

GRAPHICS PRO

MAGAZINE CERTIFIED AUDIENCE STATEMENT



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

January Issue Breakdown

75,183 total served this issue.

30,000

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

45,183

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

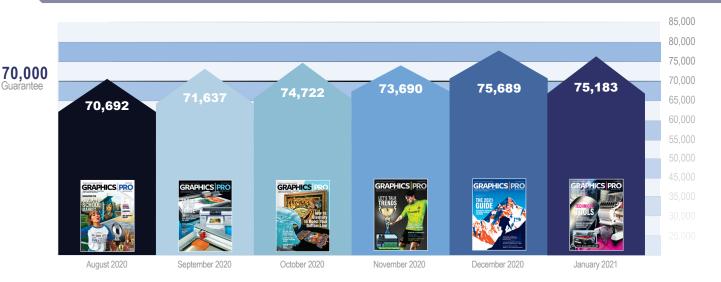
TOTAL DISTRIBUTION

75,183





At A Glance: Magazine Subscriber Distribution



Representative Magazine Audience Demographics

Areas of Business Activities

pparel - for Decoration/Embellishment	66.2%
rchitectural/Wayfinding/Interior Signage	21.9%
wards/Trophies/Plaques	28.2%
Channel Letters/Electric Sign Cabinets	15.0%
Commercial Signs/Banners	39.5%
igital Printing - Direct-to-Substrate/Garment	44.7%
igital Printing/Finishing-Wide Format	37.6%
Embroidery/Monogramming/Appliqué	41.9%
Engraving - Laser	33.1%
Engraving - Rotary	19.8%
Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator)	18.9%
leat-Applied Graphics/Heat Transfers	51.2%
ED Lighting/LED Signs/LED Components	19.4%
Personalized Products/Gifts	43.6%
Promotional Products (Distributor/Sales/Broker/Retailer)	34.6%
Rubber Stamps/Marking Devices	14.3%
Sandcarving/Etching - Decorative	13.7%
Screen Printing (Apparel/Headwear/Towels/Bags/Accessories)	43.9%
Specialty Graphics & Printing (Non-Wearable/Industrial/Commercial)	28.8%
Sublimation - Large Format (more than 44")	19.4%
Sublimation - Small Format (44" or less)	42.3%
ehicle Graphics/Wraps	28.3%
Wholesale Services to the Trade: Shop-to-Shop;contract printing/ lecorating/embellishment	21.5%

DATE: JANUARY 2021

I certify that this information is correct and complete.

Danief & Pekham
Dan Peckham

PUBLISHER

Mori Farstad

Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

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