

For the six months ended December 31, 2011

Field Served: Sport Truck Enthusiasts.

Published by Source Interlink Media

Frequency: 13 times/year

ABC Member # 04-1249-0

## 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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	49,614	62.0			
Digital (Replica)	353	0.4			
Total Paid Subscriptions	49,967	62.4			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>49,967</b>	<b>62.4</b>			
Single Copy Sales					
Print	30,078	37.6			
Digital (Replica)	7	0.0			
Total Single Copy Sales	30,085	37.6			
<b>Total Paid &amp; Verified Circulation</b>	<b>80,052</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	\$36.00		
Average Subscription Price Annualized (13 issue frequency)		\$25.73	
Average Subscription Price per Copy		\$1.98	

(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)				
V37 #7	51,700	325	52,025		52,025	29,607	4	29,611	81,307	329	81,636
V37 #8	46,339	332	46,671		46,671	30,028	4	30,032	76,367	336	76,703
V37 #9	49,440	335	49,775		49,775	30,323	6	30,329	79,763	341	80,104
V37 #10	48,723	345	49,068		49,068	29,663	7	29,670	78,386	352	78,738
V37 #11	49,838	375	50,213		50,213	35,182	15	35,197	85,020	390	85,410
V37 #12	48,010	381	48,391		48,391	25,298	9	25,307	73,308	390	73,698
V37 #13	53,249	378	53,627		53,627	30,447	7	30,454	83,696	385	84,081

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

None

### 5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	50,070	33.2	45,249	36.8	41,686	42.0	52,950	52.8	51,729	60.4
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>50,070</b>	<b>33.2</b>	<b>45,249</b>	<b>36.8</b>	<b>41,686</b>	<b>42.0</b>	<b>52,950</b>	<b>52.8</b>	<b>51,729</b>	<b>60.4</b>
Single Copy Sales	100,787	66.8	77,742	63.2	57,463	58.0	47,324	47.2	33,941	39.6
<b>Total Paid &amp; Verified Circulation</b>	<b>150,857</b>	<b>100.0</b>	<b>122,991</b>	<b>100.0</b>	<b>99,149</b>	<b>100.0</b>	<b>100,274</b>	<b>100.0</b>	<b>85,670</b>	<b>100.0</b>
Year Over Year Percent of Change		-10.9		-18.5		-19.4		1.1		-14.6
Avg. Annualized Subscription Price	\$24.52		\$26.16		\$24.12		\$24.84		\$25.73	

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## 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*	39,412	353	39,765	49.7
Combination Subscriptions*	368		368	0.4
Sponsored Sales	9,834		9,834	12.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>49,614</b>	<b>353</b>	<b>49,967</b>	<b>62.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>49,614</b>	<b>353</b>	<b>49,967</b>	<b>62.4</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	30,078	7	30,085	37.6
<b>TOTAL SINGLE COPY SALES</b>	<b>30,078</b>	<b>7</b>	<b>30,085</b>	<b>37.6</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>79,692</b>	<b>360</b>	<b>80,052</b>	<b>100.0</b>

\*Included in Average Price calculation

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## 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

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## 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 Vol. 37 #7 2011 issue

Total paid & verified circulation of this issue was 2.0% 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 Vol. 37 #3 2011 issue and these percentages are projected against the total for the Vol. 37 #7 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	Total Paid & Verified Circulation (Digital (Replica))	Total Paid & Verified Circulation
Alabama	828	2	830		830	521		521	1,349	2	1,351
Arizona	1,319	4	1,323		1,323	765		765	2,084	4	2,088
Arkansas	712	1	713		713	405		405	1,117	1	1,118
California	5,377	22	5,399		5,399	2,065	1	2,066	7,442	23	7,465
Colorado	738	4	742		742	680		680	1,418	4	1,422
Connecticut	473		473		473	215		215	688		688
Delaware	170		170		170	43		43	213		213
District of Columbia	33		33		33	35		35	68		68
Florida	2,571	20	2,591		2,591	2,474		2,474	5,045	20	5,065
Georgia	1,242	7	1,249		1,249	685		685	1,927	7	1,934
Idaho	281		281		281	103		103	384		384
Illinois	1,781	5	1,786		1,786	427		427	2,208	5	2,213
Indiana	1,272	4	1,276		1,276	180		180	1,452	4	1,456
Iowa	613		613		613	182		182	795		795
Kansas	675	1	676		676	413		413	1,088	1	1,089
Kentucky	898	3	901		901	295		295	1,193	3	1,196
Louisiana	1,122	3	1,125		1,125	746		746	1,868	3	1,871
Maine	204	1	205		205	126		126	330	1	331
Maryland	764	5	769		769	187		187	951	5	956
Massachusetts	611	2	613		613	336		336	947	2	949
Michigan	1,468	3	1,471		1,471	428		428	1,896	3	1,899
Minnesota	861	2	863		863	192		192	1,053	2	1,055
Mississippi	576		576		576	348		348	924		924
Missouri	1,272	1	1,273		1,273	838		838	2,110	1	2,111
Montana	244	1	245		245	145		145	389	1	390
Nebraska	350		350		350	201		201	551		551
Nevada	480	6	486		486	224		224	704	6	710
New Hampshire	165	2	167		167	113		113	278	2	280
New Jersey	987	5	992		992	278		278	1,265	5	1,270
New Mexico	494	2	496		496	385		385	879	2	881
New York	1,914	14	1,928		1,928	624		624	2,538	14	2,552
North Carolina	1,341	6	1,347		1,347	386		386	1,727	6	1,733
North Dakota	233	1	234		234	142		142	375	1	376
Ohio	1,821	6	1,827		1,827	309		309	2,130	6	2,136
Oklahoma	1,058	5	1,063		1,063	746		746	1,804	5	1,809
Oregon	568	1	569		569	270		270	838	1	839
Pennsylvania	1,979	3	1,982		1,982	621		621	2,600	3	2,603
Rhode Island	86	1	87		87	51		51	137	1	138
South Carolina	696	1	697		697	151		151	847	1	848
South Dakota	207		207		207	85		85	292		292
Tennessee	1,274	5	1,279		1,279	903		903	2,177	5	2,182
Texas	5,371	42	5,413		5,413	4,020	1	4,021	9,391	43	9,434
Utah	357	1	358		358	393		393	750	1	751
Vermont	113		113		113	47		47	160		160
Virginia	1,134	6	1,140		1,140	749	1	750	1,883	7	1,890
Washington	943	5	948		948	707		707	1,650	5	1,655
West Virginia	374	1	375		375	107		107	481	1	482
Wisconsin	999	1	1,000		1,000	158		158	1,157	1	1,158
Wyoming	161		161		161	127		127	288		288
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>49,210</b>	<b>205</b>	<b>49,415</b>		<b>49,415</b>	<b>24,631</b>	<b>3</b>	<b>24,634</b>	<b>73,841</b>	<b>208</b>	<b>74,049</b>
Alaska	189		189		189	187		187	376		376
Hawaii	338	3	341		341	115		115	453	3	456
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>527</b>	<b>3</b>	<b>530</b>		<b>530</b>	<b>302</b>		<b>302</b>	<b>829</b>	<b>3</b>	<b>832</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>49,737</b>	<b>208</b>	<b>49,945</b>		<b>49,945</b>	<b>24,933</b>	<b>3</b>	<b>24,936</b>	<b>74,670</b>	<b>211</b>	<b>74,881</b>
Poss. & Other Areas	83	80	163		163	1	1	2	84	81	165
<b>U.S. &amp; POSS., etc.</b>	<b>49,820</b>	<b>288</b>	<b>50,108</b>		<b>50,108</b>	<b>24,934</b>	<b>4</b>	<b>24,938</b>	<b>74,754</b>	<b>292</b>	<b>75,046</b>
Canada	1,582	37	1,619		1,619	3,662		3,662	5,244	37	5,281
International	242		242		242	915		915	1,157		1,157
Other Unclassified											
Military or Civilian Personnel Overseas	56		56		56	96		96	152		152
<b>GRAND TOTAL</b>	<b>51,700</b>	<b>325</b>	<b>52,025</b>		<b>52,025</b>	<b>29,607</b>	<b>4</b>	<b>29,611</b>	<b>81,307</b>	<b>329</b>	<b>81,636</b>

## ANALYSIS BY ABCD COUNTY SIZE for the Vol. 37 #7 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) .....	99	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	23,697	91.9
(b) Seven to eleven months (7 to 12 issues) .....	150	0.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	70	0.3
(c) Twelve months (13 issues) .....	19,676	76.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,009	7.8
(d) Thirteen to twenty-four months.....	4,228	16.4	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	1,623	6.3	Total Subscriptions Sold in Period .....	25,776	100.0
Total Subscriptions Sold in Period .....	25,776	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	25,776	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums .....	None				
Total Subscriptions Sold in Period .....	25,776	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$72.00. Canada, 1 yr. \$49.00. International, 1 yr. \$62.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,079 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,944 or 5.9% 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 368 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 Price
Sport Truck	2	12 issues	\$15.00	\$51.00
Mini Truckin	227	12 issues	\$18.00	\$55.95
Mini Truckin	138	12 issues	\$20.00	\$55.95
Mini Truckin	1	12 issues	\$24.95	\$55.95

(f) Sponsored Subscription Sales: The average of 9,834 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	100,274	100,274		
12-31-09	None Claimed	99,148	99,148		
12-31-08	None Claimed	122,991	122,991		
12-31-07	None Claimed	150,857	150,857		
12-31-06	None Claimed	168,869	169,353	-484	-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

TRUCKIN', published by Source Interlink Media • 1733 Alton Parkway • Irvine, CA 92606

THOMAS SLATER

DOUG EVANS

Date Signed: January 23, 2012

VP, Consumer Marketing

EVP, Group Publisher

P: 714.939.2400 • URL: www.truckinweb.com

Established: 1975

ABC Member since: 1988

04-1249-0	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	36.00
	Canadian Subscription Price	49.00
	International Subscription Price	62.00