

Website (1 May 2017 – 30 April 2018)

- **58,515** average visitors per month ▲+17%*
- **70,941** average visits per month ▲+14%*
- **118,477** average pageviews per month ▲+8%*

Twitter (May 2018)

- **57,964** followers @ArtsPro ▲+8%*
- **11,905** followers @ArtsJobFinder ▲+26%*
- **1,297** followers @AP_Learning ▲+13%*

Recruitment ad effectiveness (1 January – 31 December 2017)

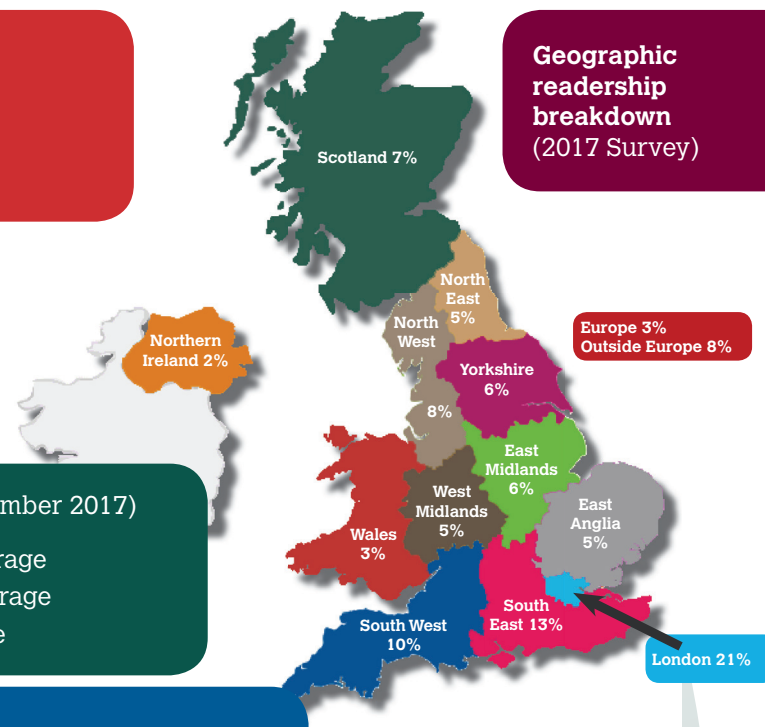
- **324** pageviews on **Premium** job listings on average
- **189** pageviews on **Standard** job listings on average
- **137** pageviews on **Basic** job listings on average

Facebook (May 2018)

- **3,228** people like us at www.facebook.com/ArtsProfessional ▲+15%*
- **6,125** people like us at www.facebook.com/ArtsJobFinder ▲+4%*

Email (May 2018)

- **28,340** people get our **jobs** email bulletins ▲+10%*
- **23,023** people get our **news** and **good reads** email bulletins ▲+16%*
- **12,702** people get our **professional development** email bulletins ▲+16%*
- **2,144** people get our new **NewProfessionals** email bulletins ▲+36%*



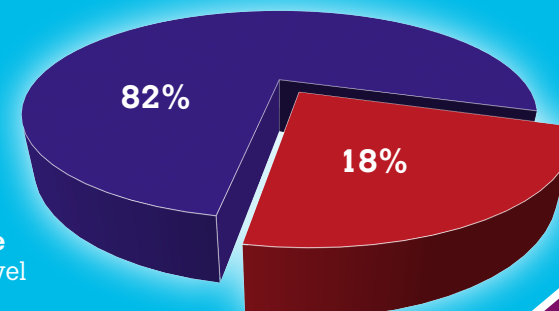
Did you know?

- **20,559,709** email bulletins have been received by registered readers in the past five years, achieving an overall 'open' rate of **39%**
- **20** new people follow us on Twitter every day
- **21** people register on our website every day
- **25** new email bulletin registrations are made every day
- Nearly **120,000** people from around **17,500** organisations are registered on our website
- Nearly **44,000** 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

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 May 2018