

# **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.

#### Publisher DAN PECKHAM dpeckham@nbm.com

Media Consultant Western Territory RYAN APPLEBAUM rapplebaum@nbm.com

Media Consultant Eastern Territory DESIREE DELFRARI ddelfrari@nbm.com

CONTACT

Sales Support SYDNEY BATCH sbatch@nbm.com

Executive Editor MATT DIXON mdixon@nbm.com

Managing Editor ALEXANDRIA BRUCE abruce@nbm.com

## 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.

	1
-	1

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.

## August Issue Breakdown



total served this issue.

#### 30,000

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

#### <u>42,891</u>

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



AUDIENC

**BONUS DISTRIBUTION** 

150

\*In addition to the above digital numbers, 16,332 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

# At A Glance: Magazine Subscriber Distribution



#### **Representative Magazine Audience Demographics** Areas of Business Activities

Apparel - for Decoration/Embellishment	65.7%
Architectural/Wayfinding/Interior Signage	23.2%
Awards/Trophies/Plaques	28.2%
Channel Letters/Electric Sign Cabinets	15.3%
Commercial Signs/Banners	40.1%
Digital Printing - Direct-to-Substrate/Garment	44.6%
Digital Printing/Finishing-Wide Format	37.9%
Embroidery/Monogramming/Appliqué	41.7%
Engraving - Laser	33.1%
Engraving - Rotary	19.7%
Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator)	19.2%
Heat-Applied Graphics/Heat Transfers	51.6%
LED Lighting/LED Signs/LED Components	19.5%
Personalized Products/Gifts	44.3%
Promotional Products (Distributor/Sales/Broker/Retailer)	35.7%
Rubber Stamps/Marking Devices	14.3%
Sandcarving/Etching - Decorative	13.7%
Screen Printing (Apparel/Headwear/Towels/Bags/Accessories)	43.8%
Specialty Graphics & Printing (Non-Wearable/Industrial/Commercial)	28.7%
Sublimation - Large Format (more than 44")	19.5%
Sublimation - Small Format (44" or less)	42.2%
Vehicle Graphics/Wraps	29.2%
Wholesale Services to the Trade: Shop-to-Shop;contract printing/ decorating/embellishment	22.4%

#### DATE: AUGUST 2021

I certify that this information is correct and complete.

Peckham aue/&

Dan Peckham PUBLISHER

Lori Farstad VICE PRESIDENT, AUDIENCE & EVENTS

Mori Farstad

GRAPHICS PRO Magazine graphics-pro.com

National Business Media, Inc. P.O. Box 1416, Broomfield, CO 80038 nbm.com • 800-669-0424

