



January 2018

# CERTIFIED AUDIENCE STATEMENT

## contact information

Sign & Digital Graphics Magazine  
sdgmag.com

Sign & Digital Graphics covers the business of visual communications for sign industry and wide-format digital graphics professionals.

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

## about this report

This audience report details print and digital activities for *Sign & Digital Graphics*, based on industry-specific distribution and 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.

## I. Magazine Highlights

### a. magazine distribution minimums; rate base logic and methodology

Magazine advertising rates are based on minimum distribution to 30,000 active industry professionals, delivered in either print or digital formats, or both.

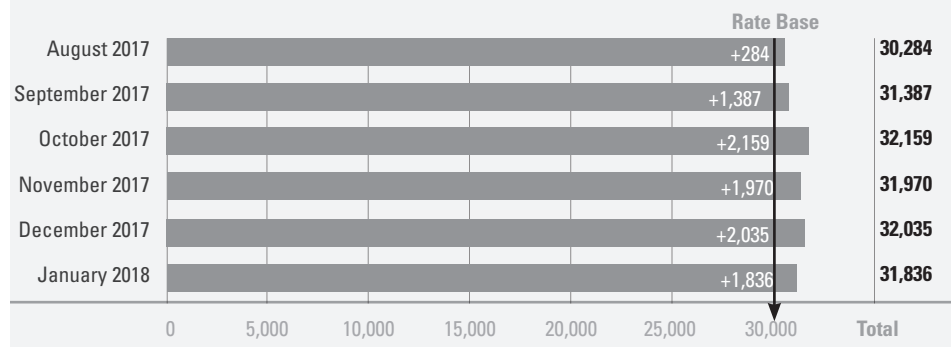
- Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.
- Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising rates.
- Electronic copies 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.

### b. january issue breakdown

Print copies delivered through USPS channels to subscribers and industry suppliers.....	14,682
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).....	17,154
<b>Total Distribution this issue .....</b>	<b>31,836</b>

\* in addition to the above digital numbers, 3,124 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.

## 6 months magazine distribution at a glance



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(303) 469-0424 • sdgmag.com • nbm.com



## II. eMedia Highlights

-December 2017

### c. emedia rate base logic

eMedia advertising rates are based on guaranteed delivery to 50,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising rate base.

### d. website rate base logic

Advertising rates are based on a minimum guarantee of 30,000 per month. The website – www.sdgmag.com – has no restrictions to viewers.

Page views are divided by “share of voice” for advertisements rotated within specific pages of the overall website. THE NBM SHOW (www.thenbmshow.com) is a separate website.

### Total Web Pages Viewed December 2017

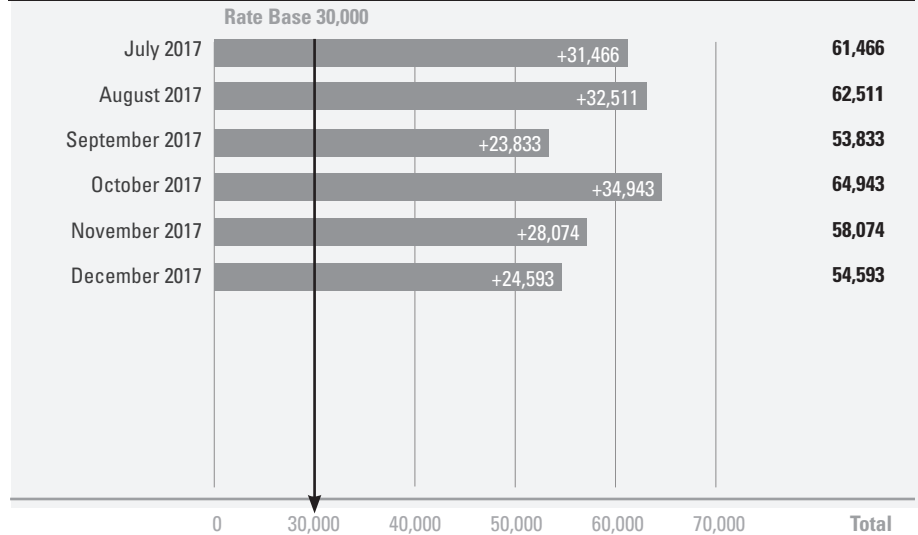
Sign & Digital Graphics..... 54,593

### eNewsletter Program Results

### Quantity Delivered

eNewsletter – Monthly Total.....	1,056,792
eNewsletter – Daily Average.....	55,621
Products and Deals .....	55,608

### website views - 6 months at a glance



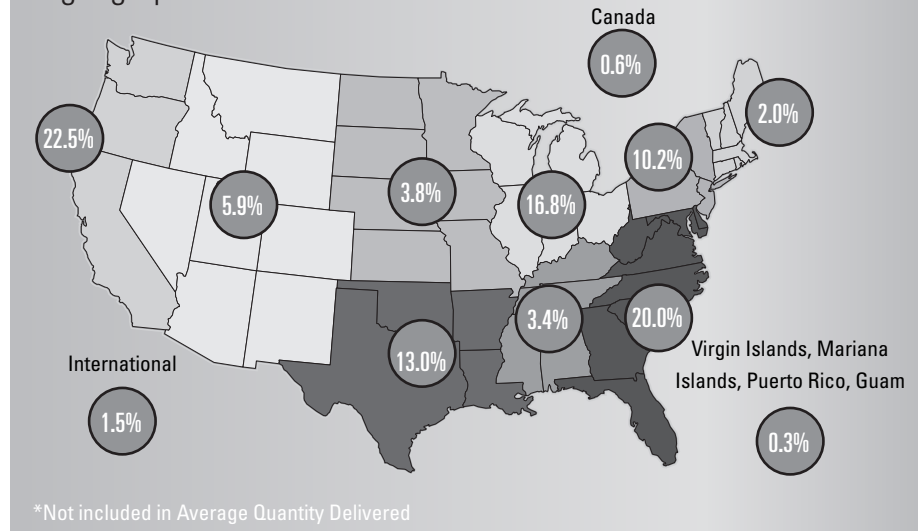
## III. Representative Magazine and eMedia Audience Demographics

### e. areas of business activities\*

Commercial Signs .....	62.4%
Wide-Format Printing .....	57.1%
Electric/Illuminated Signs.....	26.0%
Electronic Displays, LED and Flat Panel....	30.7%
Architectural Signage/Design .....	34.5%
Outdoor Advertising.....	23.3%
Exhibit/Display/POP-Fabricator .....	31.7%
Commercial Screen Printing (Non-wearables)...	32.6%
Commercial Printing – Sheet Fed or Web..	12.5%
Vehicle Wraps .....	41.9%
In-House Signage – Non-Fabricated for Resale ...	19.4%
Advertising Agency .....	8.0%
Industry Supplier and Supplier Personnel...	9.6%

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

### f. geographic breakdown



I certify that this information is correct and complete. **Date:** January 2018



**James Kochevar**  
Publisher

**Lori Farstad**  
VP, Audience

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