

**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.

### ENEWSLETTER

**92,864**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2021)	92,864	12,500	13.46%

### PRODUCTS & DEALS

**94,205**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2021)	94,205	11,762	12.49%

### CATALOG CONNECTION

**94,066**  
TOTAL  
DELIVERED

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2021)	94,066	12,069	12.83%

# Digital Highlights – Inbound

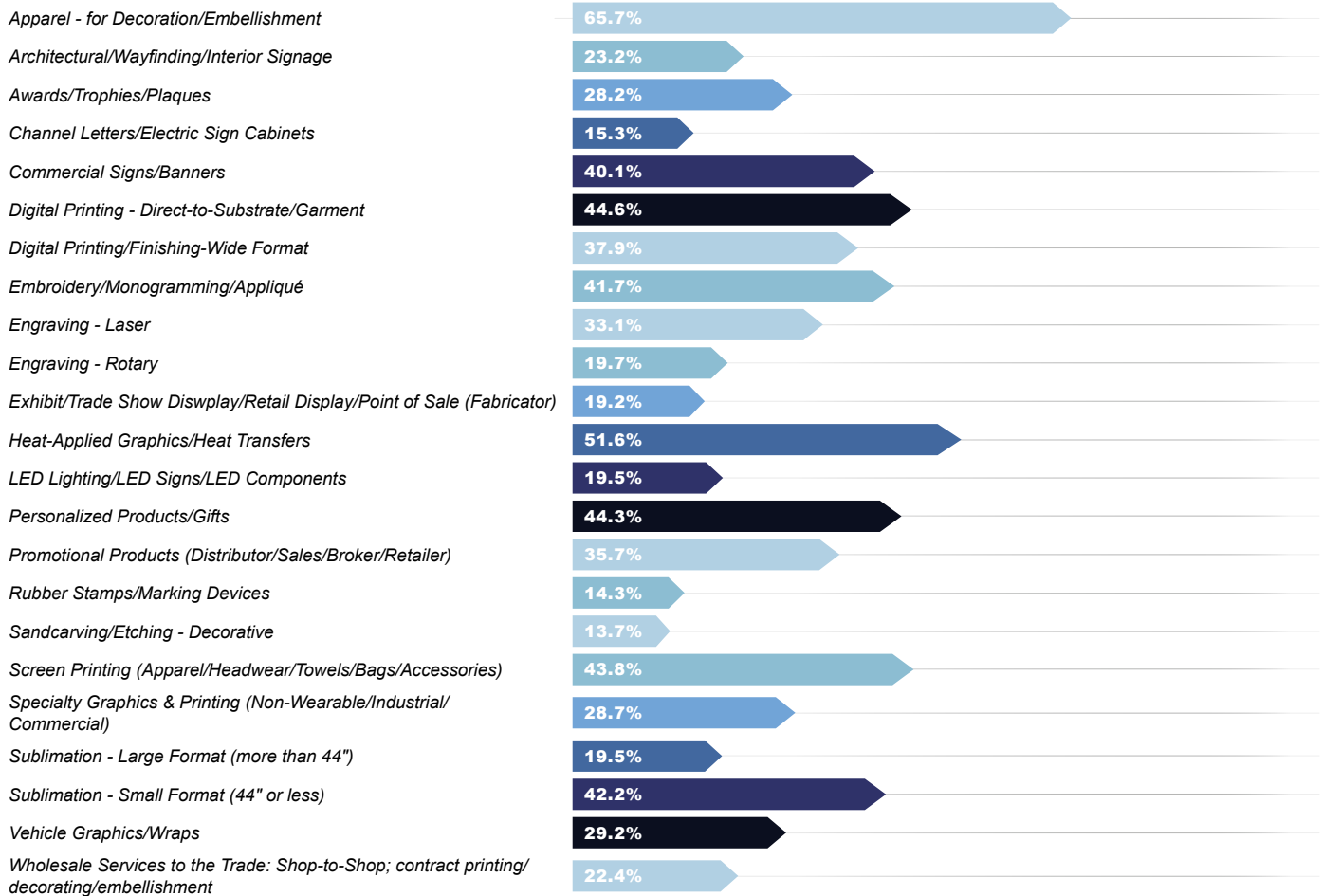
\*Inbound Programs capitalize on "inbound" traffic to graphics-pro.com.

## 70,556

## Website Views MAY 2021

### Representative Digital Audience Demographics

Areas of Business Activities



DATE: JUNE 2021

I certify that this information is correct and complete.

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