



# GRAPHICS | PRO

AWARDS & ENGRAVING | PRINTWEAR | SIGN & DIGITAL GRAPHICS

MAGAZINE  
CERTIFIED AUDIENCE  
STATEMENT



## ABOUT

This audience report details print and digital distribution for *GRAPHICS PRO*, based on industry-specific viewership. This report is produced monthly to provide certified data that is current and accurate, consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The publisher collects specific business demographic detail for each individual recipient, renewable every two years. These criteria are used to determine audience distribution eligibility.

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## Magazine Highlights



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.

## September 2023 Issue Breakdown

**102,146** total recipients served this issue.

**15,000**  
Print copies delivered through USPS channels to subscribers & industry suppliers.

**87,146**  
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).



### BONUS DISTRIBUTION

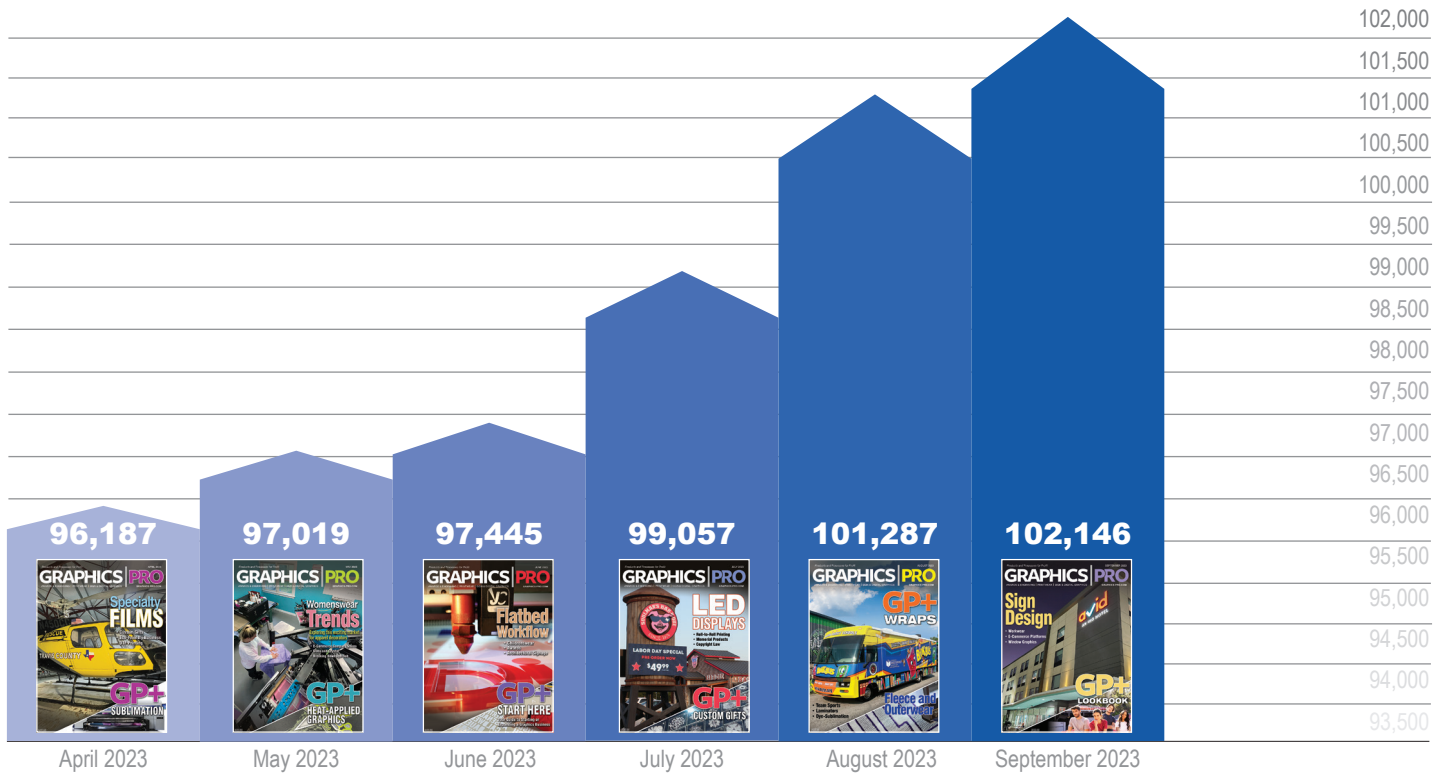
**40**  
Event Copies

### TOTAL DISTRIBUTION

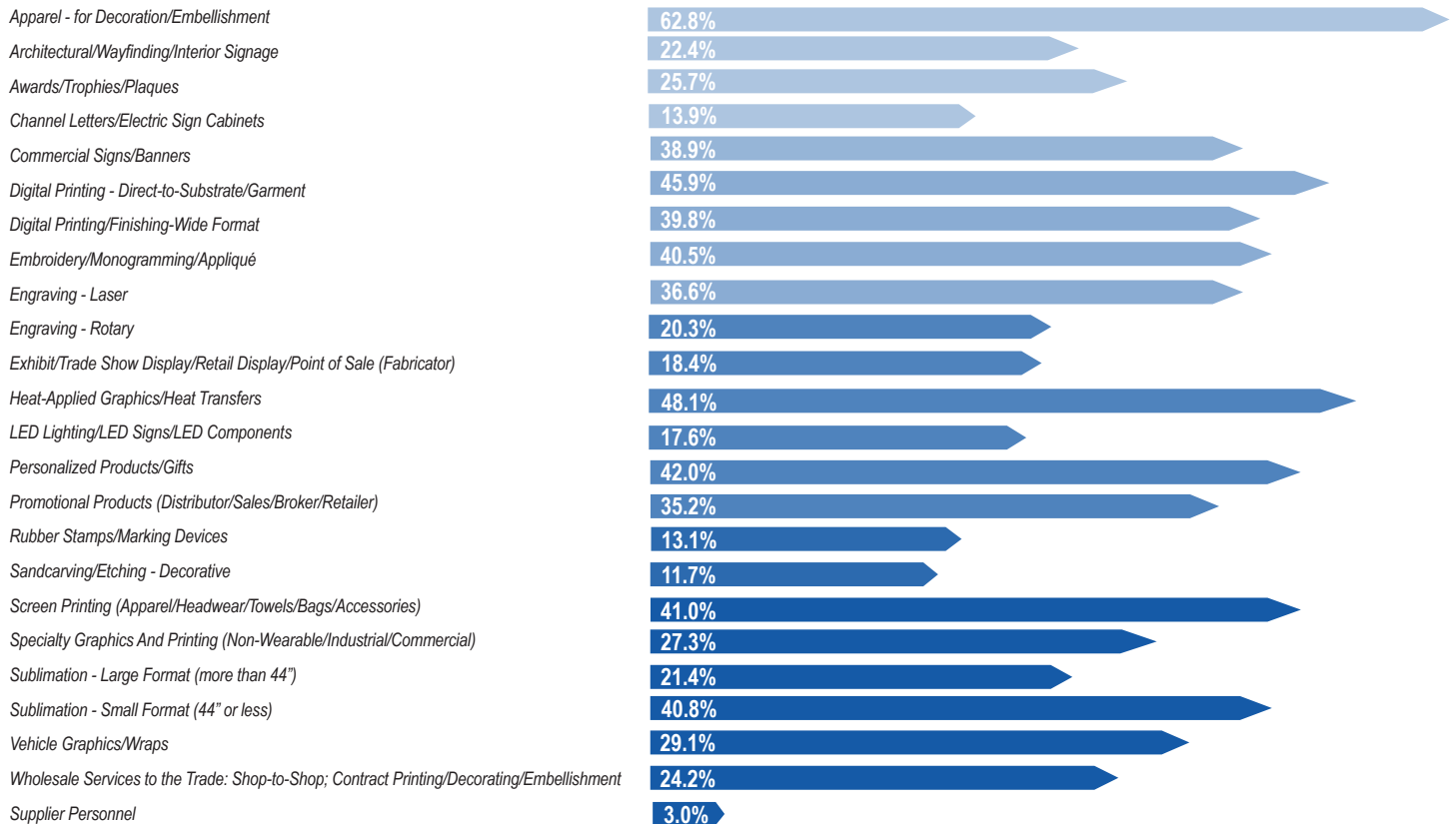
**102,186**

\*In addition to the above digital numbers, 7,402 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: 6-Month Total Magazine Distribution



## Representative Audience Demographics Areas of Business Activities



Date: **SEPTEMBER 2023**

I certify that this information is correct and complete.

Matthew Conroy  
President & CEO

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\* Total equals more than 100% because readers check all of the categories that apply.