

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.

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Digital Highlights – Outbound

*Outbound Programs delivered via eblasts to GRAPHICS PRO's extensive and market-active 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.

ENEWSLETTER

106,852
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
November (2020)	106,852	13,655	12.78%

PRODUCTS & DEALS

106,430
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
November (2020)	106,430	13,135	12.34%

CATALOG CONNECTION

106,627
TOTAL
DELIVERED

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
November (2020)	106,627	10,145	9.51%

Digital Highlights – Inbound

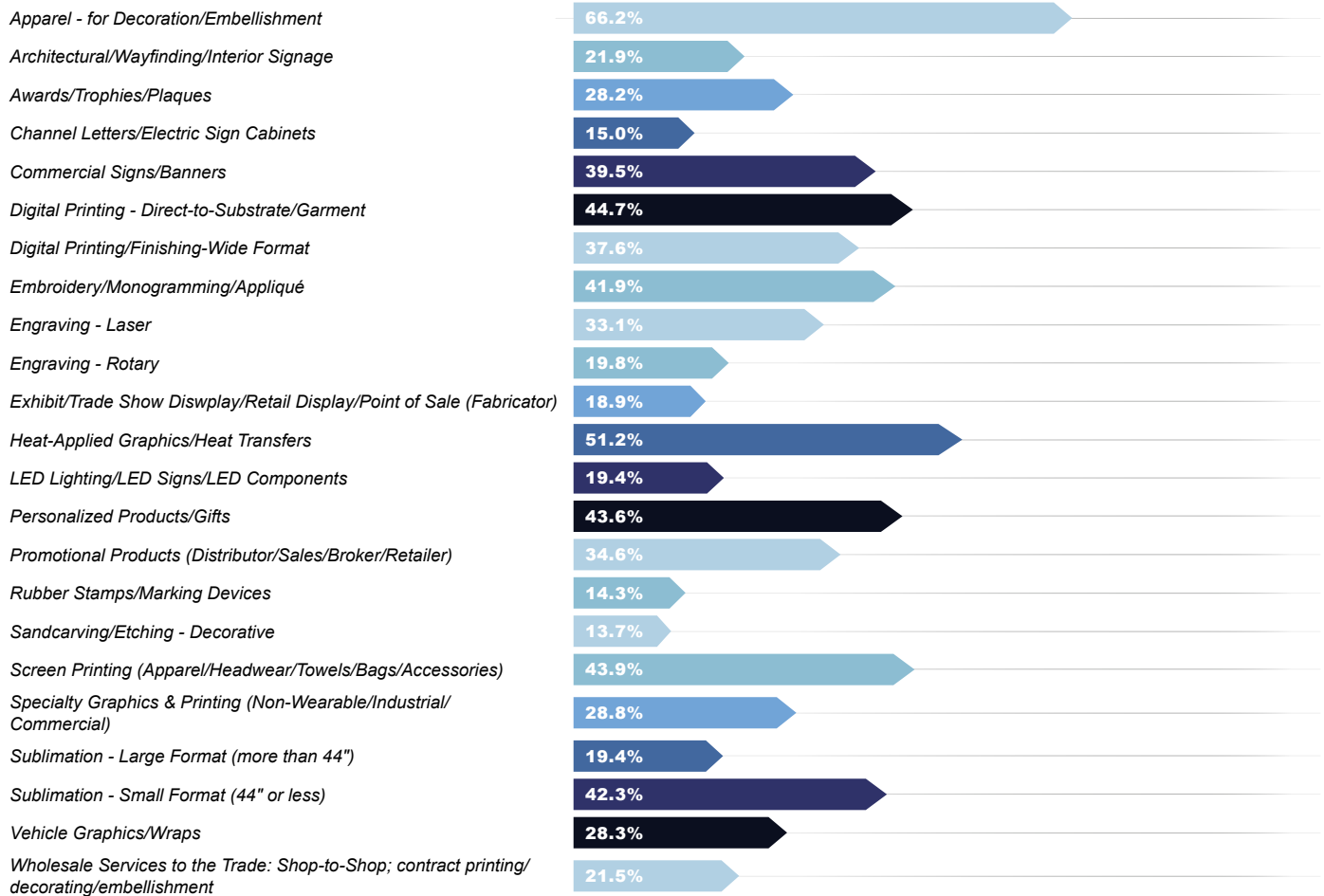
*Inbound Programs capitalize on "inbound" traffic to graphics-pro.com.

36,162

Website Views November 2020

Representative Digital Audience Demographics

Areas of Business Activities



DATE: **DECEMBER 2020**

I certify that this information is correct and complete.

Dan Peckham
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VICE PRESIDENT,
AUDIENCE & EVENTS

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