

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.

CONTACT US

Publisher
DAN PECKHAM
dpeckham@nbm.com

Media Consultant
Western Territory
RYAN APPLEBAUM
rapplebaum@nbm.com

Media Consultant
Eastern Territory
DESIREE DELFRARI
ddelfrari@nbm.com

Sales Support
SYDNEY BATCH
sbatch@nbm.com

Executive Editor
MATT DIXON
mdixon@nbm.com

Managing Editor
ALEXANDRIA BRUCE
abruce@nbm.com

Digital Highlights – Outbound

*Outbound Programs delivered via eblasts to GRAPHICS PRO's extensive and market-active email list.

93,295
AVERAGE
DELIVERY

ENEWSLETTER

| | Total Delivered (Average) | Total Opens (Average) | Open Rate (Average) |
|----------------|---------------------------|-----------------------|---------------------|
| October (2021) | 93,295 | 14,611 | 15.66% |

92,714
AVERAGE
DELIVERY

PRODUCTS & DEALS

| | Total Delivered (Average) | Total Opens (Average) | Open Rate (Average) |
|----------------|---------------------------|-----------------------|---------------------|
| October (2021) | 92,714 | 14,339 | 15.47% |

Digital Highlights – Inbound

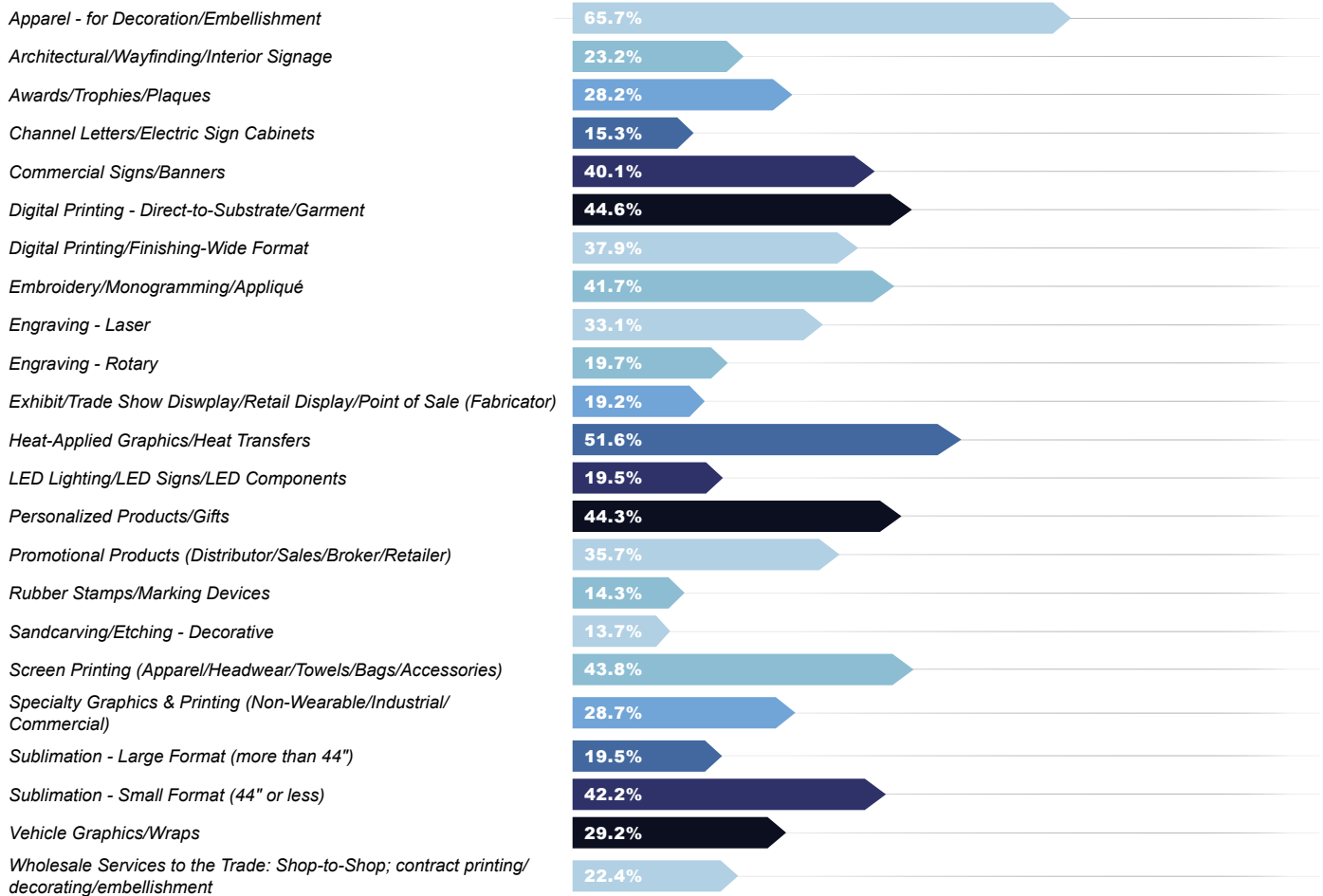
*Inbound Programs capitalize on "inbound" traffic to graphics-pro.com.

56,323

Website Views OCTOBER 2021

Representative Digital Audience Demographics

Areas of Business Activities



DATE: **NOVEMBER 2021**

I certify that this information is correct and complete.

Dan Peckham
PUBLISHER

Lori Farstad
VICE PRESIDENT,
AUDIENCE & EVENTS

GRAPHICS PRO Magazine
graphics-pro.com

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

