

PHILIP MORRIS USA PRINTING CERTIFICATION INFORMATION

Please complete both Section A and Section B. Section A details circulation, demographics and research data. Section B details circulation, demographics and research data. Both sections must be completed to allow Philip Morris USA to assess the placement of tobacco advertising in your publication.

SECTION A

I am the VICE PRESIDENT of EMAP USA

I certify that ROD & CUSTOM (title of publication)
is not directed primarily to those under 21 years of age.

Signature: [Signature]

Date: 10-19-00

Name (please print): Bin Hazan

Your Title: VP EMAP/MAGNET NETWORK

SECTION B

NAME OF PUBLICATION: ROD & CUSTOM

CIRCULATION: % Newstand: 26% % Subscription: 7470 : ABC Statement 6/30/00

DEMOGRAPHICS: % Circulation aged 21+: 98% OR % Readership aged 21+: 98%

RESEARCH (PLEASE ATTACH ALL NECESSARY DATA TO SUPPORT THIS SUMMARY):

Date of Study: 1999 Rod & Custom Reader Survey

Type of Study (please check one):

☐ Mediarmark Research Inc. ☐ Media Audit ☐ Scarborough ☐ Simmons ☒ Other

If Other, please describe the TYPE (e.g., phone survey, blow-in cards, etc.), METHODOLOGY (e.g., questionnaire within every "nth" issue) and provide the TOTAL # OF RESPONDENTS in the space below:

Type: 2 page questionnaire bound into 8/99 issue,

Methodology: SEE Attached.

total # of respondents: 638 usable questionnaires

Attached enclosures individual age analysis

10/25/00
[Signature]

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PLEASE FAX TO RITA SCHNEIDER @ 917-663-5313 ASAP