

START HERE

PART OF
**THE NBM
NETWORK**

SIGN & DIGITAL GRAPHICS
PRINTWEAR
AWARDS & ENGRAVING
THE NBM SHOW

— Mid-October 2018 —
**CERTIFIED AUDIENCE
STATEMENT**

contact information

START HERE Magazine

P.O. Box 1416

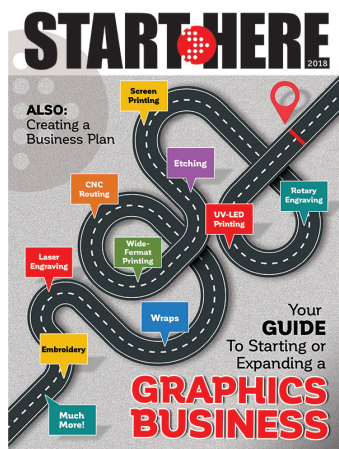
Broomfield, CO 80038

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START HERE Magazine is a National Business Media, Inc. publication.

START HERE is a new annual publication dedicated to providing valuable start-up information for graphics professionals looking to expand or branch out in their business. This magazine is brought to you by the creators of *Printwear*, *A&E* and *Sign & Digital Graphics* magazines, as well as the producers of *THE NBM SHOW*.



about this report

This audience report details print and digital activities for **START HERE**, based on industry-specific distribution. 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 50,000 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. issue breakdown

Print copies delivered through USPS channels to subscribers and industry suppliers.....	10,573
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).....	44,182
Total Distribution this issue.....	54,755

* in addition to the above digital numbers, 4,992 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.....	1,000
Miscellaneous Printed Copies.....	147
Total Bonus Distribution.....	1,147

d. Total Distribution for Mid-October 2018.....55,902

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II. Representative Magazine and eMedia Audience Demographics

e. areas of business activities*

A. Apparel - for Decoration/Embellishment	53.9%
B. Architectural/Wayfinding/Interior Signage	12.4%
C. Awards/Trophies/Plaques.....	30.2%
D. Channel Letters/Electric Sign Cabinets.....	8.5%
E. Commercial Signs/Banners	23.7%
F. Digital Printing – Direct-to-Substrate/Garment	29.1%
G. Digital Printing/Finishing – Wide Format.....	21.5%
H. Embroidery/Monogramming/Applique	32.5%
I. Engraving - Laser.....	34.8%
J. Engraving - Rotary.....	21.7%
K. Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator)	10.4%
L. Heat-Applied Graphics/Heat Transfers.....	42.4%
M. LED Lighting/LED Signs/LED Components	11.3%
N. Personalized Products/Gifts.....	39.6%
O. Promotional Products (Distributor/Sales/Broker/Retailer)	21.4%
P. Rubber Stamps/Marking Devices	11.8%
Q. Sandcarving/Etching - Decorative	13.5%
R. Screen Printing (Apparel/Headwear/Towels/Bags/Accessories).....	33.6%
S. Specialty Graphics and Printing (Non-Wearable/Industrial/Commercial)	15.4%
T. Sublimation - Large Format (more than 44")	10.0%
U. Sublimation - Small Format (44" or less).....	34.3%
V. Vehicle Graphics/Wraps.....	15.5%
W. Wholesale Services to the Trade: Shop-to-Shop; contract printing/decorating/embellishment.....	8.9%

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

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



James Kochevar *Stacy B. Marshall* *Daniel S. Peckham* *Lori Farstad*

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Publisher

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