

## 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.

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## 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.

113,009  
AVERAGE  
DELIVERY

### ENEWSLETTER

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
August (2020)	113,009	14,996	13.27%

112,913  
AVERAGE  
DELIVERY

### PRODUCTS & DEALS

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
August (2020)	112,913	14,732	13.05%

115,372  
TOTAL  
DELIVERED

### CATALOG CONNECTION

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
August (2020)	115,372	15,671	13.58%

# Digital Highlights – Inbound

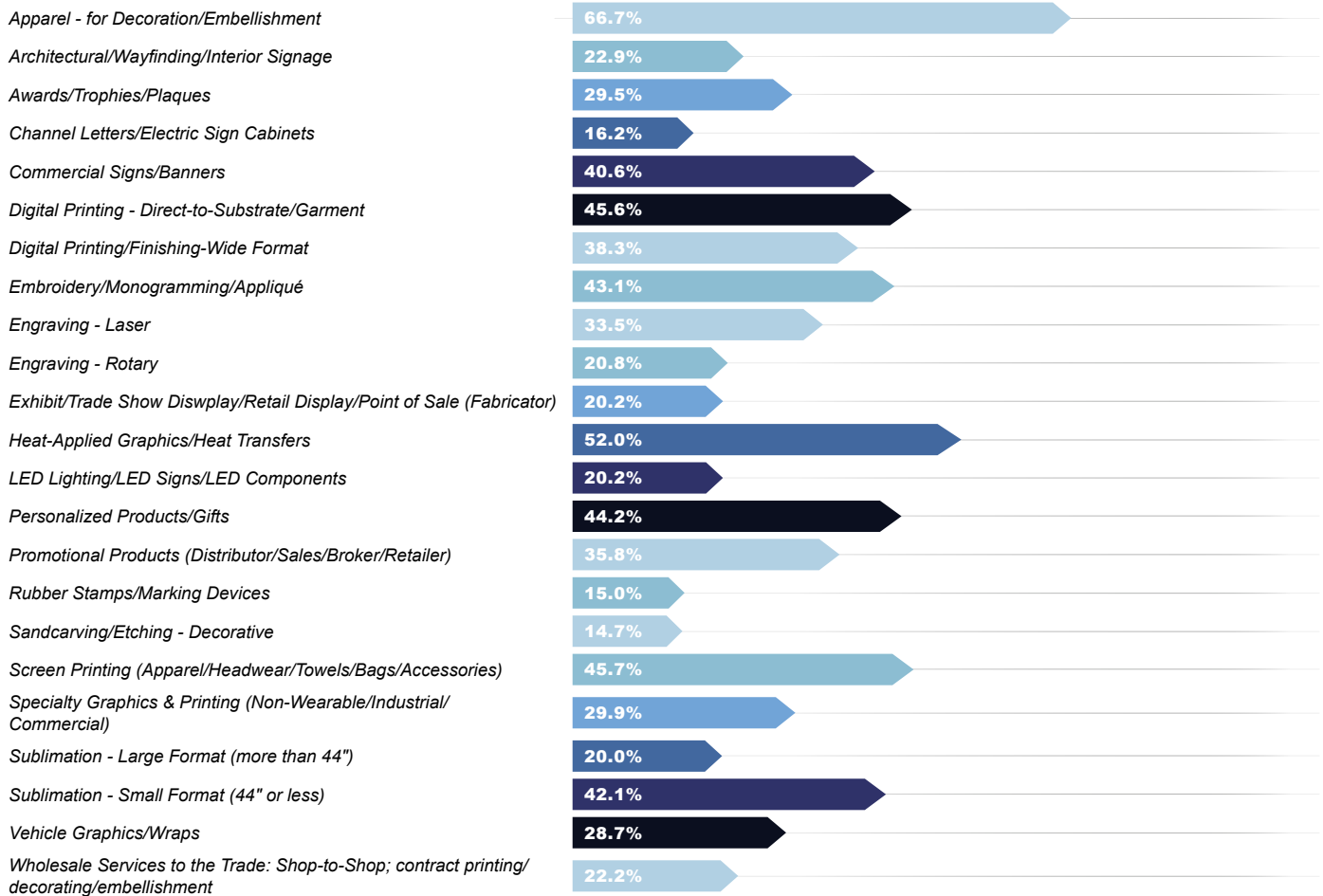
\*Inbound Programs capitalize on "inbound" traffic to graphics-pro.com.

## 36,959

## Website Views August 2020

### Representative Digital Audience Demographics

Areas of Business Activities



DATE: **SEPTEMBER 2020**

I certify that this information is correct and complete.

*Daniel B. Peckham*

Dan Peckham  
PUBLISHER

*Lori Farstad*

Lori Farstad  
VICE PRESIDENT,  
AUDIENCE & EVENTS

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