

AP in numbers 2021

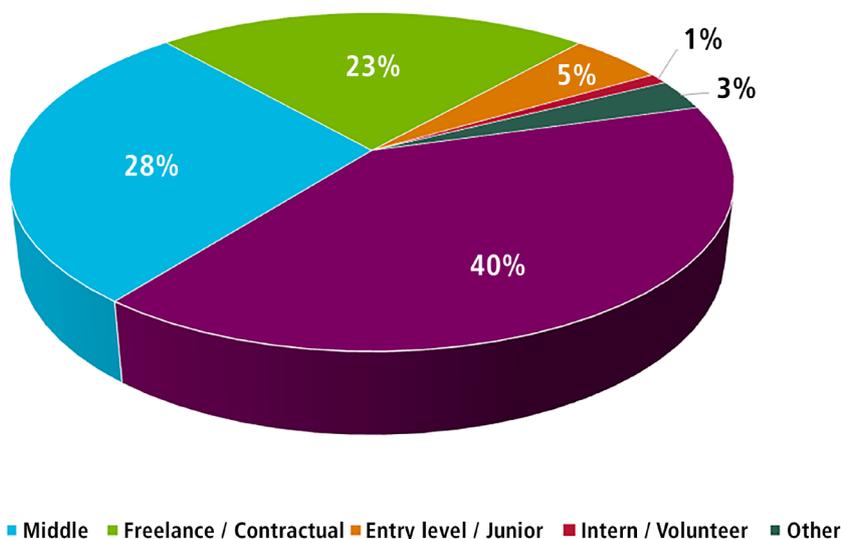
Readership profile

AP readers work in the cultural sector, in venues, companies and organisations connected with the arts, museums and heritage.

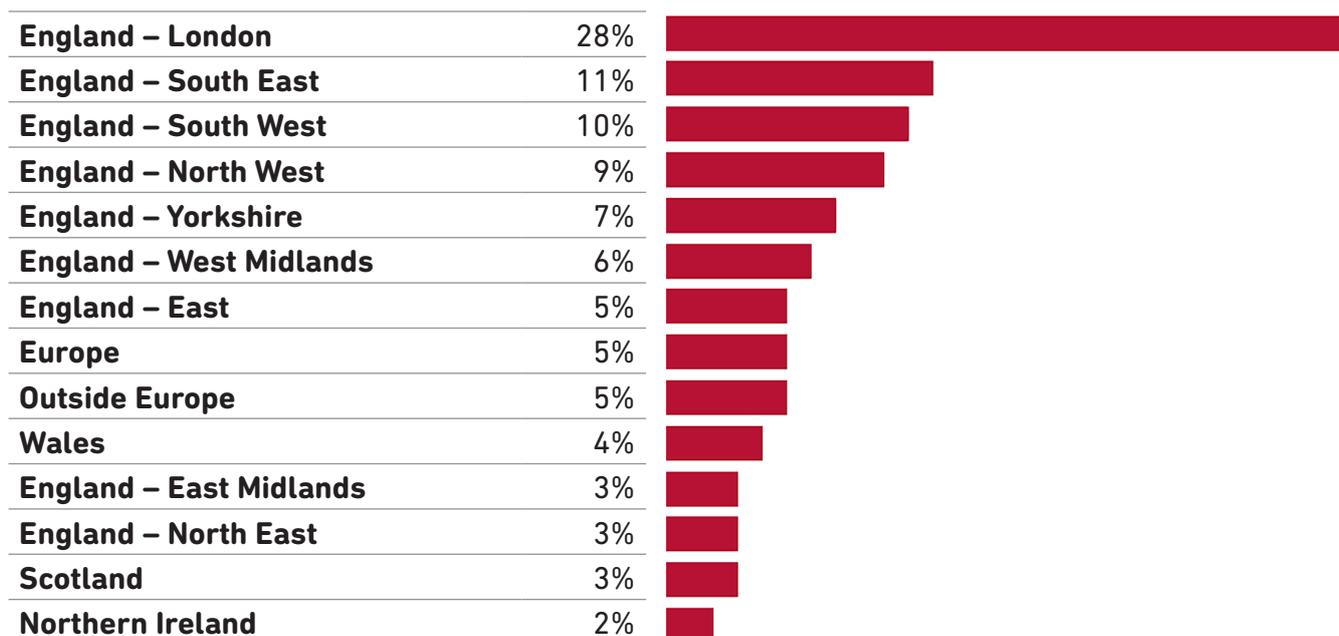
This includes theatre, visual arts, music, heritage, dance, literature and many other art forms. But it also covers local authorities and other governmental organisations, trade/umbrella bodies, cultural and community development organisations, education providers, agencies, consultancies and freelance arts professionals and artists.

Level of work in the sector¹

A high proportion of readers are in senior and middle management roles, including a significant freelance core.



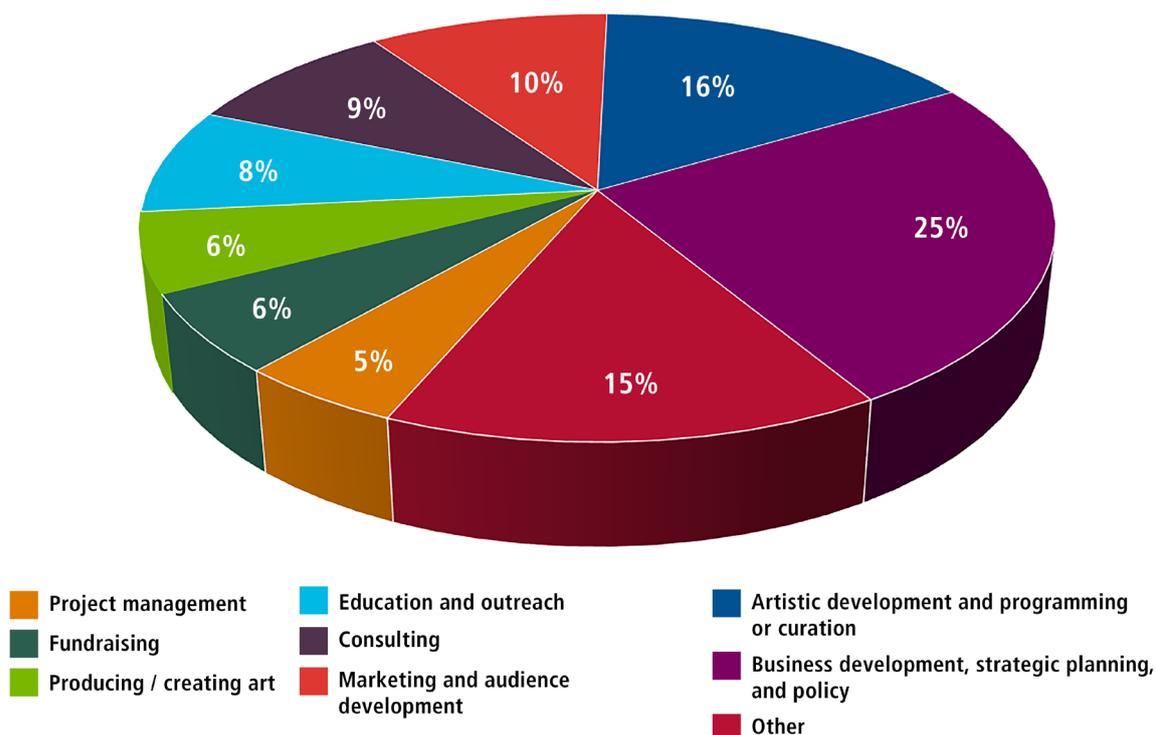
Location²



Protected characteristics²

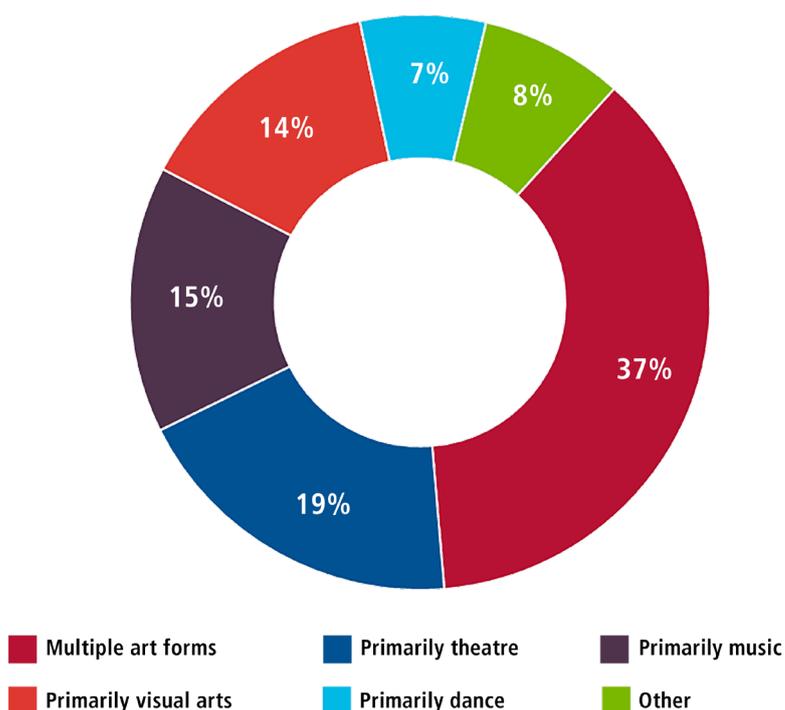
BAME and mixed race	11%	
Disabled	14%	
Female	65%	
Homosexual, gay, lesbian, bisexual	15%	

Primary role responsibilities¹



Art form coverage¹

Readers work in all parts of the cultural industries and beyond. Many work in cultural organisations that produce and present arts activity, but others work in related areas such as education and health; supplying products and services to the sector; and in areas of policy, including local, regional and national government.



Media channels

Weekly email distribution³

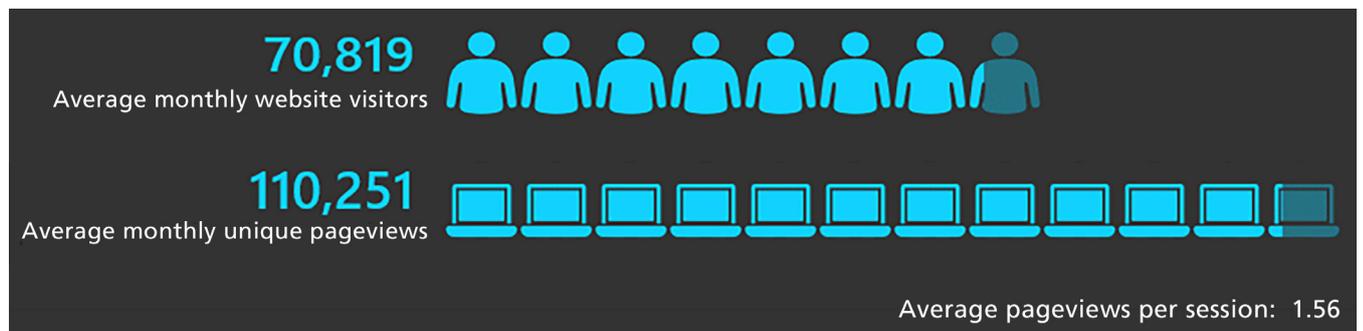


Social media followers⁴



Website readership

Web traffic⁵



Total pageviews in 2020⁵

All website traffic	1,323,018
Total article readership	366,763
Total job views	236,082

Top features by our editorial partners in 2020

[Five steps towards a new future](#)

[Does 'Pay What You Can' pay off?](#)

[Power to the people: how arts charities will have to change over the next 10 years](#)

[Multiply leadership, not leaders](#)

[3 things you can do right now to show you mean 'Black Lives Matter'](#)

[Time to ditch old-school approaches to audience development](#)

[How global issues are driving a new cultural agenda](#)

[Getting operationally ready](#)

Average job views³

Job Advert Basic	227
Job Advert Standard	260
Job Advert Premium	389

Sources

(January 2021 unless stated otherwise)

- 1 ArtsProfessional Readership Survey 2017
- 2 ArtsProfessional Freedom of Expression Pulse Survey Report 2020
- 3 ArtsProfessional website analytics
- 4 Twitter & Facebook Analytics
- 5 Google Analytics January–December 2020