

## Certified Audience Statement

May 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 . . . . .	25%	Personalized Products/Gifts . . . . .	46%
Awards/Trophies/Plaques . . . . .	29%	Promotional Products (Distributor/Sales/Broker) . . . . .	38%
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 . . . . .	36%	Sublimation - Small Format . . . . .	44%
Engraving - Rotary . . . . .	21%	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: 135,898\*  
 Unique addresses: 78%  
 Owners, managers, purchasing: 79%

Average Activity over the past six issues:  
 Subscriber adds: 646  
 Subscriber removals: 248

\*Overall total includes contacts without email addresses

### F. MAY ISSUE MAGAZINE ACTIVITIES

All channels (print and digital)** . . . . .	98,025
Mailed April 25, 2022 via USPS channels*** . . . . .	15,000
Distribution to show attendees at Graphics Pro Expo-Indianapolis . . . . .	150
Distribution to industry businesses via suppliers . . . . .	181
Digital version presentation via email April 26. . . . .	90,497
Invitation to REVISIT the Issue message via email May 7 . . . . .	80,920

Publisher states: Additional opportunities to view digital version through daily eNews . . . . . 20x  
 Digital issue is available online at [graphics-pro.com](http://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. MAY DIGITAL ACTIVITIES

eNews (Daily Average) . . . . .	86,755
Products & Deals (Weekly Average) . . . . .	91,117
Catalog Connection . . . . .	90,898
Website page views - ( <a href="http://www.graphics-pro.com">www.graphics-pro.com</a> ) . . . . .	51,594

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

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

Dave Pomeroy, President

Lori Farstad, Vice President, Audience and Events