

## MAGAZINE

### Publisher's Statement

Six months ended June 30, 2013

Subject to Audit



**Field Served:** Motor enthusiasts who find true enjoyment in cars and driving. Domestic and imported vehicles, in all price ranges, are discussed in terms of performance, handling and roadability.

Published by Hearst Communications, Inc.

Frequency: 11 times/year

## 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	541,435	88.7			
Digital (Replica)	15,886	2.6			
Total Paid Subscriptions	557,321	91.3			
Verified					
Print	8,000	1.3			
Total Verified Subscriptions	8,000	1.3			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>565,321</b>	<b>92.6</b>			
Single Copy Sales					
Print	41,466	6.8			
Digital	3,863	0.6			
Total Single Copy Sales	45,329	7.4			
<b>Total Paid &amp; Verified Circulation</b>	<b>610,650</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$13.00		
Average Subscription Price Annualized (12 issue frequency)		\$11.42	
Average Subscription Price per Copy		\$0.95	

(1) For the Statement period  
(2) Represents subscriptions for the 12 months ended December 31, 2012.

### 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 Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan.	535,635	15,885	551,520	10,000	10,000	561,520	41,625	2,292	43,917	587,260	18,177	605,437
Feb./Mar.	548,568	16,077	564,645	10,000	10,000	574,645	55,000	3,891	58,891	613,568	19,968	633,536
Apr.	542,824	16,080	558,904	10,000	10,000	568,904	40,904	3,677	44,581	593,728	19,757	613,485
May	538,822	15,765	554,587	10,000	10,000	564,587	31,300	4,484	35,784	580,122	20,249	600,371
June	541,326	15,624	556,950			556,950	38,500	4,971	43,471	579,826	20,595	600,421

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

None

### 5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	582,017	81.6	540,036	75.6	529,689	75.3	510,983	82.0	535,669	88.4
Verified	42,084	5.9	112,640	15.8	115,033	16.3	60,426	9.7	27,084	4.4
<b>Total Paid &amp; Verified Subscriptions</b>	<b>624,101</b>	<b>87.5</b>	<b>652,676</b>	<b>91.4</b>	<b>644,722</b>	<b>91.6</b>	<b>571,409</b>	<b>91.7</b>	<b>562,753</b>	<b>92.8</b>
Single Copy Sales	89,050	12.5	61,611	8.6	59,095	8.4	51,694	8.3	43,375	7.2
<b>Total Paid &amp; Verified Circulation</b>	<b>713,151</b>	<b>100.0</b>	<b>714,287</b>	<b>100.0</b>	<b>703,817</b>	<b>100.0</b>	<b>623,103</b>	<b>100.0</b>	<b>606,128</b>	<b>100.0</b>
Year Over Year Percent of Change		0.9		0.2		-1.5		-11.5		-2.7
Avg. Annualized Subscription Price	\$9.60		\$10.32		\$10.92		\$11.48		\$12.60	

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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*	503,905	15,886	519,791	85.2
Combination Subscriptions*	17,263		17,263	2.8
Award Point*	2,679		2,679	0.4
Partnership: Deductible*	253		253	0.1
Sponsored Sales	17,335		17,335	2.8
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>541,435</b>	<b>15,886</b>	<b>557,321</b>	<b>91.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	8,000		8,000	1.3
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>8,000</b>		<b>8,000</b>	<b>1.3</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>549,435</b>	<b>15,886</b>	<b>565,321</b>	<b>92.6</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	41,466	3,863	45,329	7.4
<b>TOTAL SINGLE COPY SALES</b>	<b>41,466</b>	<b>3,863</b>	<b>45,329</b>	<b>7.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>590,901</b>	<b>19,749</b>	<b>610,650</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:

Verified Subscription:	Doctor/ Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Automotive Outlets	Other	Total Public Place Copies
Public Place	6,228	736	570	466		8,000

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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 February/March 2013 issue

Total paid & verified circulation of this issue was 3.7% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)
Alabama	6,066		6,066	27	27	6,093	407		407	6,500	6,500
Arizona	11,514		11,514	159	159	11,673	868		868	12,541	12,541
Arkansas	3,376		3,376	9	9	3,385	214		214	3,599	3,599
California	78,134		78,134	2,286	2,286	80,420	5,237		5,237	85,657	85,657
Colorado	10,598		10,598	206	206	10,804	1,034		1,034	11,838	11,838
Connecticut	8,856		8,856	220	220	9,076	567		567	9,643	9,643
Delaware	1,765		1,765	37	37	1,802	107		107	1,909	1,909
District of Columbia	863		863	16	16	879	190		190	1,069	1,069
Florida	37,249		37,249	367	367	37,616	4,441		4,441	42,057	42,057
Georgia	14,573		14,573	255	255	14,828	1,672		1,672	16,500	16,500
Idaho	2,404		2,404	5	5	2,409	141		141	2,550	2,550
Illinois	22,248		22,248	757	757	23,005	1,687		1,687	24,692	24,692
Indiana	10,554		10,554	84	84	10,638	665		665	11,303	11,303
Iowa	4,447		4,447	19	19	4,466	235		235	4,701	4,701
Kansas	4,220		4,220	28	28	4,248	269		269	4,517	4,517
Kentucky	5,635		5,635	32	32	5,667	463		463	6,130	6,130
Louisiana	4,488		4,488	12	12	4,500	356		356	4,856	4,856
Maine	2,125		2,125			2,125	176		176	2,301	2,301
Maryland	10,483		10,483	216	216	10,699	666		666	11,365	11,365
Massachusetts	12,205		12,205	450	450	12,655	1,377		1,377	14,032	14,032
Michigan	17,443		17,443	322	322	17,765	1,221		1,221	18,986	18,986
Minnesota	9,404		9,404	144	144	9,548	651		651	10,199	10,199
Mississippi	2,897		2,897	3	3	2,900	185		185	3,085	3,085
Missouri	8,343		8,343	156	156	8,499	722		722	9,221	9,221
Montana	1,551		1,551			1,551	74		74	1,625	1,625
Nebraska	2,994		2,994	11	11	3,005	218		218	3,223	3,223
Nevada	4,813		4,813	24	24	4,837	1,508		1,508	6,345	6,345
New Hampshire	2,940		2,940	58	58	2,998	255		255	3,253	3,253
New Jersey	15,996		15,996	892	892	16,888	1,529		1,529	18,417	18,417
New Mexico	3,025		3,025	7	7	3,032	207		207	3,239	3,239
New York	28,401		28,401	844	844	29,245	2,916		2,916	32,161	32,161
North Carolina	15,767		15,767	142	142	15,909	1,842		1,842	17,751	17,751
North Dakota	1,038		1,038			1,038	123		123	1,161	1,161
Ohio	22,648		22,648	308	308	22,956	1,102		1,102	24,058	24,058
Oklahoma	4,916		4,916	21	21	4,937	347		347	5,284	5,284
Oregon	7,422		7,422	125	125	7,547	630		630	8,177	8,177
Pennsylvania	22,638		22,638	539	539	23,177	2,130		2,130	25,307	25,307
Rhode Island	1,754		1,754	10	10	1,764	169		169	1,933	1,933
South Carolina	6,980		6,980	37	37	7,017	658		658	7,675	7,675
South Dakota	1,197		1,197			1,197	84		84	1,281	1,281
Tennessee	9,728		9,728	58	58	9,786	960		960	10,746	10,746
Texas	33,766		33,766	465	465	34,231	2,586		2,586	36,817	36,817
Utah	4,499		4,499	27	27	4,526	360		360	4,886	4,886
Vermont	1,356		1,356			1,356	93		93	1,449	1,449
Virginia	14,528		14,528	285	285	14,813	1,227		1,227	16,040	16,040
Washington	14,195		14,195	265	265	14,460	1,577		1,577	16,037	16,037
West Virginia	2,333		2,333			2,333	169		169	2,502	2,502
Wisconsin	10,316		10,316	72	72	10,388	444		444	10,832	10,832
Wyoming	857		857			857	73		73	930	930
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>525,548</b>		<b>525,548</b>	<b>10,000</b>	<b>10,000</b>	<b>535,548</b>	<b>44,832</b>		<b>44,832</b>	<b>580,380</b>	<b>580,380</b>
Alaska	829		829			829	158		158	987	987
Hawaii	1,982		1,982			1,982	271		271	2,253	2,253
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,811</b>		<b>2,811</b>			<b>2,811</b>	<b>429</b>		<b>429</b>	<b>3,240</b>	<b>3,240</b>
U.S. Unclassified		16,077	16,077			16,077		3,891	3,891		19,968
<b>TOTAL UNITED STATES</b>	<b>528,359</b>	<b>16,077</b>	<b>544,436</b>	<b>10,000</b>	<b>10,000</b>	<b>554,436</b>	<b>45,261</b>	<b>3,891</b>	<b>49,152</b>	<b>583,620</b>	<b>19,968</b>
Poss. & Other Areas	889		889			889	268		268	1,157	
<b>U.S. &amp; POSS., etc.</b>	<b>529,248</b>	<b>16,077</b>	<b>545,325</b>	<b>10,000</b>	<b>10,000</b>	<b>555,325</b>	<b>45,529</b>	<b>3,891</b>	<b>49,420</b>	<b>584,777</b>	<b>19,968</b>
<b>CANADA</b>											
Alberta	2,583		2,583			2,583	1,290		1,290	3,873	3,873
British Columbia	2,867		2,867			2,867	1,456		1,456	4,323	4,323
Manitoba	569		569			569	219		219	788	788
New Brunswick	271		271			271	96		96	367	367
Newfoundland/Labrador	114		114			114	50		50	164	164
Northwest Territories	13		13			13	9		9	22	22
Nova Scotia	424		424			424	245		245	669	669
Nunavut	3		3			3				3	3
Ontario	8,359		8,359			8,359	3,117		3,117	11,476	11,476
Prince Edward Island	69		69			69	27		27	96	96
Quebec	1,879		1,879			1,879	663		663	2,542	2,542
Saskatchewan	571		571			571	230		230	801	801
Yukon Territory	6		6			6	14		14	20	20
Canadian Unclassified											
<b>TOTAL CANADA</b>	<b>17,728</b>		<b>17,728</b>			<b>17,728</b>	<b>7,416</b>		<b>7,416</b>	<b>25,144</b>	<b>25,144</b>
International	1,034		1,034			1,034	2,055		2,055	3,089	3,089
Other Unclassified											
Military or Civilian Personnel Overseas	558		558			558				558	558
<b>GRAND TOTAL</b>	<b>548,568</b>	<b>16,077</b>	<b>564,645</b>	<b>10,000</b>	<b>10,000</b>	<b>574,645</b>	<b>55,000</b>	<b>3,891</b>	<b>58,891</b>	<b>613,568</b>	<b>19,968</b>

## ANALYSIS BY ABCD COUNTY SIZE for the February/March 2013 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	262,345	45.2	113
B	30	187,610	32.3	108
C	15	75,625	13.0	87
D	15	54,800	9.5	63

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 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, 2013

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues)	34	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	243,135	96.7
(b) Seven to eleven months (7 to 11 issues)	1,852	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	4,272	1.7
(c) Twelve months (12 issues)	140,008	55.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	3,913	1.6
(d) Thirteen to twenty-four months	99,048	39.4	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	10,378	4.1	Total Subscriptions Sold in Period	251,320	100.0
Total Subscriptions Sold in Period	251,320	100.0			
B. USE OF PREMIUMS					
		%			
(a) Ordered without premium	251,320	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	251,320	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: Canada and International, 1 yr. \$29.94.

(b) Average non-analyzed non-paid circulation for the 6 month period: 14,912 copies per issue.

(c) Post expiration copies: None.

(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, smartphones and e-reader devices.

(e) 2,245 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Car and Driver	2,245	10-12 issues	\$18.00-\$20.00	\$13.00

(f) Award Point Subscription Sales: The average of 2,679 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 103 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$10.50 to \$18.00, in exchange for the redemption of 200 to 1,050 points at the rate of \$0.01 to \$0.03 per mile.

An average of 2,576 copies per issue represents copies served to subscribers in exchange for the redemption of Award Points. These subscriptions were sold at 10 to 12 issues for \$12.00 in exchange for the redemption of 200 points at the rate of \$0.06 per point.

(g) Partnership Subscription Sales (Deductible): The average of 253 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 \$8.00 to \$20.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 17,335 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.

(i) Verified Public Place: The average of 8,000 copies per issue, shown in Par. 6 and included in Par. 1, represents copies distributed to doctor and health care providers, personal care salons, fitness and recreational facilities and automotive outlets.

(j) Pursuant to a review by the AAM Board of Directors, copies distributed through the Next Issue Media Unlimited program are reported as paid single copy sales based on consumer payment for the program and consumer's request for this specific magazine. Included in Digital (Replica) single copy sales is an average of 3,149 copies per issue from this program.

(k) A decrease in frequency occurred during the 12 months ending December 31, 2012. As a result, the frequency in effect at the end of this period was used for calculating the annualized average price reported in Par. 2 of this statement.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2012; 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)
06-30-12	None Claimed	614,695	612,898	1,796	0.3
06-30-11	None Claimed	664,094	663,609	485	0.1
06-30-10	None Claimed	714,484	714,484		
06-30-09	None Claimed	715,969	715,969		
06-30-08	None Claimed	702,613	702,613		

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 Alliance for Audited Media's Bylaws and Rules.

Parent Company: Hearst Communications, Inc.

ROAD & TRACK, published by Hearst Communications, Inc. • 300 West 57th Street • New York, NY 10019

LIBERTA ABBONDANTE

FELIX DIFILIPPO

Date Signed: July 29, 2013

SVP, Consumer Marketing

Publisher, Chief Revenue Officer

P: 212.649.2000 • URL: [www.roadandtrack.com](http://www.roadandtrack.com)

Established: 1947

AAM Member since: 1955

04-0990-0	Analyzed Issue Date	02-03/01/13
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	13.00
	Canadian Subscription Price	29.94
	International Subscription Price	29.94