

ABOUT

This audience report details the digital activities for GRAPHICS PRO. This report is produced monthly to provide certified data that is current, accurate, and consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The publisher requests specific demographic detail from each individual recipient, and representative demographics reported herein are based on an aggregate of magazine subscribers, eNewsletter subscribers and those active in the industry.

CONTACT US

Publisher
DAN PECKHAM
dpeckham@nbm.com

Media Consultant
Awards & Engraving Market
RYAN APPLEBAUM
rapplebaum@nbm.com

Media Consultant
Printwear Market
DESIREE DELFRARI
ddelfrari@nbm.com

Media Consultant
Sign & Digital Graphics Market
SARA SIAUW
ssiauw@nbm.com

Executive Editor
CASSIE GREEN
cgreen@nbm.com

Managing Editor
MATT DIXON
mdixon@nbm.com

Editor, GRAPHICS PRO Daily
ALEXANDRIA BRUCE
abruce@nbm.com

Digital Highlights – Outbound

*Outbound Programs delivered via eblasts to GRAPHICS PRO's extensive and market-active email list.

Digital Guarantee Logic

Digital advertising rates are based on guaranteed delivery to 100,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising guarantee. *Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.

ENEWSLETTER

114,362
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
June (2020)	114,362	15,038	13.15%

PRODUCTS & DEALS

113,560
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
June (2020)	113,560	14,934	13.15%

Digital Highlights – Inbound

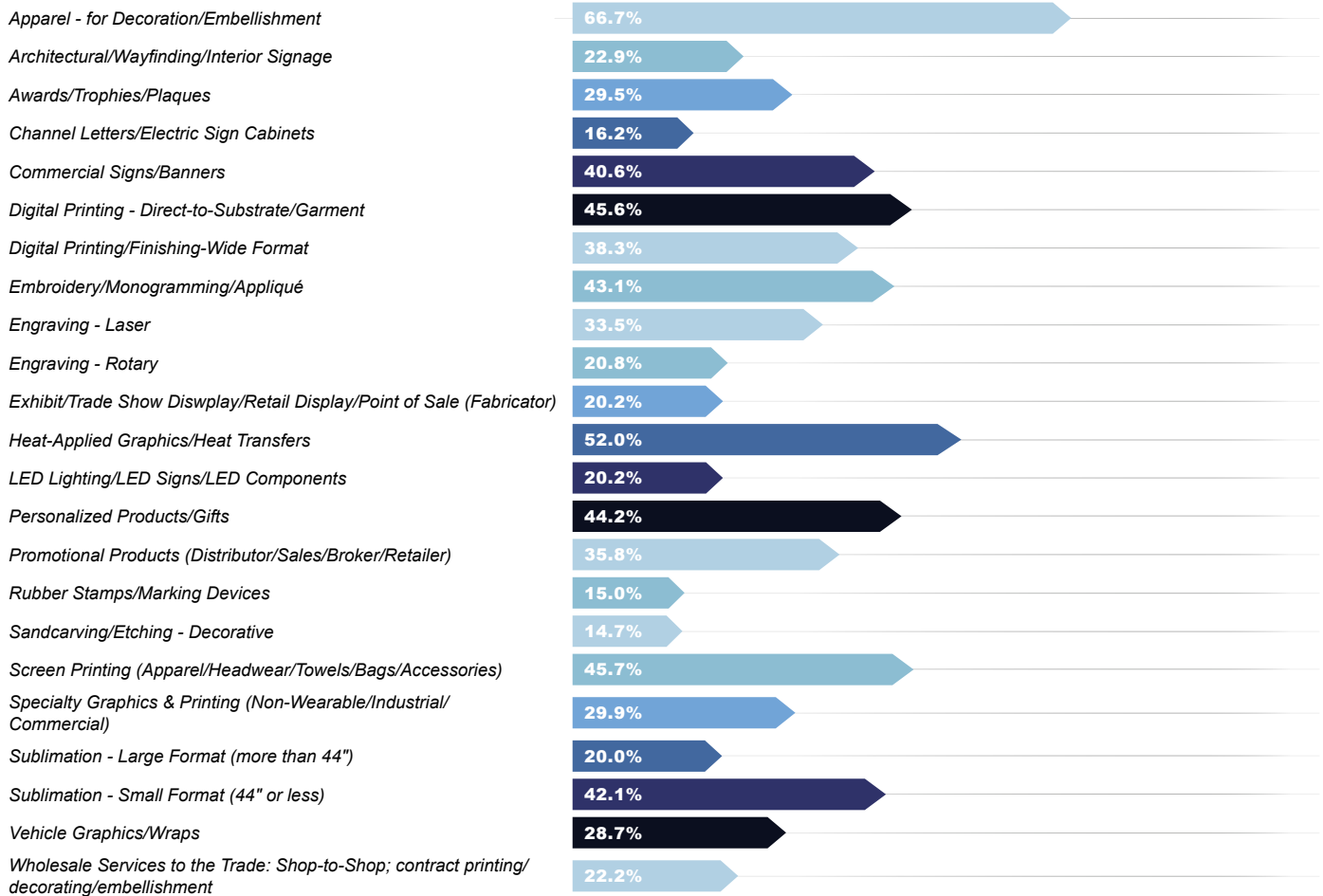
*Inbound Programs capitalize on "inbound" traffic to graphics-pro.com.

40,749

Website Views June 2020

Representative Digital Audience Demographics

Areas of Business Activities



DATE: **JULY, 2020**

I certify that this information is correct and complete.

Dan Peckham
PUBLISHER

Lori Farstad
VICE PRESIDENT,
AUDIENCE & EVENTS

GRAPHICS PRO Magazine
graphics-pro.com

National Business Media, Inc.
P.O. Box 1416, Broomfield, CO 80038
nbm.com • 800-669-0424

