

Quad/Graphics, Inc.  
Form 5  
February 14, 2014

# FORM 5

**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).  
Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL 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

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)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Executive VP and CFO

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

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
12/31/2013

6. Individual or Joint/Group Reporting

(check applicable line)

SUSSEX, WI 53089

Form Filed by One Reporting Person  
 Form Filed by More than One Reporting Person

(City) (State) (Zip)

**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 at end of Issuer's Fiscal Year (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4)     |
|---------------------------------|--------------------------------------|--|--------------------------------|---|--|--|---------------------------------------|
|                                 |                                      |  |                                | (A) or (D) Price  |  |  |                                       |
| Class A Common Stock            | ^                                    | ^  | ^                              | ^ ^ ^   | 125,389  | D  | ^                                     |
| Class A Common Stock            | ^                                    | ^  | ^                              | ^ ^ ^   | 17,471   | I  | As co-trustee - HVQ Life Ins. Tr. (1) |
|                                 | ^                                    | ^  | ^                              | ^ ^ ^   | 11,488   | I  |                                       |

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Class A  
Common  
Stock

By 401(a)  
Plan

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 Security (Instr. 3 and 4) |        |
|--|--|--------------------------------------|--|--------------------------------|---|-----|--|-----------------|---|--------|
|  |  |                                      |  |                                | (A)   | (D) | Date Exercisable   | Expiration Date | Title   | Amount |
| Stock Options (Right to Buy)               | \$ 13.4708   | Â                                    | Â  | Â                              | Â   | Â   | 05/14/2012   | 11/18/2021      | Class A Common Stock  | 7,300  |
| Stock Options (Right to Buy)               | \$ 19.12   | Â                                    | Â  | Â                              | Â   | Â   | 05/14/2012   | 11/18/2021      | Class A Common Stock  | 6,000  |
| Stock Options (Right to Buy)               | \$ 13.4708   | Â                                    | Â  | Â                              | Â   | Â   | 05/14/2012   | 11/18/2021      | Class A Common Stock  | 17,000 |
| Stock Options (Right to Buy)               | \$ 13.4708   | Â                                    | Â  | Â                              | Â   | Â   | 05/14/2012   | 11/18/2021      | Class A Common Stock  | 10,000 |
| Stock Options (Right to Buy)               | \$ 23.37   | Â                                    | Â  | Â                              | Â   | Â   | Â <sup>(2)</sup>   | 01/31/2017      | Class A Common Stock  | 318    |
| Stock Options (Right to Buy)               | \$ 29.37   | Â                                    | Â  | Â                              | Â   | Â   | Â <sup>(3)</sup>   | 01/31/2019      | Class A Common Stock  | 30,000 |
| Stock Options (Right to Buy)               | \$ 15.37   | Â                                    | Â  | Â                              | Â   | Â   | Â <sup>(4)</sup>   | 01/31/2020      | Class A Common Stock  | 30,000 |

|                              |          |            |   |   |         |   |   |       |            |                      |     |
|------------------------------|----------|------------|---|---|---------|---|---|-------|------------|----------------------|-----|
| Stock Options (Right to Buy) | \$ 16.62 | Â          | Â | Â | Â       | Â | Â | Â (5) | 01/31/2020 | Class A Common Stock | 45  |
| Stock Options (Right to Buy) | \$ 41.26 | Â          | Â | Â | Â       | Â | Â | Â (6) | 01/01/2021 | Class A Common Stock | 34  |
| Stock Options (Right to Buy) | \$ 14.14 | Â          | Â | Â | Â       | Â | Â | Â (7) | 01/01/2022 | Class A Common Stock | 34  |
| Class B Common Stock         | Â        | Â          | Â | Â | Â       | Â | Â | Â (8) | Â (8)      | Class A Common Stock | 51  |
| Class B Common Stock         | Â        | Â          | Â | Â | Â       | Â | Â | Â (8) | Â (8)      | Class A Common Stock | 800 |
| Class B Common Stock         | Â        | 12/09/2013 | Â | G | 119,837 | Â | Â | Â (8) | Â (8)      | Class A Common Stock | 119 |
| Class B Common Stock         | Â        | 12/09/2013 | Â | G | 126,488 | Â | Â | Â (8) | Â (8)      | Class A Common Stock | 126 |
| Class B Common Stock         | Â        | 12/09/2013 | Â | G | 126,504 | Â | Â | Â (8) | Â (8)      | Class A Common Stock | 126 |
| Class B Common Stock         | Â        | 12/09/2013 | Â | G | 126,473 | Â | Â | Â (8) | Â (8)      | Class A Common Stock | 126 |
| Class B Common Stock         | Â        | 12/06/2013 | Â | G | 111,660 | Â | Â | Â (8) | Â (8)      | Class A Common Stock | 111 |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director      10% Owner      Officer      Other

Fowler John C  
C/O QUAD/GRAPHICS, INC.  
N61 W23044 HARRY'S WAY  
SUSSEX, WI 53089

^

^

^ Executive  
VP and CFO ^

## Signatures

/s/ Russell E. Ryba, Attorney-In-Fact for John C.  
Fowler

02/14/2014

\_\_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 Harry V. Quadracci Life Insurance Trust. The reporting person disclaims beneficial ownership of the reported securities.
- (2) Became exercisable as to 263,940 shares on May 14, 2012, and the remaining shares became exercisable on November 18, 2012.
- (3) Vests and becomes exercisable in two equal annual installments beginning on November 18, 2012.
- (4) Vests and becomes exercisable in three equal annual installments beginning on November 18, 2012.
- (5) Became exercisable as to 14,850 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.
- (6) Vests and becomes exercisable in three equal annual installments beginning on January 1, 2013.
- (7) Vests and becomes 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.
- (9) As Trustee for certain GRATs established by Betty Ewens Quadracci. The reporting person disclaims beneficial ownership of the reported securities.
- (10) As Trustee for the HVQ 1992 Descendants Trust f/b/o H. Richard Quadracci. 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.
- (11) As Trustee for the HVQ 1992 Descendants Trust f/b/o H. Kathryn Q. Flores. 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.
- (12) As Trustee for the HVQ 1992 Descendants Trust f/b/o J. Joel Quadracci. 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.
- (13) As Trustee for the HVQ 1992 Descendants Trust f/b/o Elizabeth Q. Harned. 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.
- (14) 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 provided 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.