

GRAPHICS PRO

MAGAZINE CERTIFIED AUDIENCE STATEMENT



ABOUT

This audience report details the magazine 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.

DNTACT US

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Magazine Highlights

Magazine distribution minimums; guarantee logic and methodology. Magazine advertising guarantees are based on minimum distribution to 70,000 active industry professionals, delivered in either print or digital formats, or both.



Publisher may exceed the minimum guaranteed delivery without increasing advertising guarantees.



Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising guarantees.



Electronic copies are sent consistent with standards set by the CAN-SPAM Act of 2003.



Printed copies follow USPS
Periodicals mailing guidelines and
are reported and published annually
with the publication's Statement of
Ownership, in addition to the report
herein

November Issue Breakdown

73,690

total served this issue.

30,000

Print copies delivered through USPS channels to subscribers & industry suppliers.

43,690

Digital copies delivered through electronic channels to subscribers, eNewsletter engagers and industry suppliers (did not receive the print copy).

TOTAL DISTRIBUTION

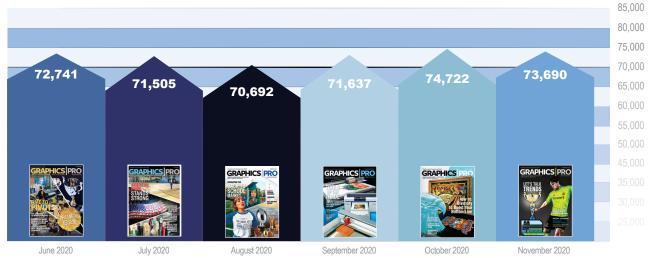
73,690





At A Glance: Magazine Subscriber Distribution





Representative Magazine Audience Demographics

Areas of Business Activities

Apparel - for Decoration/Embellishment 22.9% Architectural/Wayfinding/Interior Signage Awards/Trophies/Plaques 29.5% 16.2% Channel Letters/Electric Sign Cabinets 40.6% Commercial Signs/Banners 45.6% Digital Printing - Direct-to-Substrate/Garment Digital Printing/Finishing-Wide Format Embroidery/Monogramming/Appliqué Engraving - Laser 20.8% Engraving - Rotary Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator) 20.2% Heat-Applied Graphics/Heat Transfers 52.0% 20.2% LED Lighting/LED Signs/LED Components Personalized Products/Gifts 44.2% Promotional Products (Distributor/Sales/Broker/Retailer) Rubber Stamps/Marking Devices Sandcarving/Etching - Decorative Screen Printing (Apparel/Headwear/Towels/Bags/Accessories) Specialty Graphics & Printing (Non-Wearable/Industrial/Commercial) 29.9% 20.0% Sublimation - Large Format (more than 44") Sublimation - Small Format (44" or less) 42.1% 28.7% Vehicle Graphics/Wraps Wholesale Services to the Trade: Shop-to-Shop; contract printing/ decorating/embellishment

DATE: NOVEMBER 2020

I certify that this information is correct and complete.

Danie S. Seekham
Dan Peckham

PUBLISHER

Mori Farstad

Lori Farstad

VICE PRESIDENT, AUDIENCE & EVENTS

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