



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.

November 2023 Issue Breakdown

103,000 total served this issue.

15,000

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

88,000 estimate

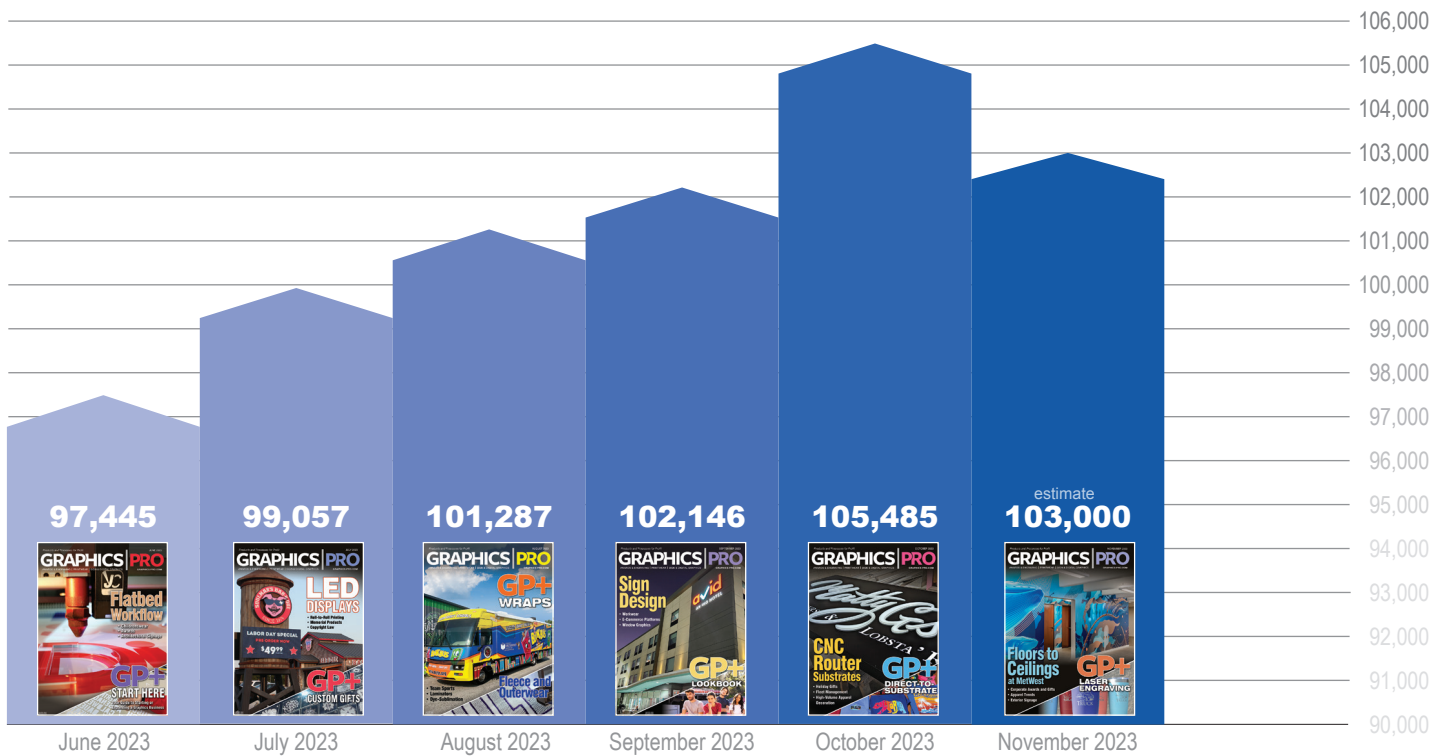
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).

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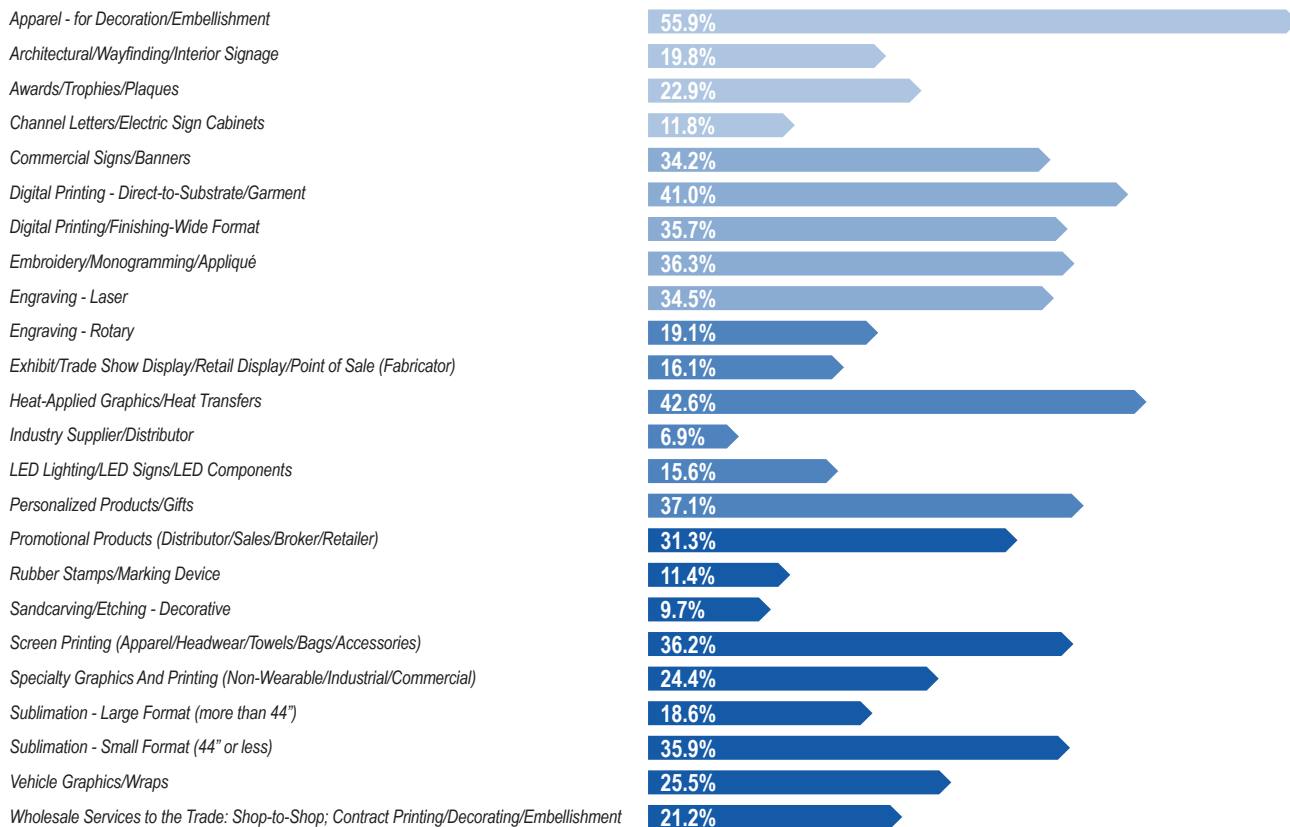
CERTIFIED
AUDIENCE

*In addition to the above digital numbers, an estimated 19,000 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: **NOVEMBER 2023**

I certify that this information is correct and complete.

Matthew Conroy
President & CEO

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

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

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