

Certified Audience Statement

August 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	63%	LED Lighting/LED Signs/LED Components	18%
Architectural/Wayfinding/Interior Signage	23%	Personalized Products/Gifts	43%
Awards/Trophies/Plaques	26%	Promotional Products (Distributor/Sales/Broker)	36%
Channel Letters/Electric Sign Cabinets	14%	Rubber Stamps/Marking Devices	13%
Commercial Signs/Banners	39%	Sandcarving/Etching -Decorative	12%
Digital Printing - Direct-to-Substrate/Garment	46%	Screen Printing (Apparel/Towels/Bags/Accessories)	41%
Digital Printing/Finishing -Wide Format	40%	Specialty Graphics and Printing (non-apparel)	28%
Embroidery/Monogramming/Applique	41%	Sublimation - Large Format	22%
Engraving - Laser	37%	Sublimation - Small Format	42%
Engraving - Rotary	21%	Vehicle Graphics/Wraps	29%
Exhibit/Trade Show Display/Point of Sale (Fabricator)	19%	Wholesale to the trade: contract services shop-to shop	24%
Heat-Applied Graphics/Heat Transfers	49%	Supplier Personnel	3%

Publisher states: 91% of GRAPHICS PRO subscriber/engagers are active or interested in multiple above segments.

E. TOTAL DEFINED MARKET

Overall total individuals: 131,349*
 Unique addresses: 80%
 Owners, managers, purchasing: 79%

Average Activity over the past six issues:
 Subscriber adds: 1,360
 Subscriber removals: 1,307

*Overall total includes contacts without email addresses

F. AUGUST ISSUE MAGAZINE ACTIVITIES

All channels (print and digital)**	101,287
Mailed July 27, 2023 via USPS channels***	15,000
Distribution to industry businesses via suppliers	92
Distribution to show attendees at Graphics Pro Expo - Long Beach	150
Digital version presentation via email July 27	94,292
Invitation to REVISIT the Issue message via email August 8	83,356
Digital version presentation via email August 1	83,111
GP+ Digital version presentation via email August 15	82,812
Publisher states: Additional opportunities to view digital version through GRAPHICS PRO Today newsletter	12x
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. AUGUST DIGITAL ACTIVITIES

Newsletter (Daily Average)	83,902
Products & Deals (Weekly Average)	83,817
Catalog Connection	83,405
Website page views - (www.graphics-pro.com)	77,197

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

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

Dave Pomeroy, President

Lori Farstad, Vice President, Audience and Events