

Quad/Graphics, Inc.
Form 4
October 22, 2013

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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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 *
Quadracci Betty Ewens

(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)
10/18/2013

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) | Price | | |
| Class A Common Stock | 10/18/2013 | | S(1) | 288,767 | D | \$ 32 | 787,412 I As trustee - EEQ Tr (2) |
| Class A Common Stock | | | | | | 3,608 | D |
| Class A Common Stock | | | | | | 7,894 | I By 401(a) Plan |
| Class A Common Stock | | | | | | 1,424 | I As trustee - HRQ for |

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| | | | | | | |
|----------------------------|--|--|--|--------|---|---|
| Stock | | | | | | Rich. ⁽³⁾ |
| Class A Common Stock | | | | 11,864 | I | As trustee - QCT HRQ ⁽⁴⁾ |
| Class A Common Stock | | | | 17,471 | I | As co-trustee - HVQ Life Ins. Tr. ⁽⁵⁾ |

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

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SEC 1474
(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. De Sec (In | |
|---|---|---|---|---|---|--|---|----------------------------|----------------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Options (Right to Buy) | \$ 19.12 | | | | | 05/14/2012 | 11/18/2021 | Class A Common Stock | 2,000 |
| Stock Options (Right to Buy) | \$ 23.37 | | | | | ⁽⁶⁾ | 01/31/2017 | Class A Common Stock | 5,000 |
| Stock Options (Right to Buy) | \$ 29.37 | | | | | ⁽⁷⁾ | 01/31/2018 | Class A Common Stock | 2,500 |
| Stock Options (Right to Buy) | \$ 15.37 | | | | | ⁽⁸⁾ | 01/31/2019 | Class A Common Stock | 2,500 |
| | \$ 16.62 | | | | | ⁽⁹⁾ | 01/31/2020 | | 2,500 |

| | | | | | |
|------------------------------|----------|------|------------|----------------------|---------|
| Stock Options (Right to Buy) | | | | Class A Common Stock | |
| Stock Options (Right to Buy) | \$ 41.26 | (10) | 01/01/2021 | Class A Common Stock | 2,392 |
| Stock Options (Right to Buy) | \$ 14.14 | (11) | 01/01/2022 | Class A Common Stock | 2,392 |
| Class B Common Stock | (12) | (12) | (12) | Class A Common Stock | 487,038 |
| Class B Common Stock | (12) | (12) | (12) | Class A Common Stock | 186,280 |
| Class B Common Stock | (12) | (12) | (12) | Class A Common Stock | 51,614 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Quadracci Betty Ewens C/O QUAD/GRAPHICS, INC. N61 W23044 HARRY'S WAY SUSSEX, WI 53089 | X | | | |

Signatures

/s/ Andrew R. Schiesl, Attorney-in-Fact for Betty Ewens
Quadracci

10/22/2013

**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 September 5, 2013.

As Trustee for the Elizabeth E. Quadracci Rev Tr of 1980. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of her pecuniary interest therein.

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- (3) As Trustee for the HRQ 1990 Descendants Trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of her pecuniary interest therein.
- (4) As Trustee for the Quadracci Children's Trust f/b/o Harry R. Quadracci. The reporting person disclaims beneficial ownership of the reported securities except to the extent of her pecuniary interest therein.
- (5) As Co-Trustee of the Harry V. Quadracci Life Insurance Trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of her pecuniary interest therein.
- (6) Became exercisable as to 2,500 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.
- (7) Became exercisable as to 1,000 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.
- (8) Became exercisable as to 750 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.
- (9) Became exercisable as to 500 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.
- (10) Vests and becomes exercisable in three equal annual installments beginning on January 1, 2013.
- (11) Vests and becomes exercisable in three equal annual installments beginning on January 1, 2014.
- (12) 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.

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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