

Quad/Graphics, Inc.
Form 4
November 29, 2016

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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)
11/25/2016

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)
Vice Chairman & EVP

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)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock	11/25/2016		M		100 A \$ 15.37	187,333	D
Class A Common Stock	11/25/2016		S		100 D \$ 27.26	187,233	D
Class A Common Stock	11/28/2016		M		5,900 A \$ 15.37	193,133	D
Class A Common	11/28/2016		S		5,900 D \$ 27.0093	187,233	D

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Stock		<u>(1)</u>						
Class A Common Stock	11/28/2016	M	1,400	A	\$ 15.37	188,633	D	
Class A Common Stock	11/28/2016	S	1,400	D	\$ <u>27.2504</u>	187,233	D	
Class A Common Stock	11/29/2016	M	4,600	A	\$ 15.37	191,833	D	
Class A Common Stock	11/29/2016	S	4,600	D	\$ <u>27.2553</u>	187,233	D	
Class A Common Stock	11/29/2016	M	6,000	A	\$ 15.37	193,233	D	
Class A Common Stock	11/29/2016	S	6,000	D	\$ <u>27.5457</u>	187,233	D	
Class A Common Stock	11/29/2016	M	9,000	A	\$ 16.62	196,233	D	
Class A Common Stock	11/29/2016	S	9,000	D	\$ <u>27.7782</u>	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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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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)
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					Date Exercisable	Expiration Date	Title	Amount or Number of Shares		
			Code	V (A)	(D)					
Stock Options (Right to Buy)	\$ 19.12					05/14/2012	11/18/2021	Class A Common Stock	6,500	
Stock Options (Right to Buy)	\$ 29.37					<u>(6)</u>	01/31/2019	Class A Common Stock	30,000	
Stock Options (Right to Buy)	\$ 15.37	11/25/2016		M		100	<u>(7)</u>	01/31/2020	Class A Common Stock	100
Stock Options (Right to Buy)	\$ 15.37	11/28/2016		M		5,900	<u>(7)</u>	01/31/2020	Class A Common Stock	5,900
Stock Options (Right to Buy)	\$ 15.37	11/28/2016		M		1,400	<u>(7)</u>	01/31/2020	Class A Common Stock	1,400
Stock Options (Right to Buy)	\$ 15.37	11/29/2016		M		4,600	<u>(7)</u>	01/31/2020	Class A Common Stock	4,600
Stock Options (Right to Buy)	\$ 15.37	11/29/2016		M		6,000	<u>(7)</u>	01/31/2020	Class A Common Stock	6,000
Stock Options (Right to Buy)	\$ 16.62	11/29/2016		M		9,000	<u>(8)</u>	01/31/2020	Class A Common Stock	9,000
Stock Options (Right to Buy)	\$ 41.26						<u>(9)</u>	01/01/2021	Class A Common Stock	34,218
Class B Common Stock	<u>(10)</u>						<u>(10)</u>	<u>(10)</u>	Class A Common Stock	111,660

