

Certified Audience Statement

November 2022

Combining the audiences of *Sign Business*, *Digital Graphics*, *Printwear*, *Awards & Engraving*, and *WRAPS*

A. MARKET SERVED

For business people who create, produce and sell custom graphics for profit, including signage, decorated and printed apparel and headwear, awards, engraving, digital printing, personalized products, vehicle graphics, and wraps.

B. ABOUT THIS REPORT

This report details total market publishing activities and audience behavior for *GRAPHICS PRO*, including distribution of and exposure to the monthly publication as well as distribution of and exposure to the various related daily, weekly, and/or monthly news and marketing channels, viewed via traditional print avenues and/or multiple electronic devices, either by direct publisher invitation, or by organic searches.

C. METHODOLOGY

Data reported herein is consistent with the publisher's audience qualification requirements combined with specific delivery guidelines and protocols set by the United States Postal Service (USPS) and the CAN-SPAM Act of 2003. The publisher regularly updates demographic details, based on each person's current business interests and engagement activity, matched to the publisher's core market.

D. REPRESENTATIVE AUDIENCE COMPOSITION - AREAS OF BUSINESS INTEREST AND ACTIVITY

Apparel - for Decoration/Embellishment	66%	LED Lighting/LED Signs/LED Components	19%
Architectural/Wayfinding/Interior Signage	25%	Personalized Products/Gifts	47%
Awards/Trophies/Plaques	29%	Promotional Products (Distributor/Sales/Broker)	39%
Channel Letters/Electric Sign Cabinets	15%	Rubber Stamps/Marking Devices	15%
Commercial Signs/Banners	41%	Sandcarving/Etching -Decorative	14%
Digital Printing - Direct-to-Substrate/Garment	47%	Screen Printing (Apparel/Towels/Bags/Accessories)	42%
Digital Printing/Finishing -Wide Format	40%	Specialty Graphics and Printing (non-apparel)	29%
Embroidery/Monogramming/Applique	42%	Sublimation - Large Format	22%
Engraving - Laser	38%	Sublimation - Small Format	45%
Engraving - Rotary	22%	Vehicle Graphics/Wraps	31%
Exhibit/Trade Show Display/Point of Sale (Fabricator)	20%	Wholesale to the trade: contract services shop-to shop	26%
Heat-Applied Graphics/Heat Transfers	52%	Supplier Personnel	3%

Publisher states: 92% of GRAPHICS PRO subscriber/engagers are active or interested in multiple above segments.

E. TOTAL DEFINED MARKET

Overall total individuals: 133,094*
 Unique addresses: 80%
 Owners, managers, purchasing: 80%

Average Activity over the past six issues:
 Subscriber adds: 895
 Subscriber removals: 1,975

*Overall total includes contacts without email addresses

F. NOVEMBER ISSUE MAGAZINE ACTIVITIES

All channels (print and digital)**	99,252
Mailed October 26, 2022 via USPS channels***	15,000
Distribution to industry businesses via suppliers	181
Distribution to attendees at IAPE '23	100
Digital version presentation via email October 26	91,046
Invitation to REVISIT the Issue message via email November 15	82,540

Publisher states: Additional opportunities to view digital version through daily eNews 11x
 Digital issue is available online at graphics-pro.com

Digital version recipients may also receive print version *Selection of USPS audience: Owners and/or management, one per address, plus all paid Premium Subscribers

G. NOVEMBER DIGITAL ACTIVITIES

eNews (Daily Average)	82,640
Products & Deals (Weekly Average)	90,601
Catalog Connection	91,399
Website page views - (www.graphics-pro.com)	46,287

Page views is the total number of pages viewed. Repeated views of a single page are counted.

November 2022 - I certify that the information included in this report is correct.

Dave Pomeroy, President

Lori Farstad, Vice President, Audience and Events