0533-0

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	50,120	65.8			
Digital (Replica)	1,159	1.5			
Total Paid Subscriptions	51,279	67.3			
Verified					
Total Paid & Verified Subscriptions	51,279	67.3			
Single Copy Sales					
Print	24,843	32.7			
Digital (Replica)	17	0.0			
Total Single Copy Sales	24,860	32.7			
Total Paid & Verified Circulation	76,139	100.0	None Claimed		

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$7.19		
Subscription	\$18.00		
Average Subscription Price Annualized (10 issue frequency)		\$16.18	
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	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Digital (Replica)	Print	Total Single Copy Sales	Digital (Replica)		
July	51,463	1,043	52,506	52,506	24,417	16	24,433	75,880	1,059	76,939	
Aug.	50,045	1,121	51,166	51,166	29,614	21	29,635	79,659	1,142	80,801	
Sept.	50,018	1,175	51,193	51,193	22,941	17	22,958	72,959	1,192	74,151	
Oct.	49,543	1,221	50,764	50,764	23,014	18	23,032	72,557	1,239	73,796	
Nov.	49,530	1,236	50,766	50,766	24,227	13	24,240	73,757	1,249	75,006	

For six months ended December 31, 2011

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	61,330	64.8	59,663	66.2	54,602	66.6	51,315	66.0	52,048	66.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	61,330	64.8	59,663	66.2	54,602	66.6	51,315	66.0	52,048	66.9
Single Copy Sales	33,328	35.2	30,491	33.8	27,395	33.4	26,404	34.0	25,757	33.1
Total Paid & Verified Circulation	94,658	100.0	90,154	100.0	81,997	100.0	77,719	100.0	77,805	100.0
Year Over Year Percent of Change		4.5		-4.8		-9.0		-5.2		0.1
Avg. Annualized Subscription Price	\$12.99		\$13.67		\$15.52		\$15.44		\$16.18	

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*	48,134	1,159	49,293	64.7
Combination Subscriptions*	1,959		1,959	2.6
Sponsored Sales	27		27	0.0
TOTAL PAID SUBSCRIPTIONS	50,120	1,159	51,279	67.3
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	50,120	1,159	51,279	67.3
SINGLE COPY SALES				
Single Issue Sales	24,843	17	24,860	32.7
TOTAL SINGLE COPY SALES	24,843	17	24,860	32.7
TOTAL PAID & VERIFIED CIRCULATION	74,963	1,176	76,139	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 October 2011 issue

Total paid & verified circulation of this issue was 3.1% 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 March 2011 issue and these percentages are projected against the total for the October 2011 issue.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES					
	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)	Total Paid & Verified Circulation
Alabama	552	9	561		561	463		463	1,015	9	1,024
Arizona	1,656	31	1,687		1,687	350		350	2,006	31	2,037
Arkansas	464	7	471		471	255		255	719	7	726
California	6,228	112	6,340		6,340	1,505		1,505	7,733	112	7,845
Colorado	1,931	31	1,962		1,962	1,251		1,251	3,182	31	3,213
Connecticut	570	5	575		575	112		112	682	5	687
Delaware	145	2	147		147	36		36	181	2	183
District of Columbia	11	1	12		12	211		211	222	1	223
Florida	1,722	48	1,770		1,770	1,519		1,519	3,241	48	3,289
Georgia	862	25	887		887	828		828	1,690	25	1,715
Idaho	402	8	410		410	182		182	584	8	592
Illinois	1,630	27	1,657		1,657	288	1	289	1,918	28	1,946
Indiana	1,370	12	1,382		1,382	170		170	1,540	12	1,552
Iowa	527	3	530		530	121		121	648	3	651
Kansas	592	8	600		600	261	1	262	853	9	862
Kentucky	632	6	638		638	180		180	812	6	818
Louisiana	443	9	452		452	322		322	765	9	774
Maine	370	4	374		374	169		169	539	4	543
Maryland	763	11	774		774	200		200	963	11	974
Massachusetts	762	15	777		777	168		168	930	15	945
Michigan	2,287	23	2,310		2,310	517		517	2,804	23	2,827
Minnesota	568	3	571		571	89		89	657	3	660
Mississippi	271	3	274		274	155		155	426	3	429
Missouri	1,002	11	1,013		1,013	530		530	1,532	11	1,543
Montana	305	1	306		306	182		182	487	1	488
Nebraska	366	3	369		369	214	1	215	580	4	584
Nevada	664	20	684		684	249		249	913	20	933
New Hampshire	318	5	323		323	134		134	452	5	457
New Jersey	917	26	943		943	184		184	1,101	26	1,127
New Mexico	520	9	529		529	232		232	752	9	761
New York	1,610	29	1,639		1,639	382		382	1,992	29	2,021
North Carolina	1,100	26	1,126		1,126	306		306	1,406	26	1,432
North Dakota	128	2	130		130	56		56	184	2	186
Ohio	1,776	18	1,794		1,794	257		257	2,033	18	2,051
Oklahoma	568	13	581		581	394		394	962	13	975
Oregon	1,018	8	1,026		1,026	524		524	1,542	8	1,550
Pennsylvania	2,688	24	2,712		2,712	598		598	3,286	24	3,310
Rhode Island	111	0	111		111	35		35	146		146
South Carolina	486	6	492		492	141		141	627	6	633
South Dakota	145	2	147		147	94		94	239	2	241
Tennessee	1,024	17	1,041		1,041	859		859	1,883	17	1,900
Texas	2,348	95	2,443		2,443	1,701		1,701	4,049	95	4,144
Utah	589	11	600		600	356		356	945	11	956
Vermont	221	2	223		223	38		38	259	2	261
Virginia	1,346	33	1,379		1,379	490		490	1,836	33	1,869
Washington	1,802	16	1,818		1,818	1,396		1,396	3,198	16	3,214
West Virginia	452	4	456		456	90		90	542	4	546
Wisconsin	829	7	836		836	128		128	957	7	964
Wyoming	269	2	271		271	188		188	457	2	459
TOTAL 48 CONTERMINOUS STATES	47,360	793	48,153		48,153	19,110	3	19,113	66,470	796	67,266
Alaska	166	3	169		169	169		169	335	3	338
Hawaii	164	5	169		169	46		46	210	5	215
TOTAL ALASKA & HAWAII	330	8	338		338	215		215	545	8	553
U.S. Unclassified											
TOTAL UNITED STATES	47,690	801	48,491		48,491	19,325	3	19,328	67,015	804	67,819
Poss. & Other Areas	101	336	437		437		14	14	101	350	451
U.S. & POSS., etc.	47,791	1,137	48,928		48,928	19,325	17	19,342	67,116	1,154	68,270
Canada	1,100	84	1,184		1,184	2,593	1	2,594	3,693	85	3,778
International	546		546		546	994		994	1,540		1,540
Other Unclassified											
Military or Civilian Personnel Overseas	106		106		106	102		102	208		208
GRAND TOTAL	49,543	1,221	50,764		50,764	23,014	18	23,032	72,557	1,239	73,796

ANALYSIS BY ABCD COUNTY SIZE for the October 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 5 issues)	118	0.7	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	16,234	96.9
(b) Seven to eleven months (6 to 9 issues)	291	1.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	65	0.4
(c) Twelve months (10 issues)	8,168	48.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	444	2.7
(d) Thirteen to twenty-four months.....	5,859	35.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,307	13.8	Total Subscriptions Sold in Period	16,743	100.0
Total Subscriptions Sold in Period	16,743	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	16,743	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	16,743	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$36.00. Canada, 1 yr. \$28.00. International, 1 yr. \$38.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,530 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,795 or 5.5% 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 available to be read on numerous tablets, smart phones and e-reader devices.

(e) Combination Subscriptions: The average of 1,959 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
Off Road	28	12 issues	\$11.97	\$37.97
Off Road	2	12 issues	\$19.94	\$37.97
Off Road	507	12 issues	\$20.00	\$37.97
Off Road	207	12 issues	\$21.00	\$37.97
Off Road	1,215	12 issues	\$30.00	\$37.97

(f) Sponsored Subscription Sales: The average of 27 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.

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	77,719	77,719		
12-31-09	None Claimed	81,999	81,999		
12-31-08	None Claimed	90,154	90,154		
12-31-07	None Claimed	95,064	94,659	405	0.4
12-31-06	None Claimed	90,835	90,594	241	0.3

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

Date Signed: January 23, 2012

Established: 1995

ABC Member since: 2004

04-0533-0	Analyzed Issue Date	10/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	7.19
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	28.00
	International Subscription Price	38.00