

**MAGAZINE**

**Publisher's Statement**

6 months ended June 30, 2015

Subject to Audit

**Field Served:** Automobile enthusiasts, domestic and imported autos, road tests and features on performance, sports, classic and custom cars of special interest to the enthusiasts, international coverage of road race, stock, championship car events, technical reports, personalities and products.

Published by Hearst Communications, Inc.

Frequency: 12 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	1,047,341	86.1			
Digital Issue	35,518	2.9			
<b>Total Paid Subscriptions</b>	<b>1,082,859</b>	<b>89.0</b>			
Verified					
Print	55,167	4.5			
<b>Total Verified Subscriptions</b>	<b>55,167</b>	<b>4.5</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,138,026</b>	<b>93.5</b>			
Single Copy Sales					
Print	60,500	5.0			
Digital Issue	18,083	1.5			
<b>Total Single Copy Sales</b>	<b>78,583</b>	<b>6.5</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>1,216,609</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)		\$12.88	
Average Subscription Price per Copy		\$1.07	

(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			
Jan.	991,498	35,860	1,027,358	99,167	99,167	1,126,525	81,000	17,472	98,472	1,171,665	53,332	1,224,997
Feb.	1,010,781	35,257	1,046,038	99,167	99,167	1,145,205	53,000	18,147	71,147	1,162,948	53,404	1,216,352
Mar.	1,014,979	35,486	1,050,465	99,167	99,167	1,149,632	56,000	18,775	74,775	1,170,146	54,261	1,224,407
Apr.	1,098,344	35,995	1,134,339	11,167	11,167	1,145,506	54,000	17,700	71,700	1,163,511	53,695	1,217,206
May	1,093,705	35,510	1,129,215	11,167	11,167	1,140,382	57,000	18,051	75,051	1,161,872	53,561	1,215,433
June	1,074,732	35,000	1,109,732	11,167	11,167	1,120,899	62,000	18,354	80,354	1,147,899	53,354	1,201,253

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

None

### 5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	1,067,676	80.8	1,027,383	83.6	1,051,922	87.0	1,103,412	90.5	1,034,742	85.8
Verified	175,029	13.2	132,094	10.7	92,167	7.6	46,811	3.8	92,430	7.7
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,242,705</b>	<b>94.0</b>	<b>1,159,477</b>	<b>94.3</b>	<b>1,144,089</b>	<b>94.6</b>	<b>1,150,223</b>	<b>94.3</b>	<b>1,127,172</b>	<b>93.5</b>
Single Copy Sales	78,893	6.0	70,162	5.7	65,369	5.4	69,416	5.7	78,753	6.5
<b>Total Paid &amp; Verified Circulation</b>	<b>1,321,598</b>	<b>100.0</b>	<b>1,229,639</b>	<b>100.0</b>	<b>1,209,458</b>	<b>100.0</b>	<b>1,219,639</b>	<b>100.0</b>	<b>1,205,925</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.2		-7.0		-1.6		0.8		-1.1
Avg. Annualized Subscription Price	\$12.12		\$13.36		\$13.64		\$11.67		\$11.40	

## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	1,006,134	35,518	1,041,652	85.6
Combination Subscriptions*	15,100		15,100	1.2
Award Point*	12,937		12,937	1.1
Sponsored Sales	13,170		13,170	1.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>1,047,341</b>	<b>35,518</b>	<b>1,082,859</b>	<b>89.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	44,000		44,000	3.6
Individual Use (See Par. 6B)	11,167		11,167	0.9
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>55,167</b>		<b>55,167</b>	<b>4.5</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>1,102,508</b>	<b>35,518</b>	<b>1,138,026</b>	<b>93.5</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	60,500	18,083	78,583	6.5
<b>TOTAL SINGLE COPY SALES</b>	<b>60,500</b>	<b>18,083</b>	<b>78,583</b>	<b>6.5</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>1,163,008</b>	<b>53,601</b>	<b>1,216,609</b>	<b>100.0</b>

\*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:	Doctor/ Health Care Providers	Personal Care Salons	Automotive Outlets	Fitness/ Recreational Facilities	Public Place Other	Total Public Place Copies
Public Place	33,270	4,186	3,676	2,868		44,000

## 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	Individual Use Other	Total Individual Use Copies
Individual Use	11,167		11,167

## 7. GEOGRAPHIC DATA for the January 2015 issue

Total paid & verified circulation of this issue was 0.7% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation	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		
Alabama	11,569		11,569	782	782	12,351	811		811	13,162	13,162
Arizona	20,073		20,073	1,739	1,739	21,812	1,524		1,524	23,336	23,336
Arkansas	6,399		6,399	149	149	6,548	220		220	6,768	6,768
California	113,704		113,704	14,630	14,630	128,334	7,696		7,696	136,030	136,030
Colorado	18,409		18,409	1,819	1,819	20,228	1,320		1,320	21,548	21,548
Connecticut	15,528		15,528	1,651	1,651	17,179	712		712	17,891	17,891
Delaware	3,469		3,469	414	414	3,883	273		273	4,156	4,156
District of Columbia	1,583		1,583	117	117	1,700	218		218	1,918	1,918
Florida	63,662		63,662	5,703	5,703	69,365	6,281		6,281	75,646	75,646
Georgia	26,446		26,446	2,261	2,261	28,707	2,960		2,960	31,667	31,667
Idaho	4,496		4,496	309	309	4,805	164		164	4,969	4,969
Illinois	40,522		40,522	5,384	5,384	45,906	3,166		3,166	49,072	49,072
Indiana	19,659		19,659	1,528	1,528	21,187	1,644		1,644	22,831	22,831
Iowa	9,362		9,362	589	589	9,951	316		316	10,267	10,267
Kansas	9,260		9,260	899	899	10,159	247		247	10,406	10,406
Kentucky	11,103		11,103	881	881	11,984	929		929	12,913	12,913
Louisiana	8,536		8,536	420	420	8,956	851		851	9,807	9,807
Maine	4,071		4,071	48	48	4,119	203		203	4,322	4,322
Maryland	19,163		19,163	1,967	1,967	21,130	1,087		1,087	22,217	22,217
Massachusetts	23,161		23,161	3,284	3,284	26,445	1,668		1,668	28,113	28,113
Michigan	34,126		34,126	3,772	3,772	37,898	2,663		2,663	40,561	40,561
Minnesota	18,442		18,442	2,193	2,193	20,635	1,108		1,108	21,743	21,743
Mississippi	5,255		5,255	183	183	5,438	445		445	5,883	5,883
Missouri	16,637		16,637	1,912	1,912	18,549	772		772	19,321	19,321
Montana	3,075		3,075	36	36	3,111	177		177	3,288	3,288
Nebraska	6,095		6,095	439	439	6,534	224		224	6,758	6,758
Nevada	7,980		7,980	413	413	8,393	956		956	9,349	9,349
New Hampshire	5,594		5,594	518	518	6,112	340		340	6,452	6,452
New Jersey	30,387		30,387	6,664	6,664	37,051	2,201		2,201	39,252	39,252
New Mexico	5,473		5,473	270	270	5,743	284		284	6,027	6,027
New York	57,168		57,168	7,603	7,603	64,771	4,127		4,127	68,898	68,898
North Carolina	30,038		30,038	2,032	2,032	32,070	2,817		2,817	34,887	34,887
North Dakota	2,444		2,444	29	29	2,473	108		108	2,581	2,581
Ohio	41,998		41,998	4,642	4,642	46,640	2,565		2,565	49,205	49,205
Oklahoma	9,650		9,650	873	873	10,523	401		401	10,924	10,924
Oregon	12,546		12,546	842	842	13,388	746		746	14,134	14,134
Pennsylvania	48,138		48,138	6,184	6,184	54,322	2,904		2,904	57,226	57,226
Rhode Island	3,313		3,313	134	134	3,447	179		179	3,626	3,626
South Carolina	12,708		12,708	995	995	13,703	1,094		1,094	14,797	14,797
South Dakota	2,895		2,895	34	34	2,929	72		72	3,001	3,001
Tennessee	17,769		17,769	1,825	1,825	19,594	1,283		1,283	20,877	20,877
Texas	60,748		60,748	5,209	5,209	65,957	4,952		4,952	70,909	70,909
Utah	7,246		7,246	530	530	7,776	384		384	8,160	8,160
Vermont	2,618		2,618	31	31	2,649	155		155	2,804	2,804
Virginia	27,384		27,384	3,250	3,250	30,634	1,998		1,998	32,632	32,632
Washington	24,375		24,375	2,507	2,507	26,882	1,755		1,755	28,637	28,637
West Virginia	5,229		5,229	81	81	5,310	704		704	6,014	6,014
Wisconsin	19,602		19,602	1,372	1,372	20,974	907		907	21,881	21,881
Wyoming	1,705		1,705	20	20	1,725	77		77	1,802	1,802
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>950,813</b>		<b>950,813</b>	<b>99,167</b>	<b>99,167</b>	<b>1,049,980</b>	<b>68,688</b>		<b>68,688</b>	<b>1,118,668</b>	<b>1,118,668</b>
Alaska	1,816		1,816			1,816	250		250	2,066	2,066
Hawaii	3,450		3,450			3,450	367		367	3,817	3,817
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>5,266</b>		<b>5,266</b>			<b>5,266</b>	<b>617</b>		<b>617</b>	<b>5,883</b>	<b>5,883</b>
U.S. Unclassified		35,860	35,860			35,860		17,472	17,472	53,332	53,332
<b>TOTAL UNITED STATES</b>	<b>956,079</b>	<b>35,860</b>	<b>991,939</b>	<b>99,167</b>	<b>99,167</b>	<b>1,091,106</b>	<b>69,305</b>	<b>17,472</b>	<b>86,777</b>	<b>1,124,551</b>	<b>1,177,883</b>
Poss. & Other Areas	1,365		1,365			1,365				1,365	1,365
<b>U.S. &amp; POSS., etc.</b>	<b>957,444</b>	<b>35,860</b>	<b>993,304</b>	<b>99,167</b>	<b>99,167</b>	<b>1,092,471</b>	<b>69,305</b>	<b>17,472</b>	<b>86,777</b>	<b>1,125,916</b>	<b>1,179,248</b>
<b>CANADA</b>											
Alberta	5,058		5,058			5,058	1,821		1,821	6,879	6,879
British Columbia	4,698		4,698			4,698	1,581		1,581	6,279	6,279
Manitoba	1,282		1,282			1,282	236		236	1,518	1,518
New Brunswick	690		690			690	227		227	917	917
Newfoundland/Labrador	290		290			290	130		130	420	420
Northwest Territories	25		25			25	8		8	33	33
Nova Scotia	965		965			965	434		434	1,399	1,399
Nunavut	5		5			5				5	5
Ontario	14,287		14,287			14,287	3,729		3,729	18,016	18,016
Prince Edward Island	155		155			155	60		60	215	215
Quebec	3,082		3,082			3,082	641		641	3,723	3,723
Saskatchewan	1,286		1,286			1,286	206		206	1,492	1,492
Yukon Territory	18		18			18	11		11	29	29
Canadian Unclassified											
<b>TOTAL CANADA</b>	<b>31,841</b>		<b>31,841</b>			<b>31,841</b>	<b>9,084</b>		<b>9,084</b>	<b>40,925</b>	<b>40,925</b>
International	1,460		1,460			1,460	2,062		2,062	3,522	3,522
Other Unclassified											
Military or Civilian Personnel Overseas	753		753			753	549		549	1,302	1,302
<b>GRAND TOTAL</b>	<b>991,498</b>	<b>35,860</b>	<b>1,027,358</b>	<b>99,167</b>	<b>99,167</b>	<b>1,126,525</b>	<b>81,000</b>	<b>17,472</b>	<b>98,472</b>	<b>1,171,665</b>	<b>1,224,997</b>

## 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 6 issues) .....	684	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	463,653	74.4
(b) Seven to eleven months (7 to 11 issues).....	4,188	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	149,690	24.0
(c) Twelve months (12 issues).....	420,531	67.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	9,633	1.6
(d) Thirteen to twenty-four months.....	190,890	30.6	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	6,683	1.1			
Total Subscriptions Sold in Period .....	622,976	100.0	Total Subscriptions Sold in Period .....	622,976	100.0
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	582,172	93.5			
(b) Ordered with material reprinted from branded editorial material.....	None				
(c) Ordered with other premiums, See Par. 9 .....	40,804	6.5			
Total Subscriptions Sold in Period .....	622,976	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: 53,315 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 an exact replica or as an interactive, enhanced presentation created specifically for the device being used. The Digital Issue is available via a growing list of digital edition storefronts and is able to be read on numerous tablets, smart phones and e-reader devices.

(e) 3,339 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Road & Track	3,327	12 issues	\$12.00-\$20.00	\$13.00
Popular Mechanics	12	12 issues	\$12.00	\$24.00

(f) Award Point Subscription Sales: The average of 12,937 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 11 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 \$0.02 to \$0.03 per mile.

An average of 12,926 copies per issue represents copies purchased through the redemption of Award points. These subscriptions were sold at 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 13,170 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) Verified Public Place: The average of 44,000 copies per issue, shown in Par. 6 and included in Par. 1, represents copies distributed to Doctor & Health Care, Personal Care Salons, Fitness & Recreational Facilities and Automotive Outlets.

(i) Analysis by ABCD county size for the January 2015 issue, Circulation is reported as follows:

A County Size includes 494,556 copies B County Size includes 364,342 copies, C County Size includes 145,786 copies, D County Size includes 113,982 copies.

(j) Use of Premiums: A gift card, with a stated value of \$8.34, or a hat with no advertised or stated value, was offered with some subscriptions.

(k) 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 17,196 copies per issue from this program.

(l) An average of 11,167 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	1,206,108	1,206,455	-347	-0.0
06-30-13	None Claimed	1,218,762	1,218,712	50	0.0
06-30-12	None Claimed	1,219,494	1,216,708	2,786	0.2
06-30-11	None Claimed	1,275,686	1,277,629	-1,943	-0.2
06-30-10	None Claimed	1,329,173	1,329,173		

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.

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CAR AND DRIVER, published by Hearst Communications, Inc. • 300 West 57th Street • New York, NY 10019

LIBERTA ABBONDANTE

FELIX DiFILIPPO

SVP, Consumer Marketing

Publisher, Chief Revenue Officer

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Established: 1955

AAM Member since: 1956

04-0170-0	Analyzed Issue Date	01/01/15
	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