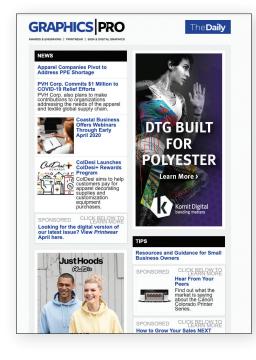


# GRAPHICS PRO

# 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

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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.

## 112,229 AVERAGE DELIVERY

#### ENEWSLETTER

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
July (2020)	112,229	15,339	13.67%



#### **PRODUCTS & DEALS**

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
July (2020)	110,639	14,690	13.28%





### Digital Highlights – Inbound

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



## Website Views July 2020

#### Representative Digital Audience Demographics

Areas of Business Activities

Apparel - for Decoration/Embellishment Architectural/Wayfinding/Interior Signage 29.5% Awards/Trophies/Plaques Channel Letters/Electric Sign Cabinets 16.2% Commercial Signs/Banners 40.6% 45.6% Digital Printing - Direct-to-Substrate/Garment Digital Printing/Finishing-Wide Format Embroidery/Monogramming/Appliqué Engraving - Laser Engraving - Rotary 20.8% Exhibit/Trade Show Diswplay/Retail Display/Point of Sale (Fabricator) 20.2% Heat-Applied Graphics/Heat Transfers 52.0% LED Lighting/LED Signs/LED Components 20.2% Personalized Products/Gifts 44.2% Promotional Products (Distributor/Sales/Broker/Retailer) Rubber Stamps/Marking Devices 15.0% Sandcarving/Etching - Decorative Screen Printing (Apparel/Headwear/Towels/Bags/Accessories) Specialty Graphics & Printing (Non-Wearable/Industrial/ 29.9% Commercial) Sublimation - Large Format (more than 44") 20.0% Sublimation - Small Format (44" or less) 42.1% Vehicle Graphics/Wraps 28.7% Wholesale Services to the Trade: Shop-to-Shop; contract printing/

DATE: AUGUST 2020

decorating/embellishment

I certify that this information is correct and complete.

Dan Peckham PUBLISHER Lori Farstad VICE PRESIDENT, AUDIENCE & EVENTS

Pori Farstad

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