

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

103,169
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
February (2021)	103,169	13,225	12.82%

PRODUCTS & DEALS

102,831
AVERAGE
DELIVERY

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

CATALOG CONNECTION

103,517
TOTAL
DELIVERED

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

Digital Highlights – Inbound

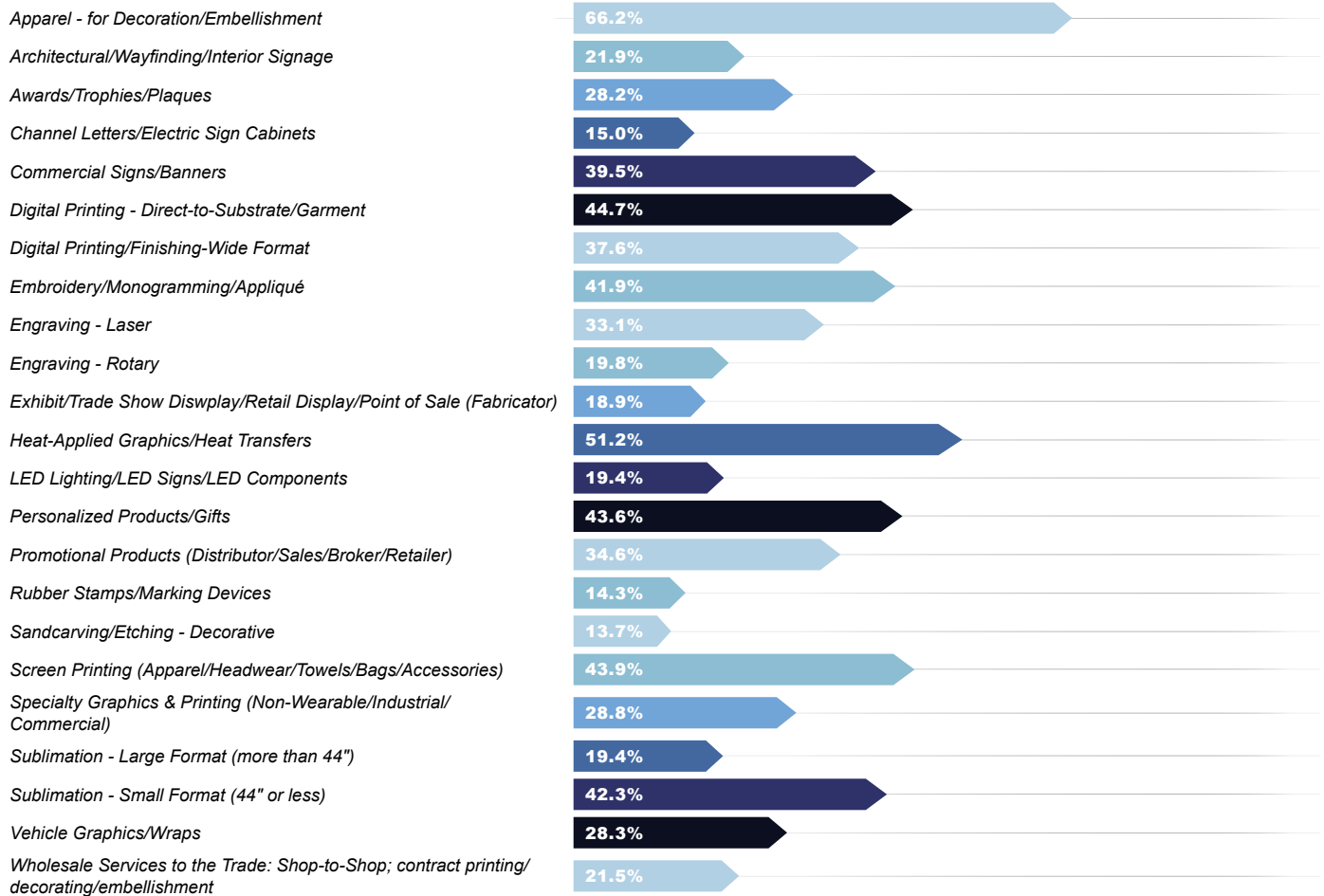
*Inbound Programs capitalize on "inbound" traffic to graphics-pro.com.

61,628

Website Views February 2021

Representative Digital Audience Demographics

Areas of Business Activities



DATE: **MARCH 2021**

I certify that this information is correct and complete.

Dan Peckham
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Lori Farstad
VICE PRESIDENT,
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