

Quad/Graphics, Inc.  
Form 4  
June 09, 2016

**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)

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

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
06/07/2016

\_\_\_\_ Director  
 Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Vice Chairman & EVP

SUSSEX, WI 53089  
  
(City) (State) (Zip)

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

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |  |
| Class A Common Stock            | 06/07/2016                           |  | M                              | 20,000 A \$ 14.14   | 207,233   | D  |  |
| Class A Common Stock            | 06/07/2016                           |  | S <sup>(1)</sup>               | 20,000 D \$ 20  | 187,233   | D  |  |
| Class A Common Stock            |                                      |  |                                |   | 1,291   | I  | By Spouse                                  |

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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount of Number of Shares                              |
| Stock Options (Right to Buy)               | \$ 13.4708   |                                      |  |                                |   | 05/14/2012 11/18/2021                                    | Class A Common Stock 7,350                                    |
| Stock Options (Right to Buy)               | \$ 19.12   |                                      |  |                                |   | 05/14/2012 11/18/2021                                    | Class A Common Stock 6,500                                    |
| Stock Options (Right to Buy)               | \$ 13.4708   |                                      |  |                                |   | 05/14/2012 11/18/2021                                    | Class A Common Stock 17,500                                   |
| Stock Options (Right to Buy)               | \$ 13.4708   |                                      |  |                                |   | 05/14/2012 11/18/2021                                    | Class A Common Stock 10,000                                   |
| Stock Options (Right to Buy)               | \$ 23.37   |                                      |  |                                |   | <u>(2)</u> 01/31/2017                                    | Class A Common Stock 318,000                                  |
| Stock Options (Right to Buy)               | \$ 29.37   |                                      |  |                                |   | <u>(3)</u> 01/31/2019                                    | Class A Common Stock 30,000                                   |
| Stock Options (Right to Buy)               | \$ 15.37   |                                      |  |                                |   | <u>(4)</u> 01/31/2020                                    | Class A Common Stock 30,000                                   |
|  | \$ 16.62   |                                      |  |                                |   | <u>(5)</u> 01/31/2020                                    | 45,000  |

|                              |          |            |   |        |     |            |  |                      |         |
|------------------------------|----------|------------|---|--------|-----|------------|--|----------------------|---------|
| Stock Options (Right to Buy) |          |            |   |        |     |            |  | Class A Common Stock |         |
| Stock Options (Right to Buy) | \$ 41.26 |            |   |        | (6) | 01/01/2021 |  | Class A Common Stock | 34,218  |
| Stock Options (Right to Buy) | \$ 14.14 | 06/07/2016 | M | 20,000 | (7) | 01/01/2022 |  | Class A Common Stock | 20,000  |
| Class B Common Stock         | (8)      |            |   |        | (8) | (8)        |  | Class A Common Stock | 111,660 |

## 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 |               |           | Vice Chairman & EVP |       |

## Signatures

/s/ Jennifer J. Kent, Attorney-In-Fact for John C. Fowler  
06/09/2016

\_\_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) The reported transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 24, 2016.
- (2) Became exercisable as to 263,940 shares on May 14, 2012, and the remaining shares became exercisable on November 18, 2012.
- (3) Became exercisable in two equal annual installments beginning on November 18, 2012.
- (4) Became exercisable in three equal annual installments beginning on November 18, 2012.
- (5) Became exercisable as to 14,850 shares on May 14, 2012, and became exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.
- (6) Became exercisable in three equal annual installments beginning on January 1, 2013.
- (7) Became exercisable in three equal annual installments beginning on January 1, 2014.
- (8) 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.

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- (9) 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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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