



## ABOUT

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.

## 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 Content Editor**  
**MARIE FENNEMAN**  
mfennema@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.

70,000



Publisher may exceed the minimum guaranteed delivery without increasing advertising guarantees.



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.

## December Issue Breakdown

**73,877**

total served this issue.

**30,000**

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

**43,077**

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

### BONUS DISTRIBUTION

**600**

GPX

**100**

APA

**100**

ISA

### TOTAL DISTRIBUTION

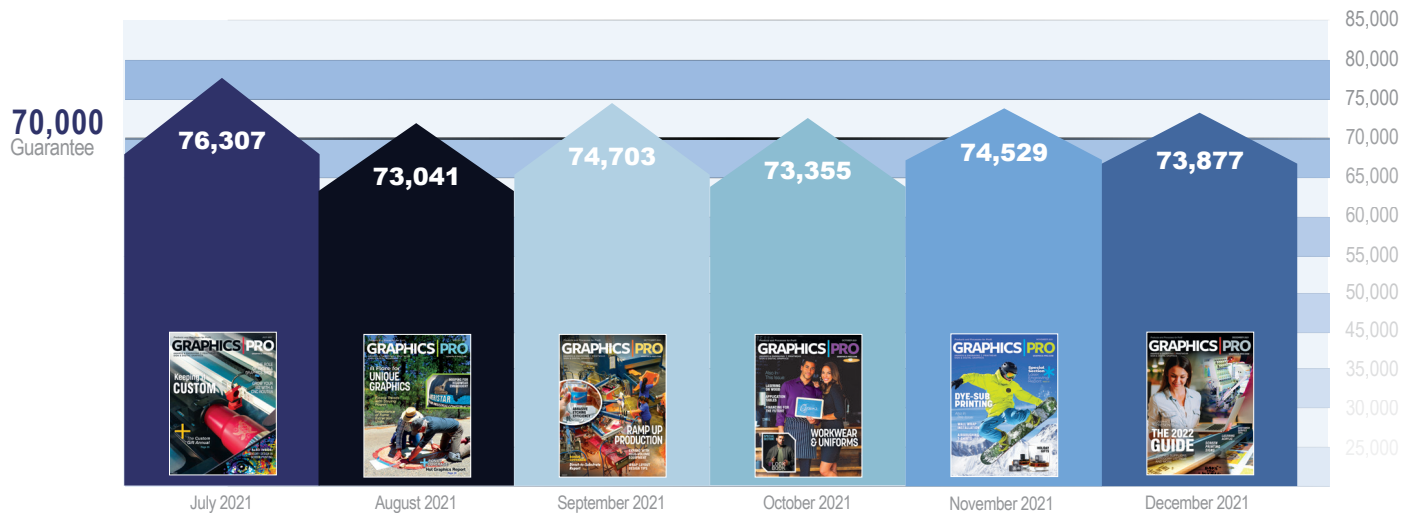
**73,877**



\*In addition to the above digital numbers, 16,507 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.

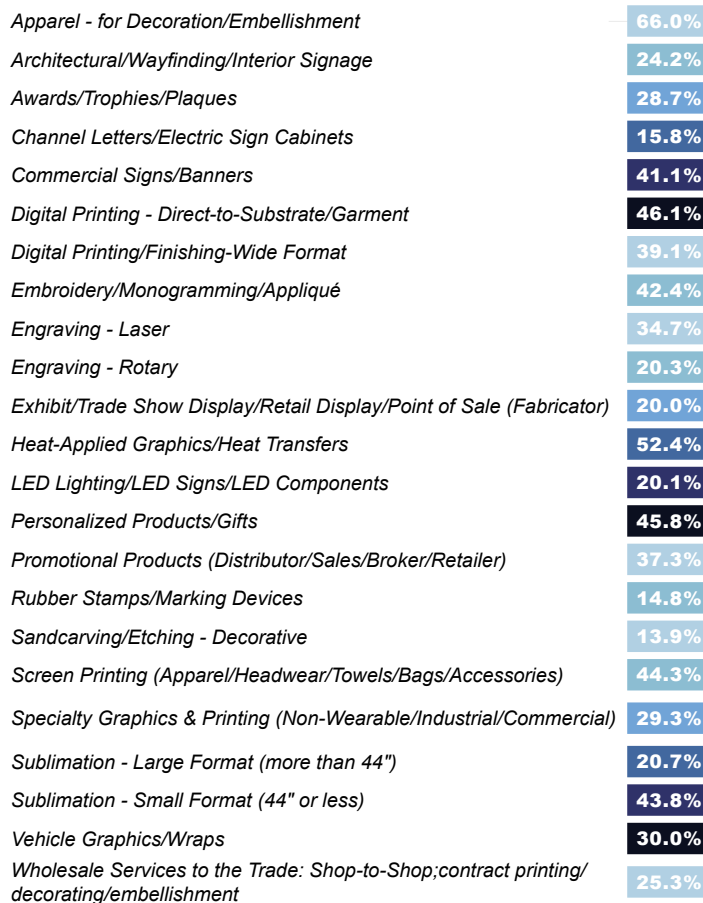


# At A Glance: Magazine Subscriber Distribution



## Representative Magazine Audience Demographics

Areas of Business Activities



**DATE: DECEMBER 2021**

I certify that this information is correct and complete.

*Daniel E. Peckham*

Dan Peckham  
PUBLISHER

*Lori Farstad*

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

