

For the six months ended December 31, 2011

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

Subject to Audit

Field Served: Recreational vehicles and their use; choosing and using vehicles both on and off-road; how to modify. For the do-it-yourself enthusiast with emphasis on how-to's, tests, events, and new products.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-0852-5

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	249,501	89.0			
Digital (Replica)	1,284	0.5			
Total Paid Subscriptions	250,785	89.5			
Verified					
Total Paid & Verified Subscriptions	250,785	89.5			
Single Copy Sales					
Print	29,305	10.5			
Digital (Replica)	5	0.0			
Total Single Copy Sales	29,310	10.5			
Total Paid & Verified Circulation	280,095	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$18.00		
Average Subscription Price Annualized (12 issue frequency)		\$11.45	
Average Subscription Price per Copy		\$0.95	

(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 Digital (Replica)	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		
July	254,688	1,165	255,853		255,853	32,300	4	32,304	286,988	1,169	288,157
Aug.	249,693	1,204	250,897		250,897	28,836	5	28,841	278,529	1,209	279,738
Sept.	250,579	1,259	251,838		251,838	27,276	5	27,281	277,855	1,264	279,119
Oct.	245,307	1,314	246,621		246,621	31,088	6	31,094	276,395	1,320	277,715
Nov.	246,319	1,376	247,695		247,695	28,220	6	28,226	274,539	1,382	275,921
Dec.	250,417	1,385	251,802		251,802	28,110	2	28,112	278,527	1,387	279,914

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	317,296	82.3	273,877	82.5	265,955	85.8	255,007	87.2	251,215	88.9
Verified	2,495	0.6	10,016	3.0	4,186	1.3	N/A		N/A	
Total Paid & Verified Subscriptions	319,791	82.9	283,893	85.5	270,141	87.1	255,007	87.2	251,215	88.9
Single Copy Sales	65,909	17.1	48,221	14.5	39,985	12.9	37,294	12.8	31,351	11.1
Total Paid & Verified Circulation	385,700	100.0	332,114	100.0	310,126	100.0	292,301	100.0	282,566	100.0
Year Over Year Percent of Change		-7.3		-13.9		-6.6		-5.7		-3.3
Avg. Annualized Subscription Price	\$11.07		\$10.95		\$11.36		\$11.54		\$11.45	

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*	215,639	1,284	216,923	77.4
Combination Subscriptions*	12,348		12,348	4.4
Award Point*	56		56	0.0
Partnership:				
Deductible*	9		9	0.0
Sponsored Sales	21,449		21,449	7.7
TOTAL PAID SUBSCRIPTIONS	249,501	1,284	250,785	89.5
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	249,501	1,284	250,785	89.5
SINGLE COPY SALES				
Single Issue Sales	29,305	5	29,310	10.5
TOTAL SINGLE COPY SALES	29,305	5	29,310	10.5
TOTAL PAID & VERIFIED CIRCULATION	278,806	1,289	280,095	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 2.9% 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 February 2011 issue and these percentages are projected against the total for the July 2011 issue.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation
Alabama	4,559	10	4,569			4,569	542		542	5,101	10	5,111
Arizona	6,651	31	6,682			6,682	542		542	7,193	31	7,224
Arkansas	3,413	5	3,418			3,418	356		356	3,769	5	3,774
California	24,791	100	24,891			24,891	2,147		2,147	26,938	100	27,038
Colorado	7,123	31	7,154			7,154	1,045		1,045	8,168	31	8,199
Connecticut	2,287	10	2,297			2,297	171		171	2,458	10	2,468
Delaware	592	1	593			593	41		41	633	1	634
District of Columbia	125		125			125	58		58	183		183
Florida	9,609	52	9,661			9,661	2,259		2,259	11,868	52	11,920
Georgia	5,392	20	5,412			5,412	1,125		1,125	6,517	20	6,537
Idaho	2,327	4	2,331			2,331	269		269	2,596	4	2,600
Illinois	8,375	11	8,386			8,386	550		550	8,925	11	8,936
Indiana	7,246	5	7,251			7,251	301		301	7,547	5	7,552
Iowa	3,902	7	3,909			3,909	190		190	4,092	7	4,099
Kansas	4,017	8	4,025			4,025	375		375	4,392	8	4,400
Kentucky	4,484	5	4,489			4,489	282		282	4,766	5	4,771
Louisiana	3,565	13	3,578			3,578	478	1	479	4,043	14	4,057
Maine	1,993	6	1,999			1,999	209		209	2,202	6	2,208
Maryland	2,941	9	2,950			2,950	198		198	3,139	9	3,148
Massachusetts	3,274	9	3,283			3,283	423		423	3,697	9	3,706
Michigan	10,733	17	10,750			10,750	661		661	11,394	17	11,411
Minnesota	4,970	6	4,976			4,976	372		372	5,342	6	5,348
Mississippi	2,120	2	2,122			2,122	302		302	2,422	2	2,424
Missouri	7,108	10	7,118			7,118	688		688	7,796	10	7,806
Montana	1,835	6	1,841			1,841	383		383	2,218	6	2,224
Nebraska	2,294	7	2,301			2,301	322		322	2,616	7	2,623
Nevada	2,604	15	2,619			2,619	366		366	2,970	15	2,985
New Hampshire	1,533	4	1,537			1,537	201		201	1,734	4	1,738
New Jersey	3,730	19	3,749			3,749	271		271	4,001	19	4,020
New Mexico	2,599	11	2,610			2,610	313		313	2,912	11	2,923
New York	8,052	23	8,075			8,075	610		610	8,662	23	8,685
North Carolina	7,186	21	7,207			7,207	601		601	7,787	21	7,808
North Dakota	1,285	2	1,287			1,287	147		147	1,432	2	1,434
Ohio	9,801	20	9,821			9,821	553		553	10,354	20	10,374
Oklahoma	3,923	9	3,932			3,932	528		528	4,451	9	4,460
Oregon	5,706	17	5,723			5,723	686		686	6,392	17	6,409
Pennsylvania	11,220	19	11,239			11,239	993		993	12,213	19	12,232
Rhode Island	449		449			449	60		60	509		509
South Carolina	3,153	8	3,161			3,161	179		179	3,332	8	3,340
South Dakota	1,243	1	1,244			1,244	141		141	1,384	1	1,385
Tennessee	6,528	12	6,540			6,540	1,114		1,114	7,642	12	7,654
Texas	14,831	81	14,912			14,912	2,219		2,219	17,050	81	17,131
Utah	3,150	12	3,162			3,162	376		376	3,526	12	3,538
Vermont	1,086		1,086			1,086	93		93	1,179		1,179
Virginia	6,299	25	6,324			6,324	840		840	7,139	25	7,164
Washington	7,682	18	7,700			7,700	1,493		1,493	9,175	18	9,193
West Virginia	3,213	3	3,216			3,216	149		149	3,362	3	3,365
Wisconsin	5,532	4	5,536			5,536	286		286	5,818	4	5,822
Wyoming	1,500	3	1,503			1,503	237		237	1,737	3	1,740
TOTAL 48 CONTERMINOUS STATES	248,031	712	248,743			248,743	26,745	1	26,746	274,776	713	275,489
Alaska	1,173	8	1,181			1,181	263		263	1,436	8	1,444
Hawaii	1,004	9	1,013			1,013	117		117	1,121	9	1,130
TOTAL ALASKA & HAWAII	2,177	17	2,194			2,194	380		380	2,557	17	2,574
U.S. Unclassified												
TOTAL UNITED STATES	250,208	729	250,937			250,937	27,125	1	27,126	277,333	730	278,063
Poss. & Other Areas	370	341	711			711		3	3	370	344	714
U.S. & POSS., etc.	250,578	1,070	251,648			251,648	27,125	4	27,129	277,703	1,074	278,777
Canada	3,359	95	3,454			3,454	3,879		3,879	7,238	95	7,333
International	412		412			412	1,198		1,198	1,610		1,610
Other Unclassified												
Military or Civilian Personnel Overseas	339		339			339	98		98	437		437
GRAND TOTAL	254,688	1,165	255,853			255,853	32,300	4	32,304	286,988	1,169	288,157

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).....	66	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	65,241	86.7
(b) Seven to eleven months (7 to 11 issues).....	824	1.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	171	0.2
(c) Twelve months (12 issues).....	46,327	61.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	9,875	13.1
(d) Thirteen to twenty-four months.....	18,052	24.0	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	10,018	13.3	Total Subscriptions Sold in Period.....	75,287	100.0
Total Subscriptions Sold in Period.....	75,287	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	70,949	94.2			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	4,338	5.8			
Total Subscriptions Sold in Period.....	75,287	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$36.00. Canada, 1 yr. \$30.00. International, 1 yr. \$42.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,976 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 15,842 or 6.3% 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 12,348 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
Four Wheeler	9,176	12 issues	\$18.00	\$37.97
Four Wheeler	1,987	12 issues	\$12.00	\$37.97
Four Wheeler	1,119	12 issues	\$10.00	\$37.97
Four Wheeler	66	12 issues	\$15.00	\$37.97

- (f) Award Point Subscription Sales: The average of 56 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) Partnership Subscription Sales (Deductible): The average of 9 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a good or service. Purchasers were advised that \$18.00 of the sales price was allocated for a 1 year subscription to this publication.
- (h) Sponsored Subscription Sales: The average of 21,449 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.
- (i) Use of Premiums: A baseball cap and a wall clock, 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	292,300	292,300		
12-31-09	None Claimed	310,657	310,125	532	0.2
12-31-08	None Claimed	332,113	332,113		
12-31-07	None Claimed	385,700	385,700		
12-31-06	None Claimed	415,043	414,971	82	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

PETERSEN'S 4 WHEEL & OFF-ROAD, 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.4wheeloffroad.com

Established: 1978

ABC Member since: 1980

04-0852-5	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	18.00
	Canadian Subscription Price	30.00
	International Subscription Price	42.00