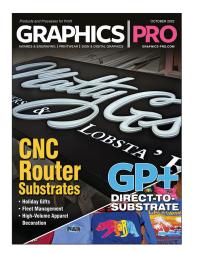


# GRAPHICS PRO CERTIFIED AUDIENCE STATEMENT

# MAGAZINE



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.

## October 2023 Issue Breakdown

## **105,485** total served this issue.

### 15,000

Print copies delivered through USPS channels to subscribers & industry suppliers.

### 90,485

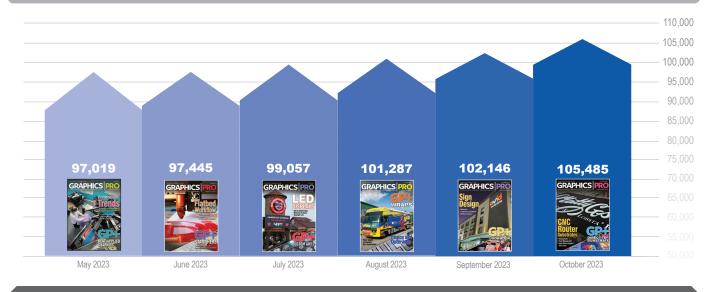
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).



CERTIFIED AUDIENCE

\*In addition to the above digital numbers, 4,083 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 Magazine Distribution



### **Representative Magazine Audience Demographics** Areas of Business Activities

Apparel - for Decoration/Embellishment	55.9%
Architectural/Wayfinding/Interior Signage	19.8%
Awards/Trophies/Plaques	22.9%
Channel Letters/Electric Sign Cabinets	11.8%
Commercial Signs/Banners	34.2%
Digital Printing - Direct-to-Substrate/Garment	41.0%
Digital Printing/Finishing-Wide Format	35.7%
Embroidery/Monogramming/Appliqué	36.3%
Engraving - Laser	34.5%
Engraving - Rotary	19.1%
Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator)	16.1%
Heat-Applied Graphics/Heat Transfers	42.6%
LED Lighting/LED Signs/LED Components	15.6%
Personalized Products/Gifts	37.1%
Promotional Products (Distributor/Sales/Broker/Retailer)	31.3%
Rubber Stamps/Marking Devices	11.4%
Sandcarving/Etching - Decorative	9.7%
Screen Printing (Apparel/Headwear/Towels/Bags/Accessories)	36.2%
Specialty Graphics & Printing (Non-Wearable/Industrial/Commercial)	24.4%
Sublimation - Large Format (more than 44")	18.6%
Sublimation - Small Format (44" or less)	
Vehicle Graphics/Wraps	35.9%
Wholesale Services to the Trade: Shop-to-Shop;Contract Printing/	25.5%
Decorating/Embellishment	21.2%

#### Date: OCTOBER 2023 -

I certify that this information is correct and complete.

л Matthew Conrov President & CEO

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