

## Certified Audience Statement

January 2022

Combining the audiences of *Sign Business*, *Digital Graphics*, *Printwear*, *Awards & Engraving*, and *WRAPS*

### A. MARKET SERVED

For business people who create, produce and sell custom graphics for profit, including signage, decorated and printed apparel and headwear, awards, engraving, digital printing, personalized products, vehicle graphics, and wraps.

### B. ABOUT THIS REPORT

This report details total market publishing activities and audience behavior for *GRAPHICS PRO*, including distribution of and exposure to the monthly publication as well as distribution of and exposure to the various related daily, weekly, and/or monthly news and marketing channels, viewed via traditional print avenues and/or multiple electronic devices, either by direct publisher invitation, or by organic searches.

### C. METHODOLOGY

Data reported herein is consistent with the publisher's audience qualification requirements combined with specific delivery guidelines and protocols set by the United States Postal Service (USPS) and the CAN-SPAM Act of 2003. The publisher regularly updates demographic details, based on each person's current business interests and engagement activity, matched to the publisher's core market.

### D. REPRESENTATIVE AUDIENCE COMPOSITION - AREAS OF BUSINESS INTEREST AND ACTIVITY

Apparel - for Decoration/Embellishment . . . . .	66%	LED Lighting/LED Signs/LED Components . . . . .	20%
Architectural/Wayfinding/Interior Signage . . . . .	24%	Personalized Products/Gifts . . . . .	46%
Awards/Trophies/Plaques . . . . .	29%	Promotional Products (Distributor/Sales/Broker) . . . . .	37%
Channel Letters/Electric Sign Cabinets . . . . .	16%	Rubber Stamps/Marking Devices . . . . .	15%
Commercial Signs/Banners . . . . .	41%	Sandcarving/Etching -Decorative . . . . .	14%
Digital Printing - Direct-to-Substrate/Garment . . . . .	46%	Screen Printing (Apparel/Towels/Bags/Accessories) . . . . .	44%
Digital Printing/Finishing -Wide Format . . . . .	39%	Specialty Graphics and Printing (non-apparel) . . . . .	29%
Embroidery/Monogramming/Applique . . . . .	42%	Sublimation - Large Format . . . . .	21%
Engraving - Laser . . . . .	35%	Sublimation - Small Format . . . . .	44%
Engraving - Rotary . . . . .	20%	Vehicle Graphics/Wraps . . . . .	30%
Exhibit/Trade Show Display/Point of Sale (Fabricator) . . . . .	20%	Wholesale to the trade: contract services shop-to shop . . . . .	25%
Heat-Applied Graphics/Heat Transfers . . . . .	52%	Supplier Personnel . . . . .	3%

Publisher states: 93% of GRAPHICS PRO subscriber/engagers are active or interested in multiple above segments.

### E. TOTAL DEFINED MARKET

Overall total individuals: 133,877\*  
 Unique addresses: 78%  
 Owners, managers, purchasing: 79%

Average Activity over the past six issues:  
 Subscriber adds: 725  
 Subscriber removals: 296

\*Overall total includes contacts without email addresses

### F. JANUARY ISSUE MAGAZINE ACTIVITIES

All channels (print and digital)** . . . . .	101,757
Mailed December 22, 2021 via USPS channels*** . . . . .	15,000
Distribution to industry businesses via suppliers . . . . .	181
Digital version presentation via email December 23 . . . . .	94,963
CONNECT with Advertisers from the January Issue via email January 8 . . . . .	87,789

Publisher states: Additional opportunities to view digital version through daily eNews . . . . . 22x  
 Digital issue is available online at graphics-pro.com

\*\*Digital version recipients may also receive print version \*\*\*Selection of USPS audience: Owners and/or management, one per address, plus all paid Premium Subscribers

### G. JANUARY DIGITAL ACTIVITIES

eNews (Daily Average) . . . . .	95,921
Products & Deals (Weekly Average) . . . . .	95,663
Website page views - (www.graphics-pro.com) . . . . .	72,178

Page views is the total number of pages viewed. Repeated views of a single page are counted.

January 2022 - I certify that the information included in this report is correct.

Daniel Peckham, Publisher

Lori Farstad, Vice President, Audience and Events