

ABOUT

This audience report details the digital activities for *GRAPHICS PRO*. This report is produced monthly to provide certified data that is current, accurate, and consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The publisher requests specific demographic detail from each individual recipient, and representative demographics reported herein are based on an aggregate of magazine subscribers, eNewsletter subscribers and those active in the industry.

CONTACT US

Publisher
DAN PECKHAM
dpeckham@nbm.com

Media Consultant
Awards & Engraving Market
RYAN APPLEBAUM
rapplebaum@nbm.com

Media Consultant
Printwear Market
DESIREE DELFRARI
ddelfrari@nbm.com

Media Consultant
Sign & Digital Graphics Market
SARA SIAUW
ssiauw@nbm.com

Executive Editor
CASSIE GREEN
cgreen@nbm.com

Managing Editor
MATT DIXON
mdixon@nbm.com

Editor, Special Reports / Special Publications
CARLY HOLLMAN
chollman@nbm.com

Editor, GRAPHICS PRO Daily
ALLEE BRUCE
abruce@nbm.com

Digital Highlights - Outbound

*Outbound Programs delivered "outbound" via eblasts to the extensive and market active GRAPHICS PRO email list.

Digital Guarantee Logic

Digital advertising rates are based on guaranteed delivery to 100,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising guarantee. *Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.

NEWSLETTER

118,844
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2020)	118,844	17,932	15.09%

PRODUCTS & DEALS

118,973
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2020)	118,973	17,877	15.03%

CATALOG CONNECTION

119,823
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2020)	119,823	18,300	15.27%

Digital Highlights - Inbound

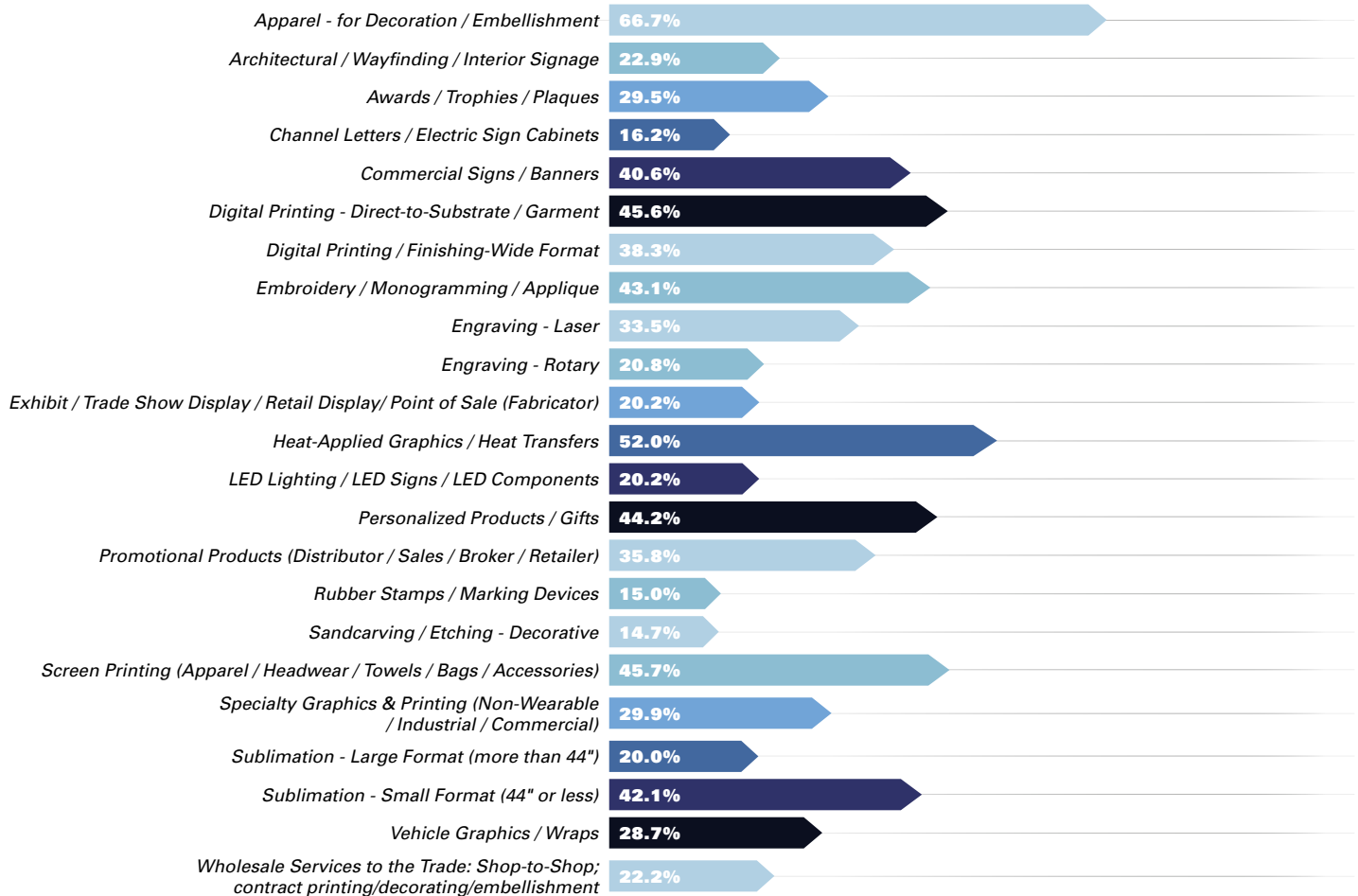
*Inbound Programs capitalize on "inbound" traffic to graphics-pro.com.

67,453

Website Views May 2020

Representative Digital Audience Demographics

Areas of Business Activities



DATE: JUNE, 2020

I certify that this information is correct and complete.

Daniel B. Peckham *Lori Farstad*

Dan Peckham
PUBLISHER

Lori Farstad
VICE PRESIDENT,
AUDIENCE & EVENTS

GRAPHICS PRO Magazine
graphics-pro.com

National Business Media, Inc.
P.O. Box 1416, Broomfield, CO 80038
nbm.com • 800-669-0424

