

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions		Verified Subscriptions		Single Copy Sales		Analyzed Non-Paid				Total Paid, Verified & Analyzed Non-Paid Digital (Replica)	Total Paid, Verified & Analyzed Non-Paid Circulation
	Print		Digital (Replica)	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	Print		
Jan.	225,398	42,969	268,367	268,367	225,398	42,969	268,367	18,716	18,716	244,114	42,969	287,083
Feb.	237,320	43,007	280,327	280,327	237,320	43,007	280,327	20,316	20,316	257,636	43,007	300,643
Mar.	228,379	43,155	271,534	271,534	228,379	43,155	271,534	27,560	27,560	255,939	43,155	299,094
Apr.	228,547	42,843	271,390	271,390	228,547	42,843	271,390	31,560	31,560	260,107	42,843	302,950
May	241,994	43,095	285,089	285,089	241,994	43,095	285,089	32,560	32,560	274,554	43,095	317,649
June	233,598	42,994	276,592	276,592	233,598	42,994	276,592	30,151	30,151	263,749	42,994	306,743

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		N/A	
Verified	51,938	10.7	93,551	18.4	61,738	18.1	143,042	54.4	230,755	82.1
Total Paid & Verified Subscriptions	51,938	10.7	93,551	18.4	61,738	18.1	143,042	54.4	230,755	82.1
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	51,938	10.7	93,551	18.4	61,738	18.1	143,042	54.4	230,755	82.1
Year Over Year Percent of Change				80.1		-34.0		131.7		61.3
Total Analyzed Non-Paid Circ.	431,912	89.3	414,120	81.6	279,855	81.9	119,898	45.6	50,261	17.9
Year Over Year Percent of Change		-29.8		-4.1		-32.4		-57.2		-58.1
Total Paid, Verified & Analyzed Non-Paid Circ.	483,850	100.0	507,671	100.0	341,593	100.0	262,940	100.0	281,016	100.0
Year Over Year Percent of Change				4.9		-32.7		-23.0		6.9
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

7. GEOGRAPHIC DATA for the June 2011 issue

Total paid & verified circulation of this issue was 0.4% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 12.5% greater than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS		VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			ANALYZED NON-PAID		Total Paid, Verified & Analyzed Non-Paid Print	Total Paid, Verified & Analyzed Non-Paid Digital (Replica)	Total Paid, Verified & Analyzed Non-Paid Circulation	
	Print	Print	Digital (Replica)	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation				Print
Alabama		1,590	607	2,197	2,197	1,590	607	2,197			1,590	607	2,197
Arizona	11,533	1,453	12,986	12,986	12,986	11,533	1,453	12,986	1,000	1,000	12,533	1,453	13,986
Arkansas	1,195	410	1,605	1,605	1,605	1,195	410	1,605			1,195	410	1,605
California	56,626	8,310	64,936	64,936	64,936	56,626	8,310	64,936	17,737	17,737	74,363	8,310	82,673
Colorado	14,364	1,466	15,830	15,830	15,830	14,364	1,466	15,830	900	900	15,264	1,466	16,730
Connecticut	766	228	994	994	994	766	228	994			766	228	994
Delaware	212	79	291	291	291	212	79	291			212	79	291
District of Columbia	23	11	34	34	34	23	11	34			23	11	34
Florida	13,956	2,299	16,255	16,255	16,255	13,956	2,299	16,255	1,500	1,500	15,456	2,299	17,755
Georgia	7,970	1,174	9,144	9,144	9,144	7,970	1,174	9,144	600	600	8,570	1,174	9,744
Idaho	849	312	1,161	1,161	1,161	849	312	1,161	25	25	874	312	1,186
Illinois	2,425	789	3,214	3,214	3,214	2,425	789	3,214	9	9	2,434	789	3,223
Indiana	3,950	839	4,789	4,789	4,789	3,950	839	4,789	300	300	4,250	839	5,089
Iowa	718	238	956	956	956	718	238	956			718	238	956
Kansas	952	370	1,322	1,322	1,322	952	370	1,322			952	370	1,322
Kentucky	1,067	549	1,616	1,616	1,616	1,067	549	1,616			1,067	549	1,616
Louisiana	1,625	437	2,062	2,062	2,062	1,625	437	2,062			1,625	437	2,062
Maine	466	167	633	633	633	466	167	633			466	167	633
Maryland	1,410	346	1,756	1,756	1,756	1,410	346	1,756			1,410	346	1,756
Massachusetts	1,024	325	1,349	1,349	1,349	1,024	325	1,349			1,024	325	1,349
Michigan	2,198	996	3,194	3,194	3,194	2,198	996	3,194	25	25	2,223	996	3,219
Minnesota	1,039	327	1,366	1,366	1,366	1,039	327	1,366			1,039	327	1,366
Mississippi	1,376	310	1,686	1,686	1,686	1,376	310	1,686			1,376	310	1,686
Missouri	1,517	612	2,129	2,129	2,129	1,517	612	2,129			1,517	612	2,129
Montana	600	174	774	774	774	600	174	774			600	174	774
Nebraska	554	202	756	756	756	554	202	756			554	202	756
Nevada	5,895	674	6,569	6,569	6,569	5,895	674	6,569	300	300	6,195	674	6,869
New Hampshire	381	139	520	520	520	381	139	520			381	139	520
New Jersey	1,717	539	2,256	2,256	2,256	1,717	539	2,256			1,717	539	2,256
New Mexico	3,589	594	4,183	4,183	4,183	3,589	594	4,183	300	300	3,889	594	4,483
New York	2,545	907	3,452	3,452	3,452	2,545	907	3,452			2,545	907	3,452
North Carolina	6,243	1,176	7,419	7,419	7,419	6,243	1,176	7,419	600	600	6,843	1,176	8,019
North Dakota	307	82	389	389	389	307	82	389			307	82	389
Ohio	4,515	1,174	5,689	5,689	5,689	4,515	1,174	5,689	315	315	4,830	1,174	6,004
Oklahoma	4,319	592	4,911	4,911	4,911	4,319	592	4,911	300	300	4,619	592	5,211
Oregon	3,980	728	4,708	4,708	4,708	3,980	728	4,708	300	300	4,280	728	5,008
Pennsylvania	2,712	1,097	3,809	3,809	3,809	2,712	1,097	3,809			2,712	1,097	3,809
Rhode Island	164	84	248	248	248	164	84	248			164	84	248
South Carolina	1,736	528	2,264	2,264	2,264	1,736	528	2,264			1,736	528	2,264
South Dakota	312	96	408	408	408	312	96	408			312	96	408
Tennessee	4,629	788	5,417	5,417	5,417	4,629	788	5,417	600	600	5,229	788	6,017
Texas	35,329	5,509	40,838	40,838	40,838	35,329	5,509	40,838	3,100	3,100	38,429	5,509	43,938
Utah	4,898	673	5,571	5,571	5,571	4,898	673	5,571	300	300	5,198	673	5,871
Vermont	264	108	372	372	372	264	108	372			264	108	372
Virginia	2,672	738	3,410	3,410	3,410	2,672	738	3,410			2,672	738	3,410
Washington	8,720	1,484	10,204	10,204	10,204	8,720	1,484	10,204	300	300	9,020	1,484	10,504
West Virginia	703	324	1,027	1,027	1,027	703	324	1,027			703	324	1,027
Wisconsin	1,305	424	1,729	1,729	1,729	1,305	424	1,729			1,305	424	1,729
Wyoming	807	147	954	954	954	807	147	954			807	147	954
TOTAL 48 CONTERMINOUS STATES	227,747	41,635	269,382	269,382	269,382	227,747	41,635	269,382	28,511	28,511	256,258	41,635	297,893
Alaska	527	211	738	738	738	527	211	738			527	211	738
Hawaii	4,987	365	5,352	5,352	5,352	4,987	365	5,352	300	300	5,287	365	5,652
TOTAL ALASKA & HAWAII	5,514	576	6,090	6,090	6,090	5,514	576	6,090	300	300	5,814	576	6,390
U.S. Unclassified													
TOTAL UNITED STATES	233,261	42,211	275,472	275,472	275,472	233,261	42,211	275,472	28,811	28,811	262,072	42,211	304,283
Poss. & Other Areas	200	514	714	714	714	200	514	714			200	514	714
U.S. & POSS., etc.	233,461	42,725	276,186	276,186	276,186	233,461	42,725	276,186	28,811	28,811	262,272	42,725	304,997
Canada	2	37	39	39	39	2	37	39			2	37	39
International													
Other Unclassified													
Military or Civilian Personnel Overseas	135	232	367	367	367	135	232	367	1,340	1,340	1,475	232	1,707
GRAND TOTAL	233,598	42,994	276,592	276,592	276,592	233,598	42,994	276,592	30,151	30,151	263,749	42,994	306,743

ANALYSIS BY ABCD COUNTY SIZE for the June 2011 issue

Magazines of less than 500,000 total average paid, verified and/or analyzed non-paid 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 June 30, 2011

A. DURATION

(a) One to six months	
(b) Seven to eleven months	
(c) Twelve months	
(d) Thirteen to twenty-four months	
(e) Twenty-five months and more	
Total Subscriptions Sold in Period	No Subs. Circ.

B. USE OF PREMIUMS

(a) Ordered without premium	
(b) Ordered with material reprinted from this publication	
(c) Ordered with other premiums	
Total Subscriptions Sold in Period	No Subs. Circ.

C. CHANNELS

(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	
(d) Subscriptions as part of membership in an organization	
Total Subscriptions Sold in Period	No Subs. Circ.

9. EXPLANATORY

(a) Suggested Retail Prices: N/A.

(b) Average non-analyzed non-paid circulation for the 6 month period: 3,200 copies per issue.

(c) Post expiration copies: No Subs. Circ.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.offroadadventures.com.

(e) This publication reports no individually paid subscription or single copy sales circulation; therefore no suggested retail prices are reported.

(f) This publication reports no paid subscription circulation; therefore no average subscription price calculation is made.

(g) Non-Paid Bulk, averaging 26,811 copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pick-up at designated locations.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2009; 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)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-09	None Claimed	74,632	74,632			None Claimed	191,829	191,829		
06-30-08	None Claimed	86,012	86,012			None Claimed	371,282	371,282		
06-30-07	None Claimed	88,988	100,909	-11,921	-11.8	None Claimed	408,646	396,838	11,808	3.0
06-30-06	None Claimed	61,320		61,320	100.0	None Claimed	476,770	538,090	-61,320	-11.4
06-30-05						(c)	638,892	641,626	-2,734	-0.4

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-09	None Claimed	266,461	266,461		
06-30-08	None Claimed	457,294	457,294		
06-30-07	(a)	497,634	497,747	-113	-0.0
06-30-06	(b)	538,090	538,090		

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/07 changed from None Claimed to 475,000.

(b) Effective 01/01/06 changed from 550,000 to None Claimed.

(c) Effective 01/01/05 changed from 520,000 to 550,000.

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.

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DENIS SNOW

Date Signed: November 2, 2011

Data and Circulation Manager

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Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Average Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

06/01/11