

THE DREAM IS REAL.

THE

BIG PICTURE

THE BUSINESS OF WIDE FORMAT

2012 Marketing Planner
bigpicture.net

L E O N A R D O D I C A P R I O

KEN WATANABE JOSEPH GORDON-LEVITT MARION COTILLARD ELLEN PAGE TOM HARDY CILLIAN MURPHY TOM BERENGER RICHARD CAINE

FROM THE DIRECTOR OF THE DARK KNIGHT

INCEPTION

JULY 16

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THE **BIG** PICTURE

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Brand Mission

The Big Picture connects graphics-arts manufacturers and suppliers with the marketplace's largest audience of print service providers. Our brand comprises not only an award-winning print magazine covering wide-format since its onset, but also the industry's most respected website, our electronic newsletter providing late-breaking news, and a score of e-media solutions to take your message to the next level. *The Big Picture* is your best option for a cost-effective integrated marketing campaign.

Multichannel Reach

A multichannel reach of **2.6 million**

The Big Picture delivers more prospective clients to you and maintains subscriber loyalty by giving readers what they want in the formats they prefer.

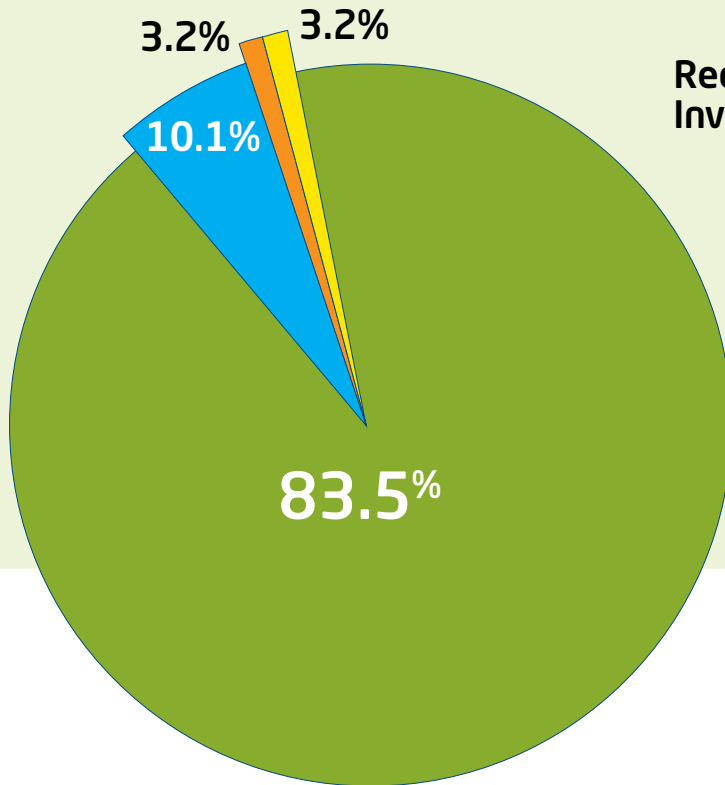
touch points annually¹
¹Source: Publisher's data

<h2>Print</h2>	<ul style="list-style-type: none"> • 50,000 total print reach • 20,000 subscribers² • 30,000 pass-along readers³ 	<p>The Big Picture delivers 20,000 print subscribers 12x per year. On average, each subscriber passes his or her magazine to 1.5 additional people, which means you get a total reach of 50,000 prospects.</p> <p><small>²Source: 2011 June BPAWW circulation statement ³Readex Research</small></p>	<p>P 4</p>
<h2>Online</h2>	<ul style="list-style-type: none"> • 80,000 impressions monthly⁴ 	<p>Bigpicture.net is a high-traffic site among print providers, product purchasers and company executives. Across the U.S. and around the world, your messages reach active B2B viewers.</p> <p><small>⁴Based on 12-month rolling average Source: Google Analytics</small></p>	<p>P 8</p>
<h2>E-Newsletter</h2>	<ul style="list-style-type: none"> • 23,500+ recipients (2x month)¹ 	<p>The Big Picture's Digital Edge e-newsletter covers timely news, industry trends, and the latest information.</p>	<p>P 10</p>
<h2>Digital Edition</h2>	<ul style="list-style-type: none"> • 25,000 digital-edition distribution¹ 	<p>Digital editions allow readers to receive their publications quickly, directly access advertiser websites, and store past editions for easy reference.</p>	<p>P 11</p>
<h2>Social Networks</h2>	<p>An expanding community of graphics professionals</p> 	<p>The Big Picture's growing presence on LinkedIn, Twitter, and Facebook connects print providers, signage/graphics professionals, and vendors throughout the world.</p>	
<h2>Trade Shows</h2>	<ul style="list-style-type: none"> • 1,100 Bonus Distribution 	<p>Reach additional buyers with your marketing message at key shows. Bonus distribution occurs at:</p> <ul style="list-style-type: none"> • SGIA Expo 2012 • GOA/FESPA Americas • Pack Expo • Graph Expo • SGS • ISA Expo 	
<h2>The Signage and Graphics Summit</h2> <p>December 3-5, 2012 Arizona Grand Resort / Phoenix</p>	<p>High-level Executives (Leaders of companies that produce \$2 billion of signage and graphics annually.)¹</p>	<p>The Signage and Graphics Summit is the only business-management conference for leaders of high-volume sign, screen-printing, and digital-printing companies. As a sponsor, you will make lifetime contacts. See the SGS section in this kit for more information.</p>	

INTERESTED IN ADVERTISING – Contact **Steve Duccilli** - Group Publisher, Signage and Graphics Group
 P/800.925.1110 x344 / 513.263.9344 F/513.744.6944 E/steve.duccilli@stmediagroup.com

A Wide and Loyal Audience

The Big Picture gives you an audience that is primed for your message. Reach the customers and prospects who read, use, and prefer The Big Picture.



Reach Every Important Business Involved in Wide-Format Printing

BUSINESS CLASS

- Print service providers*
- Designers/Agencies
- Corporate/Institutional marketers
- Others allied to the field

*Includes digital printing/imaging centers, sign companies/outdoor advertising, service bureaus, screen printers, commercial/in-plant printers, and photo labs/professional photographic services

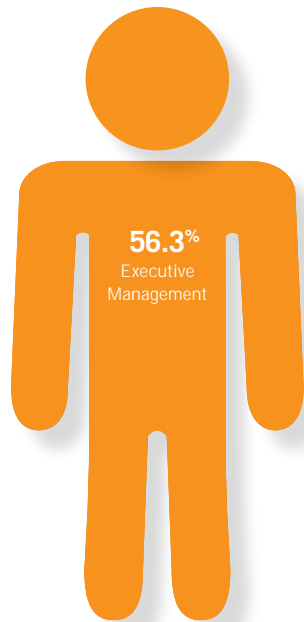
Source: 2011 June BPAWW circulation statement

The Big Picture is audited by BPA Worldwide

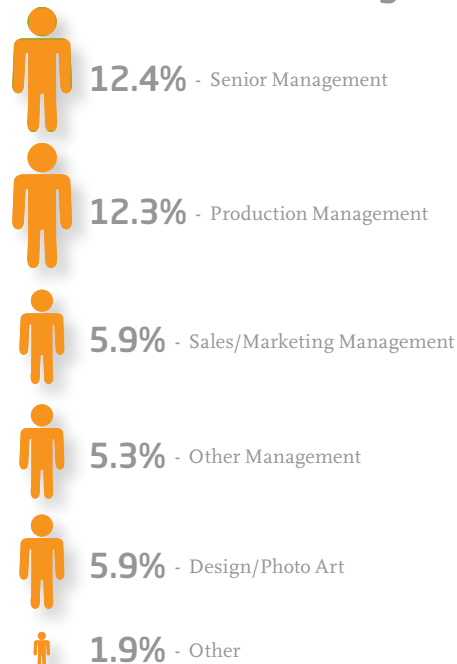
More than **92%**

of our subscribers are in **management job functions.**

Source: 2011 June BPAWW circulation statement



Reach Decision Makers with the Power to Buy



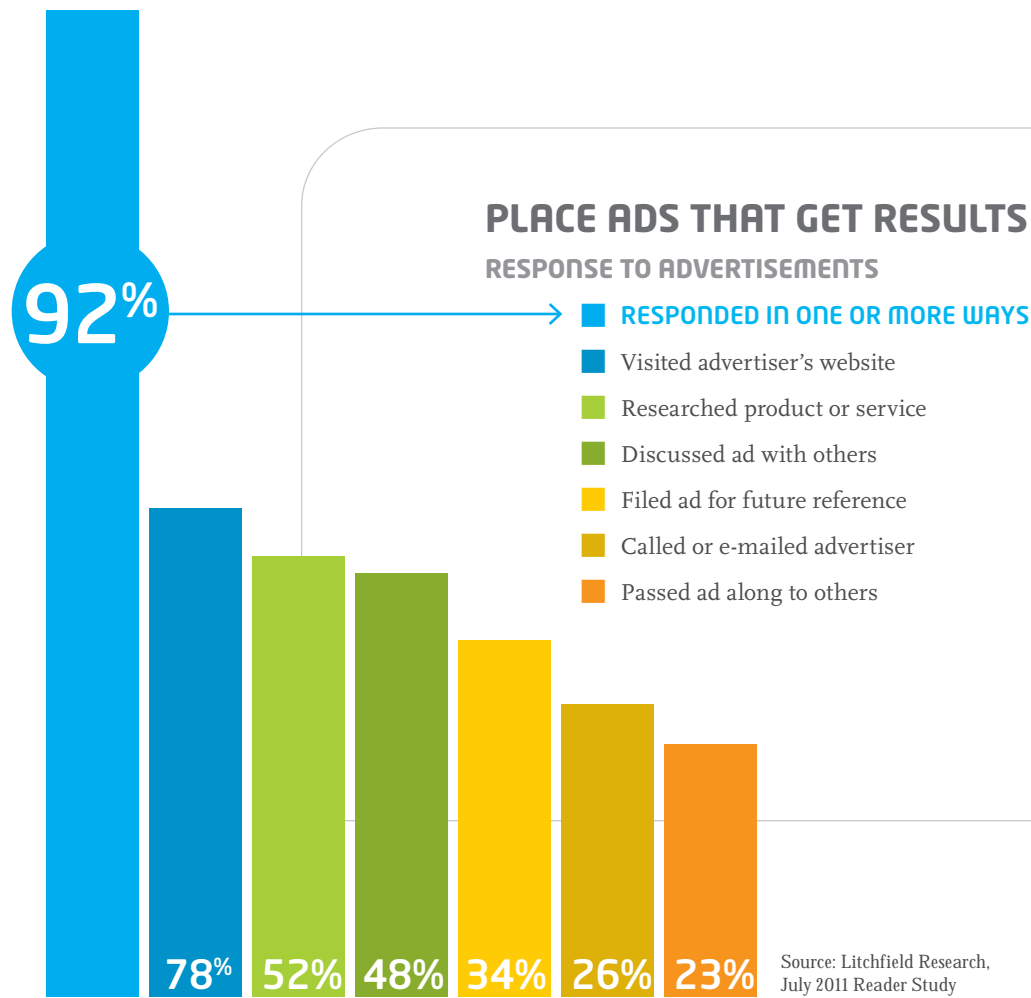
Source: 2011 June BPAWW circulation statement

REACH BUYERS FOR YOUR PRODUCTS

EQUIPMENT USED

Wide-format inkjet printer	67.1%
Laminator	62.4%
Color-management system	49.4%
RIP	45.8%
Digital color proofer	30.7%
Digital variable-data press	24.4%
UV/flatbed printer	20.9%
Digital contour cutter	19.3%
Dye-sublimation printer	12.6%

Source: Publisher's data



99.9%...

OF OUR SUBSCRIBERS HAVE REQUESTED TO RECEIVE *THE BIG PICTURE*¹

78%...

OF OUR SUBSCRIBERS HAVE BEEN QUALIFIED WITHIN THE PAST YEAR¹

100%...

OF OUR SUBSCRIBERS HAVE BEEN QUALIFIED WITHIN THE PAST TWO YEARS¹

73%...

OF OUR SUBSCRIBERS SAY THAT THEY FIND *THE BIG PICTURE* TO BE THE MOST USEFUL MAGAZINE THEY RECEIVE ABOUT WIDE-FORMAT PRINTING TRENDS AND PRODUCTS²

¹Source: 2011 June BPAWW circulation statement

²Source: Litchfield Research, July 2011 Reader Study

40% of our subscribers plan to buy a wide-format digital printer in the next 12 months.

Source: Litchfield Research, July 2011 Reader Study

OVER 80% of our subscribers produce wide-format digital prints in house.

Source: Litchfield Research, July 2011 Reader Study



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Editorial Coverage

Gregory Sharpless | Editor/Associate Publisher



FROM THE EDITOR / ASSOCIATE PUBLISHER

The **BEST** Editorial Content

Providing the industry's most in-depth, timely, and accurate information has been our mandate since 1995, when The Big Picture first hit readers' mailboxes. We're proud to say that we've never strayed from that path. Now, in 2012, we're equally proud to be the undisputed number-one publication when it comes to delivering the kind of industry intelligence and news that print providers need to maintain and better their businesses – whether that information is in print form or digital.

The wide-format industry is a unique market with ever-changing technologies and ongoing tests of a company's abilities and resources, coupled with an intriguing universe of potential clients and jobs. For print providers, that makes it exciting but also challenging – fun is good, but profits are where the real action is. In The Big Picture, we strive in each issue to focus on both aspects: the fun challenges that can often lead to innovative solutions, but also the details that speak to ensuring that a job is not unintentionally delivered pro bono.

And, of course, we strive to be a very effective conduit between print providers and the manufacturer/seller community. Helping print service providers learn more about the technologies and products that you sell can help them be more productive, more efficient, and more profitable. In short, connecting buyers with sellers through our editorial content and through our advertisements.

All in all, it's why we remain the number-one industry publication covering wide-format graphics today, and it's why we remain the best investment for your advertising dollar.

A handwritten signature in black ink that reads "Greg Sharpless".

Send us your news!

Please send your news releases and photos announcing new products, changes in your business, awards, appointments, and other noteworthy developments for consideration to:

Gregory Sharpless, Editor / The Big Picture magazine
11262 Cornell Park Dr., Cincinnati, OH 45242

You may also submit materials electronically by e-mail to gregory.sharpless@stmediagroup.com.



In EVERY Issue...

The Big Picture is the leading publication for digital print service providers, furnishing comprehensive information to the wide-format marketplace, 12x/year in print and online, at www.bigpicture.net. Here's just a sampling of what's in every issue:

- UPFRONT:**
The monthly news from around the industry—from new technology trends to mergers/acquisitions, intriguing case studies, the hottest applications, and much more.
- R+D:**
Highlighting the latest tech, products, supplies, and accessories from the wide-format marketplace.
- WIDE ANGLE:**
Preeminent wide-format projects and print apps displayed in our prominent front-of-the-magazine showcase.
- JOB LOG:**
Blow-by-blow account of a single job, from first client contact and concepting to production and install work.

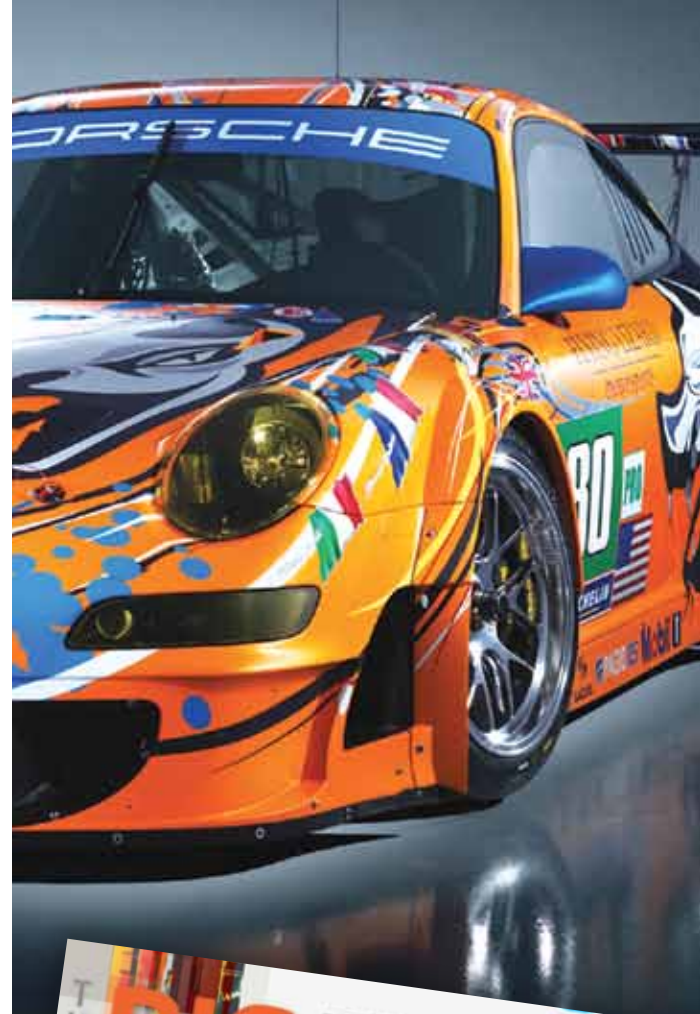
Plus:

Our regularly appearing and indispensable columns, which center on topics of high reader interest, including:

- INSIDE OUTPUT**
the latest print and installation trends
- GRAPHICS ON THE GO**
vehicle wraps and graphics
- BUSINESS + MANAGEMENT**
keeping print providers in the black

Award-Winning Editorial

The Big Picture has won numerous ASBPE Awards of Excellence for its coverage of the wide-format marketplace, for both editorial and design. Founded in 1964, the American Society of Business Publication Editors (ASBPE) is the professional association for editors and writers in the business, trade, and specialty press. The ASBPE Awards of Excellence were established more than 20 years ago and recognize outstanding editorial, design, and Web development. With more than 1000 entries in a typical year, the competition is the most significant in the business press.



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ST Media Group leverages unparalleled, trusted information to deliver the highest quality audience to the vendors in our markets.

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