

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

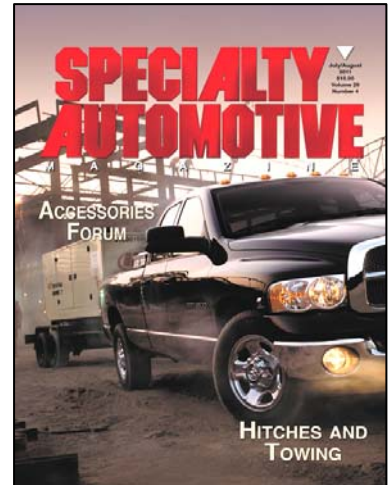
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SPECIALTY AUTOMOTIVE

M A G A Z I N E

Meyers Publishing
799 Camarillo Springs Road
Camarillo, CA 93012
Tel. No.: (805) 445-8881
Fax No.: (805) 445-8882

Official Publication of: None
Established: 1983
Issues Per Year: 6



FIELD SERVED

SPECIALTY AUTOMOTIVE MAGAZINE serves accessory installer, customizer; accessory/performance retailer; jobber, warehouse distributor, wholesaler; new car, truck dealer; and others related to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, V.P., general managers; buyers, purchasers, parts manager, sales, marketing, service, warehouse managers; and other titled and non-titled company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	2,500
Digital _____	-
All Other _____	1,803
TOTAL	4,305

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,000	100.0	25,000	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	25,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
July/August _____	25,000
September/October _____	25,000
November/December _____	25,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Owner/ President/ General Manager/ Vice President (A)	Buyer/ Purchasers/ Parts Manager (B)	Sales/ Marketing/ Service/ Warehouse Manager (C)	Other Titled and Non-Titled Personnel (Z)
A. ACCESSORIES INSTALLERS/ CUSTOMIZER _____	4,956	19.8	4,718	54	184	-
B. ACCESSORY/PERFORMANCE RETAILER _____	17,162	68.7	15,404	103	499	1,156
C. JOBBER/WAREHOUSE DISTRIBUTOR/WHOLESALER _____	2,574	10.3	2,309	68	197	-
D. NEW CAR/TRUCK DEALER _____	308	1.2	234	37	37	-
Z. OTHER _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	22,665	262	917	1,156
PERCENT	100.0		90.7	1.0	3.7	4.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 years		
I. Request: _____	13,359	4,657	1,052	19,068	76.3
II. *Other Than Request: _____	4,683	1,249	-	5,932	23.7
III. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,042	5,906	1,052	25,000	100.0
PERCENT	72.2	23.6	4.2	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	114		Kentucky _____	307	
New Hampshire _____	119		Tennessee _____	329	
Vermont _____	55		Alabama _____	760	
Massachusetts _____	283		Mississippi _____	245	
Rhode Island _____	71		EAST SO. CENTRAL	1,641	6.6
Connecticut _____	254		Arkansas _____	502	
NEW ENGLAND	896	3.6	Louisiana _____	241	
New York _____	779		Oklahoma _____	370	
New Jersey _____	525		Texas _____	1,571	
Pennsylvania _____	700		WEST SO. CENTRAL	2,684	10.7
MIDDLE ATLANTIC	2,004	8.0	Montana _____	183	
Ohio _____	587		Idaho _____	265	
Indiana _____	682		Wyoming _____	79	
Illinois _____	1,034		Colorado _____	684	
Michigan _____	695		New Mexico _____	212	
Wisconsin _____	465		Arizona _____	643	
EAST NO. CENTRAL	3,463	13.9	Utah _____	280	
Minnesota _____	360		Nevada _____	337	
Iowa _____	403		MOUNTAIN	2,683	10.7
Missouri _____	459		Alaska _____	168	
North Dakota _____	110		Washington _____	888	
South Dakota _____	110		Oregon _____	739	
Nebraska _____	255		California _____	3,684	
Kansas _____	361		Hawaii _____	165	
WEST NO. CENTRAL	2,058	8.2	PACIFIC	5,644	22.6
Delaware _____	74		UNITED STATES	24,989	100.0
Maryland _____	315		U.S. Territories _____	11	
Washington, DC _____	9		Canada _____	-	
Virginia _____	465		Mexico _____	-	
West Virginia _____	88		Other International _____	-	
North Carolina _____	566		APO/FPO _____	-	
South Carolina _____	213				
Georgia _____	658				
Florida _____	1,528				
SOUTH ATLANTIC	3,916	15.7	TOTAL QUALIFIED CIRCULATION	25,000	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*	July-December 2011*
Total Audit Average Qualified: _____	25,000	25,000	25,000	25,000	25,000	25,000
Qualified Non-Paid: _____	25,000	25,000	25,000	25,000	25,000	25,000
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include one source of circulation for a quantity of 4,136 copies or 16.5%, including Parts Warehouse Association. Other sources include 3 sources of circulation for quantities of 254 copies or 2.2% to 1,249 copies or 5%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Andrew Myers, Publisher

Jessica Sotelo, Circulation Manager

Date signed

February 15, 2012

State

California

County

Ventura

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Received by BPA Worldwide

February 15, 2012

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Type

PD

ID Number

S080POD1