

Certified Audience Statement

February 2023

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	65%	LED Lighting/LED Signs/LED Components	19%
Architectural/Wayfinding/Interior Signage	24%	Personalized Products/Gifts	46%
Awards/Trophies/Plaques	28%	Promotional Products (Distributor/Sales/Broker)	38%
Channel Letters/Electric Sign Cabinets	15%	Rubber Stamps/Marking Devices	14%
Commercial Signs/Banners	41%	Sandcarving/Etching -Decorative	13%
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	21%	Vehicle Graphics/Wraps	30%
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: 128,559*
 Unique addresses: 80%
 Owners, managers, purchasing: 80%

Average Activity over the past six issues:
 Subscriber adds: 522
 Subscriber removals: 1,996

*Overall total includes contacts without email addresses

F. FEBRUARY ISSUE MAGAZINE ACTIVITIES

All channels (print and digital)**	93,691
Mailed January 25, 2023 via USPS channels***	15,000
Distribution to industry businesses via suppliers	92
Distribution to attendees at APA '23	150
Digital version presentation via email January 26	86,785
Invitation to REVISIT the Issue message via email February 7	80,348

Publisher states: Additional opportunities to view digital version through daily eNews 10x
 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. FEBRUARY DIGITAL ACTIVITIES

eNews (Daily Average)	80,471
Products & Deals (Weekly Average)	84,762
Catalog Connection	89,372
Website page views - (www.graphics-pro.com)	32,866

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

February 2023 - I certify that the information included in this report is correct.

Dave Pomeroy, President

Lori Farstad, Vice President, Audience and Events