

PRINTWEAR

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PART OF
THE NBM NETWORK
 SIGN & DIGITAL GRAPHICS
 PRINTWEAR
 AWARDS & ENGRAVING
 THE NBM SHOW

February 2019

CERTIFIED AUDIENCE STATEMENT

contact information

Printwear Magazine
 printwearmag.com

Printwear is intended for professionals in the decorated-apparel industry in print, online and in person.

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 *Printwear*, 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.

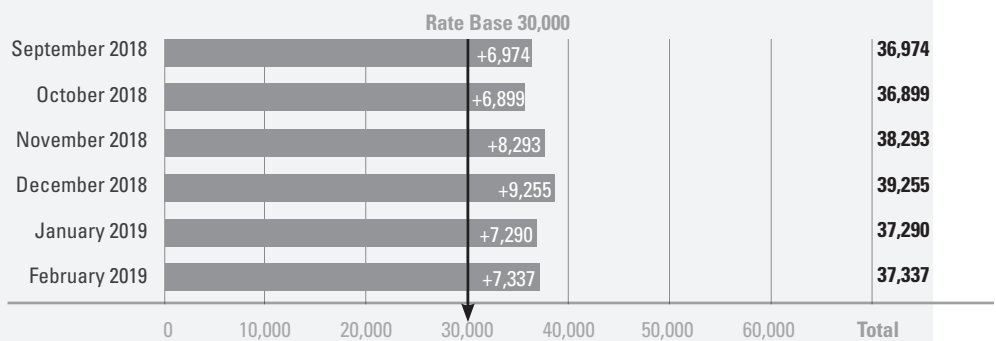
- Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.
- Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising rates.
- Electronic copies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

Print copies delivered through USPS channels to subscribers and industry suppliers.....	12,000
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy)	25,337
Total Distribution this issue	37,337

* in addition to the above digital numbers, 3,181 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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II. Digital Highlights

-January 2019

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 50,000 per month. The website – www.printwearmag.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 January 2019

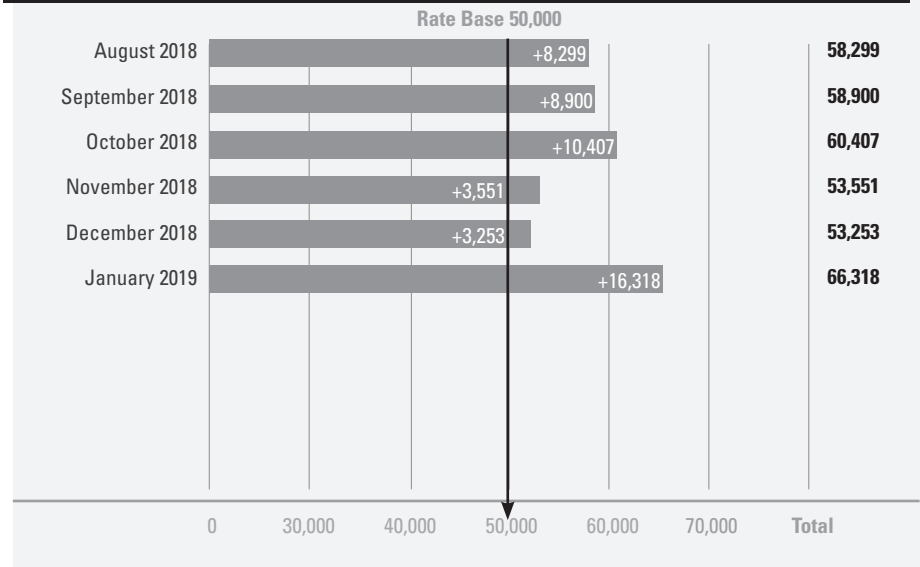
Printwear..... 66,318

eNewsletter Program Results

Quantity Delivered

eNewsletter	72,662
Products and Deals	72,388
Catlog Connection.....	72,748

website views - 6 months at a glance



III. Representative Magazine and Digital Audience Demographics

e. areas of business activities*

Apparel - for Decoration/Embellishment ...	85.6%
Digital Printing - Digital Direct-to-Substrate/ Garment.....	39.3%
Embroidering/Monogramming/Applique ...	54.9%
Heat-Applied Graphics/Heat Transfers.....	62.9%
Screen Printing (Apparel/Headwear/Towels/ Bags/Accessories)	58.4%
Sublimation-Small Format (44" or less).....	46.1%

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0 10 20 30 40 50 60 70 80 90 100

I certify that this information is correct and complete. **Date:** February 2019



Stacy B. Marshall

Lori Farstad

Stacy Marshall
Publisher

Lori Farstad
VP, Audience

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