

# SIGN

& Digital Graphics Est. 1986



SIGN & DIGITAL GRAPHICS  
PRINTWEAR  
AWARDS & ENGRAVING  
THE NBM SHOW

November 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.

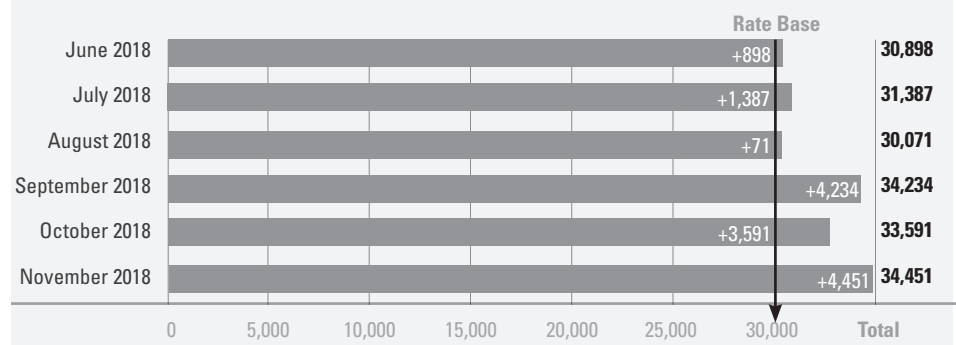
- Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.
- Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising rates.
- Electronic copies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

Print copies delivered through USPS channels to subscribers and industry suppliers ..... 11,872  
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy) ..... 22,579  
Total Distribution this issue ..... 34,451

\* in addition to the above digital numbers, 2,284 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. Digital Highlights

-October 2018

### c. digital rate base logic

Digital 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 40,000 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 October 2018

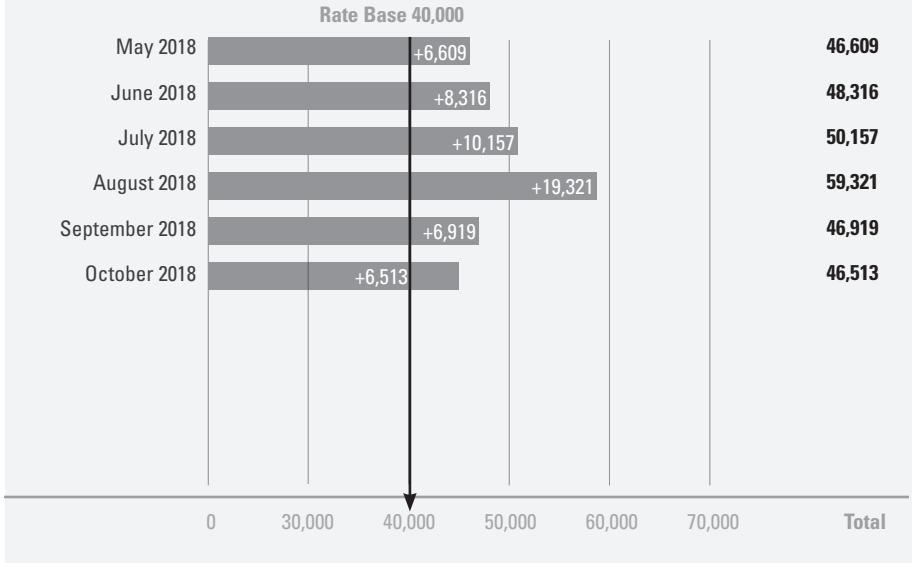
Sign & Digital Graphics..... 46,513

### eNewsletter Program Results

### Quantity Delivered

eNewsletter – Monthly Total.....	1,432,819
eNewsletter – Daily Average.....	62,296
Products and Deals .....	61,995

### website views - 6 months at a glance



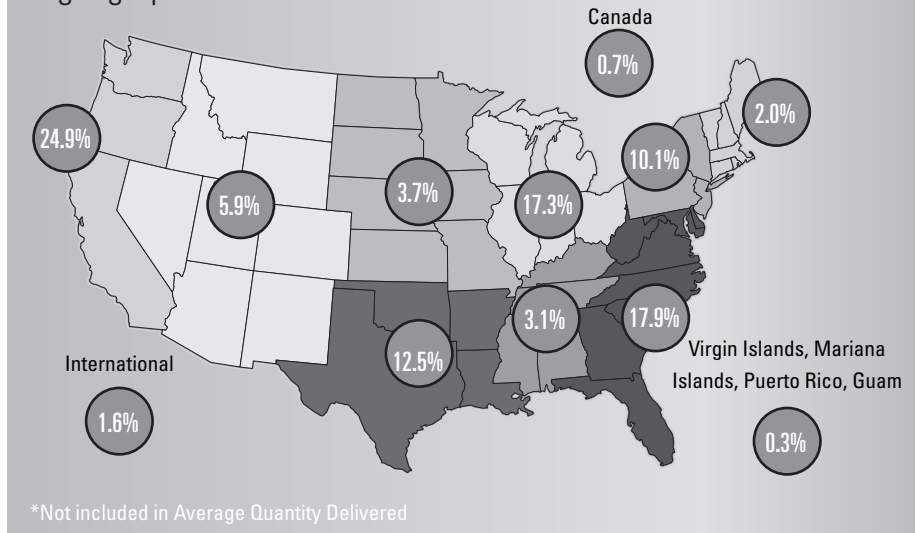
## III. Representative Magazine and Digital Audience Demographics

### e. areas of business activities\*

- Architectural/Wayfinding/Interior Signage..34.4%
- Channel Letters/Electric Sign Cabinets ..... 25.8%
- Commercial Signs/Banners..... 65.3%
- Digital Printing/Finishing-Wide Format ..... 56.4%
- Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator)..... 31.5%
- LED Lighting/LED Signs/LED Components ....30.4%
- Specialty Graphics And Printing (Non-Wearable/Industrial/Commercial)..... 35.1%
- Vehicle Graphics/Wraps..... 42.1%

\*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:** November 2018



**James Kochevar**  
Publisher

**Lori Farstad**  
VP, Audience

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