

II. Digital Highlights

-April 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 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 April 2018

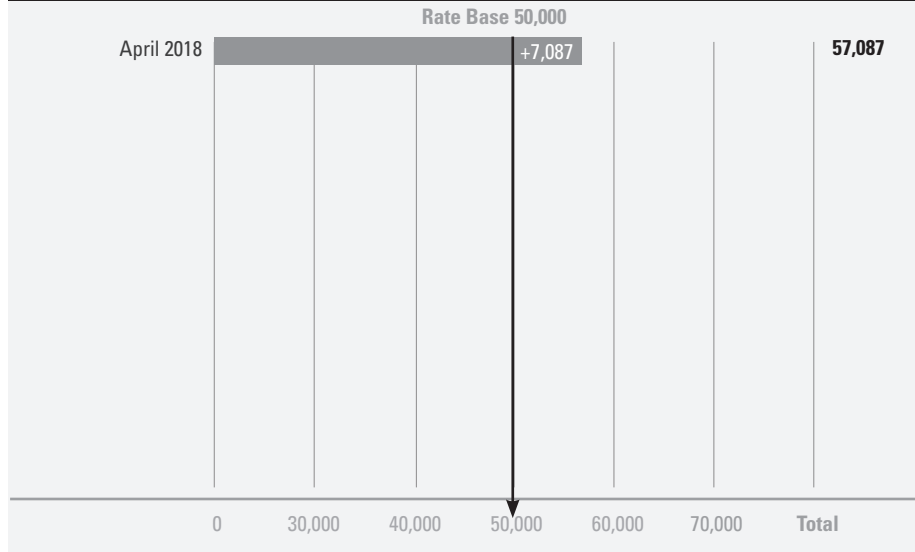
Printwear.....57,087

eNewsletter Program Results

Quantity Delivered

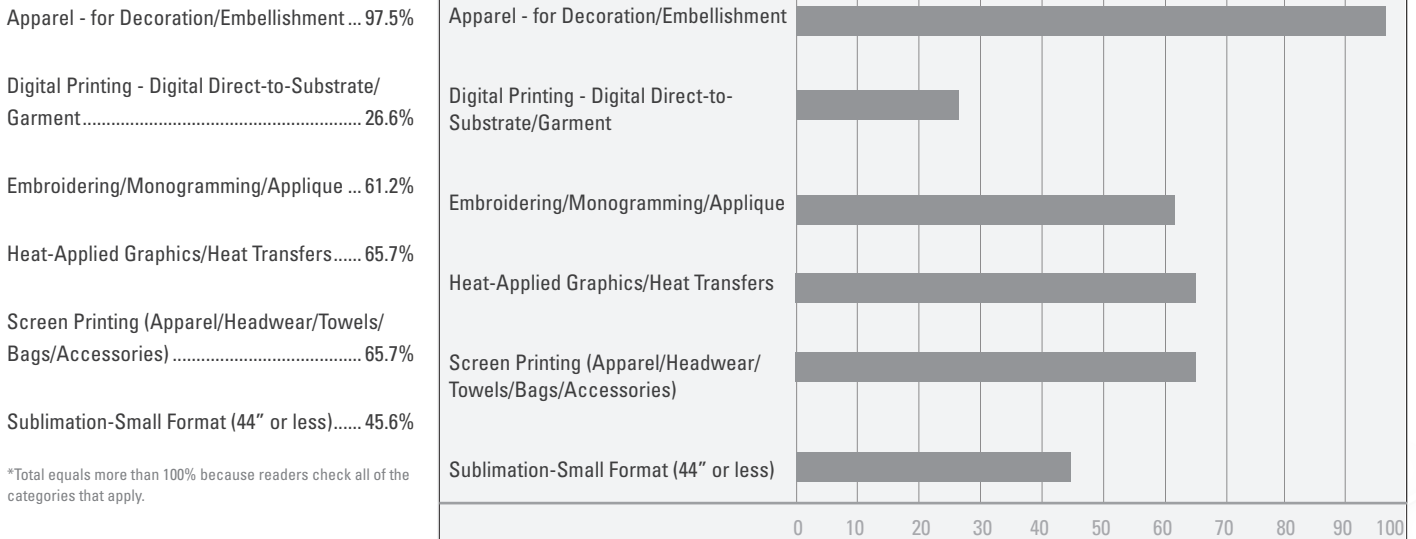
eNewsletter	69,665
Products and Deals	69,558

website views - month at a glance



III. Representative Magazine and Digital Audience Demographics

e. areas of business activities*



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



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