

GRAPHICS PRO

DIGITAL ACTIVITIES CERTIFIED AUDIENCE STATEMENT



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. NTACT US

Publisher

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Open Rate (Average)

12.82%

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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

Total Delivered (Average)

103,169

103,169 AVERAGE DELIVERY

PRODUCTS & DEALS

February (2021)

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
February (2021)	102,831	12,581	12.23%

Total Opens (Average)

13,225



103,517 TOTAL DELIVERED

CATALOG CONNECTION

	l Otal Delivered (Average)	Total Opens (Average)	Open Rate (Average)
February (2021)	103,517	12,385	11.96%





Digital Highlights – Inbound

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



Website Views February 2021

Representative Digital Audience Demographics

Areas of Business Activities

Apparel - for Decoration/Embellishment Architectural/Wayfinding/Interior Signage 28.2% Awards/Trophies/Plaques Channel Letters/Electric Sign Cabinets 15.0% Commercial Signs/Banners 39.5% 44.7% Digital Printing - Direct-to-Substrate/Garment Digital Printing/Finishing-Wide Format Embroidery/Monogramming/Appliqué Engraving - Laser Engraving - Rotary Exhibit/Trade Show Diswplay/Retail Display/Point of Sale (Fabricator) 18.9% Heat-Applied Graphics/Heat Transfers 51.2% LED Lighting/LED Signs/LED Components 19.4% Personalized Products/Gifts 43.6% 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/ 28.8% Commercial) Sublimation - Large Format (more than 44") 19.4% 42.3% Sublimation - Small Format (44" or less) Vehicle Graphics/Wraps 28.3% Wholesale Services to the Trade: Shop-to-Shop; contract printing/

DATE: MARCH 2021

decorating/embellishment

I certify that this information is correct and complete.

Dan Peckham PUBLISHER Lori Farstad VICE PRESIDENT, AUDIENCE & EVENTS

Pori Farstad

GRAPHICS PRO Magazine graphics-pro.com

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