

Fowler John C  
Form 4  
January 04, 2019

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Fowler John C

(Last) (First) (Middle)

C/O QUAD/GRAPHICS, INC., N61  
W23044 HARRY'S WAY

(Street)

SUSSEX, WI 53089

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Quad/Graphics, Inc. [QUAD]

3. Date of Earliest Transaction  
(Month/Day/Year)

11/20/2017

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)<br>Code V Amount (D) Price                             |   |  |   |
| Class A Common Stock            | 11/20/2017                           |  | S                              | 10,908 D \$ 21.7658   | 102,833   | I  | As Trustee - HRQ 2010 Tr (1)                          |
| Class A Common Stock            | 11/22/2017                           |  | S                              | 56,569 D \$ 21.8271   | 46,264  | I  | As Trustee - HRQ 2010 Tr (1)                          |
| Class A Common                  | 11/28/2017                           |  | S                              | 24,039 D \$ 21.8775   | 22,225  | I  | As Trustee -  |

|                            |            |  |   |                            |   |               |                              |                              |   |
|----------------------------|------------|--|---|----------------------------|---|---------------|------------------------------|------------------------------|---|
| Stock                      |            |  |   |                            |   |               |                              | HRQ<br>2010 Tr<br><u>(1)</u> |   |
| Class A<br>Common<br>Stock | 11/29/2017 |  | S | 22,225                     | D | \$<br>21.8637 | 0                            | I                            | As<br>Trustee -<br>HRQ<br>2010 Tr<br><u>(1)</u> |
| Class A<br>Common<br>Stock | 01/01/2019 |  | A | <u>9,058</u><br><u>(2)</u> | A | \$ 0          | <u>118,878</u><br><u>(3)</u> | <u>(2)</u>                   | D   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 3) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares |
| Class B Common Stock                       | <u>(4)</u>   |                                      |  |                                |   | <u>(4)</u>   | <u>(4)</u>  | Class A Common Stock                       | 1,125                      |
| Class B Common Stock                       | <u>(4)</u>   |                                      |  |                                |   | <u>(4)</u>   | <u>(4)</u>  | Class A Common Stock                       | 1,125                      |
| Class B Common Stock                       | <u>(4)</u>   |                                      |  |                                |   | <u>(4)</u>   | <u>(4)</u>  | Class A Common Stock                       | 1,125                      |
|  | \$ 29.37   |                                      |  |                                |   | <u>(8)</u>   | 01/31/2019  |  | 30,000                     |

|           |          |  |     |            |         |        |
|-----------|----------|--|-----|------------|---------|--------|
| Stock     |          |  |     |            | Class A |        |
| Options   |          |  |     |            | Common  |        |
| (Right to |          |  |     |            | Stock   |        |
| Buy)      |          |  |     |            |         |        |
| Stock     |          |  |     |            | Class A |        |
| Options   | \$ 41.26 |  | (8) | 12/31/2020 | Common  | 34,218 |
| (Right to |          |  |     |            | Stock   |        |
| Buy)      |          |  |     |            |         |        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Fowler John C<br>C/O QUAD/GRAPHICS, INC.<br>N61 W23044 HARRY'S WAY<br>SUSSEX, WI 53089 | X             |           |         |       |

## Signatures

/s/ Sherilyn R. Whitmoyer, Attorney-in-Fact for John C. Fowler  
 01/04/2019  
 \*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) As Trustee for the HRQ 2010 Trust. The reporting person is a trustee of the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.  
Includes 9,058 shares attributable to deferred stock units granted under the Quad/Graphics, Inc. 2010 Omnibus Incentive Plan that will be delivered to the reporting person on the earlier of January 1, 2021 or the reporting person's separation from service. Any dividend or other distribution paid with respect to class A common stock underlying the deferred stock units shall accrue and be converted into additional deferred stock units based on the closing price of class A common stock on any such dividend date.
- (2) Includes 175 additional deferred stock units resulting from the payment of dividends on the Class A Common Stock underlying deferred stock units previously granted
- (3) Class B Common Stock is convertible into Class A Common Stock on a 1-for-1 basis at no cost and has no expiration date.
- (4) As Trustee for the Harry Virgil Flores 2017 Trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (5) As Trustee for the Isabella Marion Flores 2017 Trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (6) As Trustee for the Kaitlin Mary Flores 2017 Trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (7) All options are fully vested and currently exercisable.
- (8)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.