



Mid-June 2018

CERTIFIED AUDIENCE STATEMENT

contact information

WRAPS Magazine

P.O. Box 1416

Broomfield, CO 80038

(800) 669-0424

WRAPS Magazine is a National Business Media, Inc. publication

Sign & Digital Graphics Magazine

P.O. Box 1416

Broomfield, CO 80038

sdgmag.com

(800) 669-0424

Sign & Digital Graphics magazine is a National Business Media, Inc. publication

about wraps

WRAPS magazine covers the materials, technology and production of all forms of wrap applications including vehicle, fleet, building, flooring and rough-surface wrapping. Shop owners will find it an authoritative source of business information on market trends, how-to application tips, design strategies and out-of-home and vehicle advertising.



about this report

This audience report details print and digital activities for WRAPS based on industry-specific distribution and viewership. This report is produced annually 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. 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.

b. mid-june issue breakdown

Print copies delivered through USPS channels to subscribers and industry suppliers.....	12,587
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).....	17,981
Total Distribution this issue	30,568

* in addition to the above digital numbers, 4,069 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.

c. bonus distribution

Print Copies Sent To Industry Events.....	2,300
Miscellaneous Printed Copies.....	68
Total Bonus Distribution.....	2,368

d. Total Distribution for Mid-June 2018.....32,936

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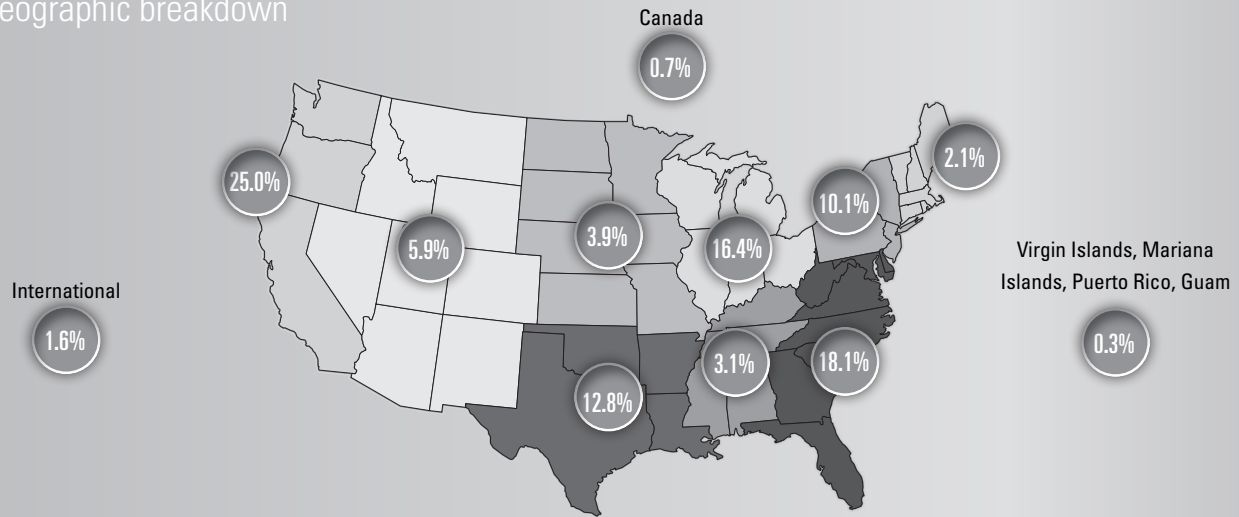
II. Representative Magazine and eMedia Audience Demographics

e. areas of business activities*

Digital Printing/Finishing-Wide Format.....	48.7%
Vehicle Graphics/Wraps.....	47.5%
Other.....	5.5%

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

f. geographic breakdown



*Not included in Average Quantity Delivered

I certify that this information is correct and complete. **Date:** Mid-June 2018



[Signature]

James Kochevar
Publisher

[Signature]

Lori Farstad
VP, Audience

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