

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

For the six months ended December 31, 2008

Field Served: Provides motorcycle enthusiasts with worldwide coverage of the motorcycle sport and industry, including racing events, industry and technical cycle tests.

Subject to Audit

Published by Hachette Filipacchi Media U.S., Inc.

Frequency: 12 times/year

ABC Member # 04-0235-0

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	261,723	80.9			
Digital	1,639	0.5			
Total Paid Subscriptions	263,362	81.4			
Verified	10,161	3.1			
Total Paid & Verified Subscriptions	273,523	84.5			
Single Copy Sales	50,167	15.5			
Total Paid & Verified Circulation	323,690	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.82		
Subscription	\$15.00		
Average Subscription Price Annualized (12 issue frequency)		\$9.36	
Average Subscription Price per Copy		\$0.78	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	260,714	10,165	270,879	66,300	337,179
Aug.	264,928	10,168	275,096	57,500	332,596
Sept.	260,722	10,161	270,883	53,400	324,283
Oct.	263,566	10,160	273,726	40,300	314,026
Nov.	262,838	10,159	272,997	43,500	316,497
Dec.	267,397	10,150	277,547	40,000	317,547

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	259,871	78.2	263,599	80.4	244,919	74.1	248,730	76.7	261,511	81.3
Verified	N/A		N/A		21,839	6.6	14,184	4.4	9,353	2.9
Total Paid & Verified Subscriptions	259,871	78.2	263,599	80.4	266,758	80.7	262,914	81.1	270,864	84.2
Single Copy Sales	72,516	21.8	64,441	19.6	63,924	19.3	61,158	18.9	50,650	15.8
Total Paid & Verified Circulation	332,387	100.0	328,040	100.0	330,682	100.0	324,072	100.0	321,514	100.0
Year Over Year Percent of Change		0.5		-1.3		0.8		-2.0		-0.8
Avg. Annualized Subscription Price	\$12.00		\$12.24		\$12.96		\$11.16		\$9.36	

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 Average for Period	Average for Period	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	243,419	1,639	245,058	75.7
Combination Subscriptions*	20		20	0.0
Loyalty/Award Point*	1,584		1,584	0.5
Partnership:				
Deductible*	9,941		9,941	3.1
Sponsored Sales	6,759		6,759	2.1
TOTAL PAID SUBSCRIPTIONS	261,723	1,639	263,362	81.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	10,000		10,000	3.1
Individual Use (See Par. 6B)	161		161	0.0
TOTAL VERIFIED SUBSCRIPTIONS	10,161		10,161	3.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	271,884	1,639	273,523	84.5
SINGLE COPY SALES				
Single Issue Sales	50,167		50,167	15.5
TOTAL SINGLE COPY SALES	50,167		50,167	15.5
TOTAL PAID & VERIFIED CIRCULATION	322,051	1,639	323,690	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:

Verified Subscription:	Personal Care Salons	Doctor/Health Care Providers	Automotive Outlets	Fitness/ Recreational Facilities	Other	Total Public Place Copies
Public Place	4,159	3,741	2,032	62	6	10,000

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:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies
Individual Use	161		161

7. GEOGRAPHIC DATA for the September, 2008 issue

Total paid & verified circulation of this issue was 0.2% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	3,007	6	3,013	241	3,254
Arizona	5,298	118	5,416	820	6,236
Arkansas	1,974		1,974	322	2,296
California	32,857	1,826	34,683	6,198	40,881
Colorado	5,859	97	5,956	976	6,932
Connecticut	3,493	151	3,644	517	4,161
Delaware	636	66	702	148	850
District of Columbia	509	19	528	134	662
Florida	14,319	329	14,648	3,890	18,538
Georgia	6,499	310	6,809	1,336	8,145
Idaho	1,531	1	1,532	198	1,730
Illinois	9,804	986	10,790	1,788	12,578
Indiana	5,122	176	5,298	551	5,849
Iowa	3,046	5	3,051	235	3,286
Kansas	2,787		2,787	347	3,134
Kentucky	2,966		2,966	377	3,343
Louisiana	2,441		2,441	587	3,028
Maine	1,623		1,623	343	1,966
Maryland	4,419	356	4,775	963	5,738
Massachusetts	5,250	591	5,841	1,014	6,855
Michigan	9,004	368	9,372	977	10,349
Minnesota	6,217	163	6,380	718	7,098
Mississippi	1,528		1,528	210	1,738
Missouri	4,655	70	4,725	501	5,226
Montana	1,113		1,113	213	1,326
Nebraska	1,549	1	1,550	202	1,752
Nevada	2,454	1	2,455	518	2,973
New Hampshire	2,058	122	2,180	345	2,525
New Jersey	6,441	1,309	7,750	1,310	9,060
New Mexico	1,846		1,846	239	2,085
New York	13,041	1,053	14,094	2,389	16,483
North Carolina	6,716	6	6,722	1,142	7,864
North Dakota	724		724	76	800
Ohio	10,982	158	11,140	929	12,069
Oklahoma	2,988		2,988	488	3,476
Oregon	4,513	60	4,573	694	5,267
Pennsylvania	12,162	606	12,768	2,047	14,815
Rhode Island	901		901	158	1,059
South Carolina	2,823	5	2,828	554	3,382
South Dakota	969		969	85	1,054
Tennessee	5,217	2	5,219	900	6,119
Texas	14,831	749	15,580	2,974	18,554
TOTAL 48 CONTERMINOUS STATES	252,694	10,161	262,855	43,617	306,472
Alaska	701		701	212	913
Hawaii	878		878	299	1,177
TOTAL ALASKA & HAWAII	1,579		1,579	511	2,090
U.S. Unclassified					
TOTAL UNITED STATES	254,273	10,161	264,434	44,128	308,562
Poss. & Other Areas	301		301	325	626
U.S. & POSS., etc.	254,574	10,161	264,735	44,453	309,188
CANADA					
Alberta	757		757	1,167	1,924
British Columbia	664		664	1,328	1,992
Manitoba	157		157	166	323
New Brunswick	123		123	135	258
Newfoundland/Labrador	43		43	80	123
Northwest Territories	10		10	12	22
Nova Scotia	145		145	259	404
Nunavut	2		2		2
Ontario	1,913		1,913	2,265	4,178
Prince Edward Island	32		32	31	63
Quebec	248		248	372	620
Saskatchewan	171		171	137	308
Yukon Territory	13		13	7	20
Canadian Unclassified					
TOTAL CANADA	4,278		4,278	5,959	10,237
International	1,397		1,397	1,540	2,937
Other Unclassified					
Military or Civilian Personnel Overseas	473		473	1,448	1,921
GRAND TOTAL	260,722	10,161	270,883	53,400	324,283

ANALYSIS BY ABCD COUNTY SIZE for the September, 2008 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, 2008

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	198	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	100,100	83.0
(b) Seven to eleven months (7 to 11 issues)	317	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	12,765	10.6
(c) Twelve months (12 issues)	78,519	65.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	7,777	6.4
(d) Thirteen to twenty-four months	28,021	23.2	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	13,587	11.3	Total Subscriptions Sold in Period	120,642	100.0
Total Subscriptions Sold in Period	120,642	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	120,642	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	120,642	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.82. Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$45.00. Canada and International, 1 yr. \$29.94.

(b) Average non-analyzed non-paid circulation for the 6 month period: 6,499 copies per issue.

(c) Post expiration copies: None.

(d) 167 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Car and Driver	167	12	\$14.00	\$13.00

(e) Loyalty/Award Point Subscription Sales: The average of 1,584 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$12.00, in exchange for the redemption of 400 points at the rate of 3¢ per mile.

(f) Partnership Subscription Sales (Deductible): The average of 9,941 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in partnership relationships wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$10.00 to \$17.00 of the sales price was allocated for a 1 year subscription to this publication.

(g) Sponsored Subscription Sales: The average of 6,759 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.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	None Claimed	321,404	321,739	-335	-0.1
06-30-07	None Claimed	327,819	328,981	-1,162	-0.4
06-30-06	325,000	329,653	328,772	881	0.3
06-30-05	325,000	329,629	330,207	-578	-0.2
06-30-04	325,000	334,673	333,292	1,381	0.4

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

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: Hachette Filipacchi Media U.S., Inc.

CYCLE WORLD, published by Hachette Filipacchi Media U.S., Inc. • 1633 Broadway • New York, NY 10019

THOMAS J. MASTERSON

LARRY LITTLE

Date Signed: January 26, 2009

SVP, Consumer Marketing & Mfg.

Vice President, Publisher

P: 212.767.6000 • F: 212.489.4582 • URL: www.cycleworld.com

Established: 1961

ABC Member since: 1962

04-0235-0	Analyzed Issue Date	09/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.82
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	29.94
	International Subscription Price	29.94