



**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Street Thunder

For the six months ended December 31, 2009

Field Served: Custom car, street rod and hot rod enthusiasts.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Distribution by 2nd class mail to individual recipients.

Published by North American Media Group, Inc.

Frequency: 6 times/year

ABC Member # 04-1175-7

Street Thunder

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base (See Below)	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	108,404	91.0			
Verified					
Total Paid & Verified Subscriptions	108,404	91.0			
Single Copy Sales					
Total Paid & Verified Circulation	108,404	91.0	None Claimed		
Total Analyzed Non-Paid Circulation	10,768	9.0	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	119,172	100.0	135,000	-15,828	-11.7
Rate Base:					
Total Paid, Verified & Analyzed Non-Paid	to 09/01/09		150,000		
	since 09/01/09		120,000		

Paid, Verified & Analyzed Non-Paid
Magazine Publisher's Statement

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized	\$20.00		
Average Subscription Price per Copy			
(1) For the Statement period			
(2) See Par. 9.			

For six months ended December 31, 2009

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid
July/Aug.	115,403		115,403		115,403	11,801	127,204
Sept./Oct.	101,406		101,406		101,406	9,734	111,140

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	N/A		91,233	69.6	146,960	80.0	150,460	80.1	122,944	90.3
Verified	N/A		6,448	4.9	N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		97,681	74.5	146,960	80.0	150,460	80.1	122,944	90.3
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		97,681	74.5	146,960	80.0	150,460	80.1	122,944	90.3
Year Over Year Percent of Change						50.4		2.4		-18.3
Total Analyzed Non-Paid Circ.	N/A		33,519	25.5	36,736	20.0	37,307	19.9	13,152	9.7
Year Over Year Percent of Change						9.6		1.6		-64.7
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		131,200	100.0	183,696	100.0	187,767	100.0	136,096	100.0
Year Over Year Percent of Change						40.0		2.2		-27.5
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Club/Membership:		
Non-Deductible	108,404	91.0
TOTAL PAID SUBSCRIPTIONS	108,404	91.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	108,404	91.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	108,404	91.0
ANALYZED NON-PAID		
Market Coverage	10,768	9.0
TOTAL ANALYZED NON-PAID	10,768	9.0
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	119,172	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 September/October 2009 issue

Total paid & verified circulation of this issue was 6.5% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 9.6% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	1,657		1,657		1,657	159	1,816	Ohio	5,405		5,405		5,405	519	5,924
Arizona	1,871		1,871		1,871	180	2,051	Oklahoma	1,651		1,651		1,651	159	1,810
Arkansas	1,318		1,318		1,318	126	1,444	Oregon	1,714		1,714		1,714	164	1,878
California	6,995		6,995		6,995	671	7,666	Pennsylvania	5,406		5,406		5,406	519	5,925
Colorado	1,772		1,772		1,772	170	1,942	Rhode Island	287		287		287	28	315
Connecticut	907		907		907	87	994	South Carolina	1,496		1,496		1,496	144	1,640
Delaware	37		37		37	4	41	South Dakota	568		568		568	55	623
District of Columbia	282		282		282	27	309	Tennessee	2,611		2,611		2,611	251	2,862
Florida	4,695		4,695		4,695	450	5,145	Texas	5,568		5,568		5,568	534	6,102
Georgia	2,424		2,424		2,424	233	2,657	Utah	681		681		681	65	746
Idaho	873		873		873	84	957	Vermont	305		305		305	29	334
Illinois	4,383		4,383		4,383	421	4,804	Virginia	2,439		2,439		2,439	234	2,673
Indiana	3,376		3,376		3,376	324	3,700	Washington	2,403		2,403		2,403	231	2,634
Iowa	1,905		1,905		1,905	183	2,088	West Virginia	1,162		1,162		1,162	111	1,273
Kansas	1,421		1,421		1,421	136	1,557	Wisconsin	3,284		3,284		3,284	315	3,599
Kentucky	2,068		2,068		2,068	199	2,267	Wyoming	432		432		432	42	474
Louisiana	1,080		1,080		1,080	104	1,184	TOTAL 48 CONTERMI- NOUS STATES	100,671		100,671		100,671	9,664	110,335
Maine	690		690		690	66	756	Alaska	241		241		241	23	264
Maryland	1,630		1,630		1,630	156	1,786	Hawaii	394		394		394	38	432
Massachusetts	1,380		1,380		1,380	132	1,512	TOTAL ALASKA & HAWAII	635		635		635	61	696
Michigan	4,465		4,465		4,465	429	4,894	U.S. Unclassified							
Minnesota	2,581		2,581		2,581	248	2,829	TOTAL UNITED STATES	101,306		101,306		101,306	9,725	111,031
Mississippi	898		898		898	86	984	Poss. & Other Areas	53		53		53	5	58
Missouri	2,770		2,770		2,770	266	3,036	U.S. & POSS., etc.	101,359		101,359		101,359	9,730	111,089
Montana	725		725		725	70	795	Canada	26		26		26	2	28
Nebraska	989		989		989	95	1,084	International							
Nevada	891		891		891	86	977	Other Unclassified Military or Civilian							
New Hampshire	523		523		523	50	573	Personnel Overseas	21		21		21	2	23
New Jersey	1,763		1,763		1,763	169	1,932	GRAND TOTAL	101,406		101,406		101,406	9,734	111,140
New Mexico	710		710		710	68	778								
New York	4,450		4,450		4,450	427	4,877								
North Carolina	3,265		3,265		3,265	313	3,578								
North Dakota	465		465		465	45	510								

ANALYSIS BY ABCD COUNTY SIZE for the September/October 2009 issue

Magazine 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 December 31, 2009

A. DURATION			%	C. CHANNELS			%
(a) One to six months (1 to 3 issues)	None			(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None		
(b) Seven to eleven months (4 to 5 issues)	None			(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None		
(c) Twelve months (6 issues)	1,688		29.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None		
(d) Thirteen to twenty-four months	2,279		40.2	(d) Subscriptions as part of membership in an organization, See Par. 9	5,663		100.0
(e) Twenty-five months and more	1,696		30.0	Total Subscriptions Sold in Period	5,663		100.0
Total Subscriptions Sold in Period	5,663		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	5,663		100.0				
(b) Ordered with material reprinted from this publication	None						
(c) Ordered with other premiums	None						
Total Subscriptions Sold in Period	5,663		100.0				

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 1 yr. \$24.00; 2 yrs. \$44.00; 3 yrs. \$59.00. \$40.00 of each year's payment is allocated for a 1 yr. subscription to this publication. \$24.00 for 2 years; \$31.00 for 3 years or \$349.00 for a lifetime membership. Members have access to free product testing opportunities, free classified ads, members-only web site, opportunities to win free products, special discounts and members-only product offers. STREET THUNDER is the official publication of the National Street Machine Club.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,529 copies per issue.
- (c) Post expiration copies: None.
- (d) Publications reporting only Club Membership - Non-Deductible Subscription Sales are not required to report an average subscription price.
- (e) Club/Membership Subscription Sales (Non-Deductible): The average of 108,404 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the National Street Machine Club. 84% of the club/membership fee is allocated for a 1 year subscription to this publication and is non-deductible from the club/membership fee. Renewing members of the National Street Machine Club pay \$24.00 for 1 year; \$44.00 for 2 years; \$59.00 for 3 years. New members pay \$12.00 for 1 year;
- (f) Market Coverage Copies, averaging 10,768 copies per issue, shown in Par. 6 and included in Par. 1, represent copies served to new unpaid members who decide not to continue their membership and copies mailed to car enthusiasts who responded to a free trial offer on an issue-by-issue basis. Consecutive issuance is not measured.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)	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)
12-31-08	None Claimed	151,141	150,459	682	0.5	None Claimed	36,625	37,307	-682	-1.8
12-31-07	None Claimed	141,833	146,960	-5,127	-3.5	None Claimed	41,863	36,736	5,127	14.0
12-31-06	None Claimed	97,461	97,681	-220	-0.2	None Claimed	33,739	33,519	220	0.7
12-31-05	None Claimed	53,359	*			None Claimed	64,927	*		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	180,000	187,766	187,766		
12-31-07	150,000	183,696	183,696		
12-31-06	150,000	131,200	131,200		
12-31-05	100,000	118,286	*		

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

*Initial Audit for 6 months ended December 31, 2005 - Publisher's Statement not required for this period.

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: North American Media Group, Inc.

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Date Signed: January 27, 2010
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Established: 2005 ABC Member since: 2005