

### Website (1 November 2017 – 31 October 2018)

- **58,353** average visitors per month ▲+5%\*
- **70,970** average visits per month ▲+4%\*
- **116,767** average pageviews per month ▲+/-0%\*

### Twitter (November 2018)

- **59,047** followers @ArtsPro ▲+5%\*
- **13,064** followers @ArtsJobFinder ▲+21%\*
- **1,359** followers @AP\_Learning ▲+11%\*

### Recruitment ad effectiveness (1 January – 31 December 2017)

- **324** pageviews on **Premium** job listings on average
- **189** pageviews on **Standard** job listings on average
- **137** pageviews on **Basic** job listings on average

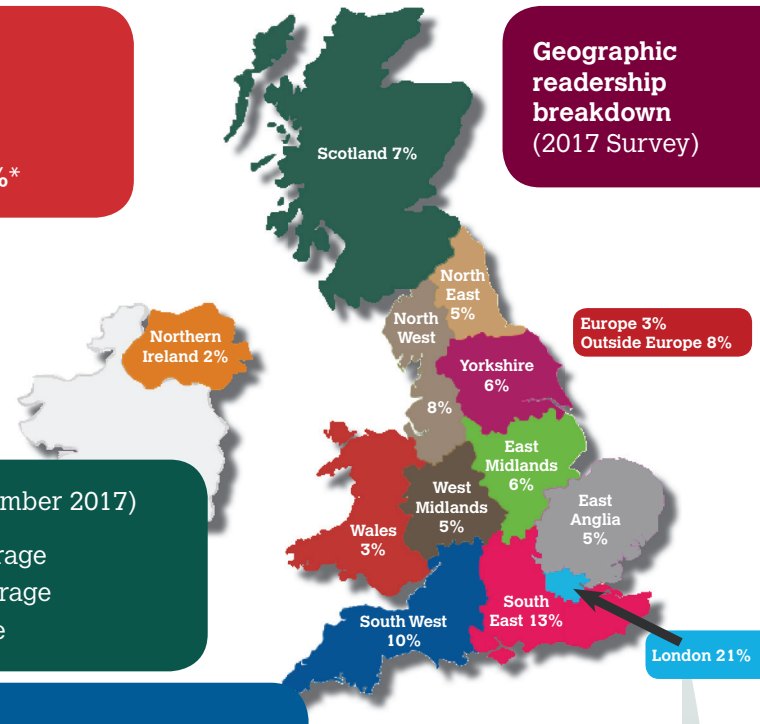
### Facebook (November 2018)

- **3,429** people like us at [www.facebook.com/ArtsProfessional](http://www.facebook.com/ArtsProfessional) ▲+13%\*
- **6,235** people like us at [www.facebook.com/ArtsJobFinder](http://www.facebook.com/ArtsJobFinder) ▲+3%\*

### Email (November 2018)

- **28,682** people get our **jobs** email bulletins ▲+9%\*
- **23,648** people get our **news** and **good reads** email bulletins ▲+13%\*
- **12,711** people get our **professional development** email bulletins ▲+14%\*

### Geographic readership breakdown (2017 Survey)



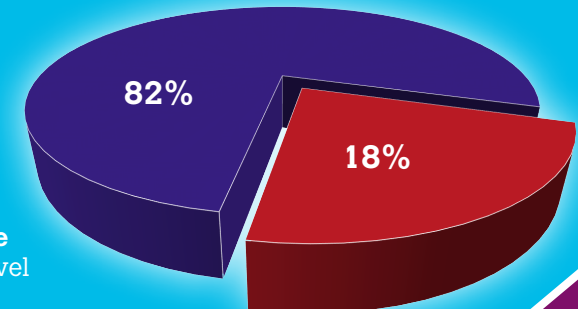
### Did you know?

- **23,608,378** email bulletins have been received by registered readers in the past five years, achieving an overall 'open' rate of **37%**
- **15** new people follow us on Twitter every day
- **20** people register on our website every day
- **24** new email bulletin registrations are made every day
- Over **100,000** people from nearly **17,500** organisations are registered on our website
- Nearly **45,000** individuals are registered to receive one or more of our weekly email bulletins
- From January to December 2017, **585** jobs were advertised on ArtsProfessional website, achieving **117,728** pageviews

For the most up-to-date website, email and social media readership data, please visit [www.artsprofessional.co.uk/audience-data](http://www.artsprofessional.co.uk/audience-data)

### 2017 Readership profile

- Well over ¾ of our readers describe themselves as **senior or middle management** level



\* all comparisons are against the same period last year unless otherwise stated

### 2017 Readership Survey

- **77%** of respondents find content relevant to their work most weeks
- **67%** of readers regularly visit the website to look for jobs
- **78%** regularly visit the website to read our news stories
- **37%** of readers work across multiple artforms

Updated December 2018