

MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

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: 10 times/year

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	539,868	88.8			
Digital Issue	16,323	2.7			
Total Paid Subscriptions	556,191	91.5			
Verified					
Print	11,767	1.9			
Total Verified Subscriptions	11,767	1.9			
Total Paid & Verified Subscriptions	567,958	93.5			
Single Copy Sales					
Print	25,500	4.2			
Digital	14,174	2.3			
Total Single Copy Sales	39,674	6.5			
Total Paid & Verified Circulation	607,632	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$13.00		
Average Subscription Price Annualized (10 issue frequency)		\$12.42	
Average Subscription Price per Copy		\$1.24	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Feb.	539,618	16,341	555,959	16,266	16,266	572,225	28,000	13,806	41,806	583,884	30,147	614,031
Mar./Apr.	536,027	16,351	552,378	16,266	16,266	568,644	23,000	13,691	36,691	575,293	30,042	605,335
May	544,155	16,400	560,555	7,266	7,266	567,821	24,000	14,400	38,400	575,421	30,800	606,221
June	539,672	16,200	555,872	7,266	7,266	563,138	27,000	14,800	41,800	573,938	31,000	604,938

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	529,689	75.3	510,983	82.0	535,669	88.4	559,281	92.3	554,965	91.0
Verified	115,033	16.3	60,426	9.7	27,084	4.4	6,245	1.0	13,645	2.3
Total Paid & Verified Subscriptions	644,722	91.6	571,409	91.7	562,753	92.8	565,526	93.3	568,610	93.3
Single Copy Sales	59,095	8.4	51,694	8.3	43,375	7.2	40,604	6.7	41,087	6.7
Total Paid & Verified Circulation	703,817	100.0	623,103	100.0	606,128	100.0	606,130	100.0	609,697	100.0
Year Over Year Percent of Change		-1.5		-11.5		-2.7				0.6
Avg. Annualized Subscription Price	\$10.92		\$11.48		\$12.60		\$10.36		\$10.81	

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 Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	512,613	16,323	528,936	87.0
Combination Subscriptions*	17,291		17,291	2.8
Award Point*	8,470		8,470	1.4
Sponsored Sales	1,494		1,494	0.2
TOTAL PAID SUBSCRIPTIONS	539,868	16,323	556,191	91.5
VERIFIED SUBSCRIPTIONS				
Public Place Copies (See Par. 6A)	4,501		4,501	0.7
Individual Use (See Par. 6B)	7,266		7,266	1.2
TOTAL VERIFIED SUBSCRIPTIONS	11,767		11,767	1.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	551,635	16,323	567,958	93.5
SINGLE COPY SALES				
Single Issue Sales	25,500	14,174	39,674	6.5
TOTAL SINGLE COPY SALES	25,500	14,174	39,674	6.5
TOTAL PAID & VERIFIED CIRCULATION	577,135	30,497	607,632	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 Subscriptions:	Doctor/ Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Automotive Outlets	Public Place Other	Total Public Place Copies
Public Place	3,566	366	299	270		4,501

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	Individual Use Other	Total Individual Use Copies
Individual Use	7,266		7,266

7. GEOGRAPHIC DATA for the February 2015 issue

Total paid & verified circulation of this issue was 1.1% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue
Alabama	6,017		6,017	162	162	6,179	246		246	6,425	6,425
Arizona	11,291		11,291	298	298	11,589	607		607	12,196	12,196
Arkansas	3,234		3,234	82	82	3,316	73		73	3,389	3,389
California	73,278		73,278	2,719	2,719	75,997	3,119		3,119	79,116	79,116
Colorado	10,566		10,566	360	360	10,926	479		479	11,405	11,405
Connecticut	8,326		8,326	299	299	8,625	239		239	8,864	8,864
Delaware	1,814		1,814	52	52	1,866	88		88	1,954	1,954
District of Columbia	831		831	26	26	857	82		82	939	939
Florida	37,749		37,749	876	876	38,625	2,117		2,117	40,742	40,742
Georgia	13,767		13,767	488	488	14,255	1,104		1,104	15,359	15,359
Idaho	2,532		2,532	41	41	2,573	52		52	2,625	2,625
Illinois	20,801		20,801	862	862	21,663	1,015		1,015	22,678	22,678
Indiana	9,826		9,826	225	225	10,051	371		371	10,422	10,422
Iowa	4,431		4,431	100	100	4,531	110		110	4,641	4,641
Kansas	4,559		4,559	141	141	4,700	110		110	4,810	4,810
Kentucky	5,616		5,616	134	134	5,750	272		272	6,022	6,022
Louisiana	4,460		4,460	75	75	4,535	262		262	4,797	4,797
Maine	2,111		2,111	30	30	2,141	75		75	2,216	2,216
Maryland	10,064		10,064	351	351	10,415	419		419	10,834	10,834
Massachusetts	11,970		11,970	501	501	12,471	641		641	13,112	13,112
Michigan	17,410		17,410	508	508	17,918	758		758	18,676	18,676
Minnesota	9,144		9,144	276	276	9,420	432		432	9,852	9,852
Mississippi	2,715		2,715	54	54	2,769	133		133	2,902	2,902
Missouri	8,492		8,492	288	288	8,780	262		262	9,042	9,042
Montana	1,635		1,635	23	23	1,658	45		45	1,703	1,703
Nebraska	2,988		2,988	62	62	3,050	96		96	3,146	3,146
Nevada	4,816		4,816	84	84	4,900	435		435	5,335	5,335
New Hampshire	2,867		2,867	81	81	2,948	94		94	3,042	3,042
New Jersey	15,408		15,408	828	828	16,236	672		672	16,908	16,908
New Mexico	3,245		3,245	54	54	3,299	74		74	3,373	3,373
New York	28,353		28,353	1,092	1,092	29,445	1,503		1,503	30,948	30,948
North Carolina	15,705		15,705	378	378	16,083	746		746	16,829	16,829
North Dakota	1,054		1,054	15	15	1,069	27		27	1,096	1,096
Ohio	21,175		21,175	620	620	21,795	700		700	22,495	22,495
Oklahoma	4,739		4,739	106	106	4,845	129		129	4,974	4,974
Oregon	7,945		7,945	235	235	8,180	293		293	8,473	8,473
Pennsylvania	24,227		24,227	871	871	25,098	1,212		1,212	26,310	26,310
Rhode Island	1,773		1,773	31	31	1,804	73		73	1,877	1,877
South Carolina	6,867		6,867	162	162	7,029	421		421	7,450	7,450
South Dakota	1,256		1,256	18	18	1,274	20		20	1,294	1,294
Tennessee	9,309		9,309	274	274	9,583	343		343	9,926	9,926
Texas	31,884		31,884	998	998	32,882	1,689		1,689	34,571	34,571
Utah	4,075		4,075	89	89	4,164	141		141	4,305	4,305
Vermont	1,423		1,423	20	20	1,443	45		45	1,488	1,488
Virginia	14,077		14,077	503	503	14,580	686		686	15,266	15,266
Washington	14,440		14,440	458	458	14,898	647		647	15,545	15,545
West Virginia	2,715		2,715	38	38	2,753	103		103	2,856	2,856
Wisconsin	10,755		10,755	263	263	11,018	230		230	11,248	11,248
Wyoming	1,065		1,065	15	15	1,080	17		17	1,097	1,097
TOTAL 48 CONTERMINOUS STATES	514,800		514,800	16,266	16,266	531,066	23,507		23,507	554,573	554,573
Alaska	818		818			818	105		105	923	923
Hawaii	1,873		1,873			1,873	145		145	2,018	2,018
TOTAL ALASKA & HAWAII	2,691		2,691			2,691	250		250	2,941	2,941
U.S. Unclassified		16,341	16,341			16,341		13,806	13,806		30,147
TOTAL UNITED STATES	517,491	16,341	533,832	16,266	16,266	550,098	23,757	13,806	37,563	557,514	587,661
Poss. & Other Areas	795		795			795				795	795
U.S. & POSS., etc.	518,286	16,341	534,627	16,266	16,266	550,893	23,757	13,806	37,563	558,309	588,456
CANADA											
Alberta	2,918		2,918			2,918	579		579	3,497	3,497
British Columbia	3,103		3,103			3,103	691		691	3,794	3,794
Manitoba	683		683			683	85		85	768	768
New Brunswick	384		384			384	56		56	440	440
Newfoundland/Labrador	137		137			137	25		25	162	162
Northwest Territories	9		9			9	3		3	12	12
Nova Scotia	518		518			518	99		99	617	617
Nunavut	2		2			2				2	2
Ontario	9,315		9,315			9,315	1,387		1,387	10,702	10,702
Prince Edward Island	79		79			79	10		10	89	89
Quebec	2,195		2,195			2,195	348		348	2,543	2,543
Saskatchewan	611		611			611	51		51	662	662
Yukon Territory	7		7			7	3		3	10	10
Canadian Unclassified											
TOTAL CANADA	19,961		19,961			19,961	3,337		3,337	23,298	23,298
International	1,004		1,004			1,004	652		652	1,656	1,656
Other Unclassified											
Military or Civilian Personnel Overseas	367		367			367	254		254	621	621
GRAND TOTAL	539,618	16,341	555,959	16,266	16,266	572,225	28,000	13,806	41,806	583,884	614,031

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, 2015

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues)	320	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	274,602	83.3
(b) Seven to eleven months (5 to 9 issues)	2,604	0.8	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	51,661	15.7
(c) Twelve months (10 issues)	238,115	72.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	3,446	1.0
(d) Thirteen to twenty-four months	85,741	26.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,929	0.9	Total Subscriptions Sold in Period	329,709	100.0
Total Subscriptions Sold in Period	329,709	100.0			
B. USE OF PREMIUMS					
		%			
(a) Ordered without premium	305,467	92.6			
(b) Ordered with material reprinted from branded editorial material	None				
(c) Ordered with other premiums, See Par. 9	24,242	7.4			
Total Subscriptions Sold in Period	329,709	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: U.S., \$4.99; Canada, \$5.99. Subscriptions: Canada and International, 1 yr. \$29.94.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 38,044 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is consistent with the print edition - all content is included either as identical or as an interactive, enhanced presentation created specifically for the device being used. The Digital Issue is available via a growing list of digital issue storefronts and is able to be read on numerous tablets, smartphones and e-reader devices.

(e) 3,458 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Car & Driver	3,452	10 issues	\$16.00-\$20.00	\$13.00
Popular Mechanics	6	10 issues	\$12.00-\$15.00	\$24.00

(f) Award Point Subscription Sales: The average of 8,470 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 15 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 8,455 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) Sponsored Subscription Sales: The average of 1,494 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.

(h) Analysis by ABCD county size for the February 2015, Circulation is reported as follows:

A County Size includes 243,359 copies, B County Size includes 180,939 copies, C County Size includes 74,903 copies, D County Size includes 55,372 copies.

(i) Use of Premiums: A hat or a dash mat, with no advertised or stated value, was offered with some subscriptions.

(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 Issue single copy sales is an average of 9,209 copies per issue from this program.

(k) An average of 7,266 copies are included in Verified Individually requested that were served to subscribers that ordered the magazine for which payment was not received.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2014; 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)
06-30-14	None Claimed	607,976	605,917	2,059	0.3
06-30-13	None Claimed	605,384	607,018	-1,634	-0.3
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		

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.

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LIBERTA ABBONDANTE

FELIX DIFILIPPO

SVP, Consumer Marketing

Publisher, Chief Revenue Officer

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Established: 1947

AAM Member since: 1955

04-0990-0	Analyzed Issue Date	02/01/15
	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