

GRAPHICS PRO

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.

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Magazine Highlights

Magazine distribution minimums; guarantee logic and methodology. Magazine advertising guarantees are based on

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

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

TOTAL DISTRIBUTION

73,877

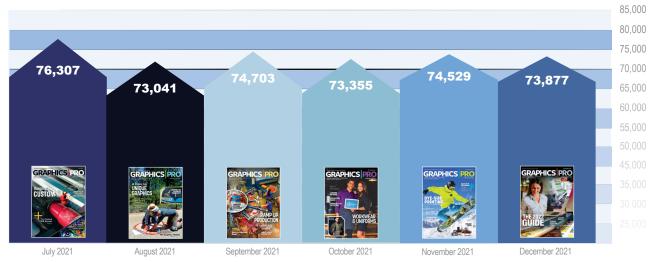




*In addition to the above digital numbers, 16,507 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

At A Glance: Magazine Subscriber Distribution

70,000 Guarantee



Representative Magazine Audience Demographics Areas of Business Activities

| Apparel - for Decoration/Embellishment | 66.0% |
|----------------------------------------------------------------------------------------------|-------|
| Architectural/Wayfinding/Interior Signage | 24.2% |
| Awards/Trophies/Plaques | 28.7% |
| Channel Letters/Electric Sign Cabinets | 15.8% |
| Commercial Signs/Banners | 41.1% |
| Digital Printing - Direct-to-Substrate/Garment | 46.1% |
| Digital Printing/Finishing-Wide Format | 39.1% |
| Embroidery/Monogramming/Appliqué | 42.4% |
| Engraving - Laser | 34.7% |
| Engraving - Rotary | 20.3% |
| Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator) | 20.0% |
| Heat-Applied Graphics/Heat Transfers | 52.4% |
| LED Lighting/LED Signs/LED Components | 20.1% |
| Personalized Products/Gifts | 45.8% |
| Promotional Products (Distributor/Sales/Broker/Retailer) | 37.3% |
| Rubber Stamps/Marking Devices | 14.8% |
| Sandcarving/Etching - Decorative | 13.9% |
| Screen Printing (Apparel/Headwear/Towels/Bags/Accessories) | 44.3% |
| Specialty Graphics & Printing (Non-Wearable/Industrial/Commercial) | 29.3% |
| Sublimation - Large Format (more than 44") | 20.7% |
| Sublimation - Small Format (44" or less) | 43.8% |
| Vehicle Graphics/Wraps | 30.0% |
| Wholesale Services to the Trade: Shop-to-Shop;contract printing/ decorating/embellishment | 25.3% |

DATE: DECEMBER 2021

I certify that this information is correct and complete.

Dan Peckham **PUBLISHER**

Mori Farstad

Lori Farstad **VICE PRESIDENT, AUDIENCE & EVENTS** **GRAPHICS PRO** Magazine graphics-pro.com

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