

AP in numbers: July 2020

Readership profile

AP readers work in a broad range of places, in theatres, galleries, concert halls, and dance organisations, but also in local authorities, other governmental organisations, trade/umbrella bodies, development agencies, and in education.

AP's 2017 readership survey showed:

- 40% have responsibility for multiple art forms; 20% for theatre; 15% for music; 15% for visual arts
- 25% are responsible for business development, strategic planning, and policy, alongside 15% responsible for artistic development and programming or curation, and 10% responsible for marketing and audience development.

The most recent [Pulse survey](#) shows respondent profiles as follows (sample size 400):

Level of work in the sector:

Senior	40%
Middle	28%
Freelance/contractual	23%
Entry / Junior	5%
Intern / Volunteer	1%
Other	3%

Location:

England - London	28%
England - South East	11%
England - South West	10%
England - North West	9%
England - Yorkshire	7%
England - West Midlands	6%
England - East Midlands	3%
England - North East	3%
England - East	5%
Scotland	3%
Wales	4%
Northern Ireland	2%
Elsewhere in Europe	5%
Outside Europe	5%

Protected characteristics:

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

Email distribution

Weekly email distribution (subscribers and circulation):

- Jobs: 31.4k

- Professional development: 15.2k
- Good Reads: 25.3k
- News: 25.3k

Registered email recipients: 47.2k
Average email open rate: 35%

Social media

Twitter (@ArtsPro): 63.1k followers
Twitter (@ArtsJobfinder): 15.1k
Twitter (@AP_Learning): 1.5k

Facebook: 11k 'follows' and 10k 'likes'

Web traffic

Average monthly website visitors (Jan-Jun 2020): 90,477
Average monthly unique pageview (Jan-Jun 2020): 116,415
Average monthly unique pageviews - articles only (Jan-Jun 2020): 19,573

Website traffic pre- and post-paywall:

All website traffic					
1st July to 31st Dec 2019					
Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
728,958	650,273	00:02:01	502,055	76.84%	68.87%
1st July to 31st Dec 2019					
762,279	698,494	00:01:48	578,751	82.02%	75.92%

Magazine/article readership					
Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1st July to 31st Dec 2019					
86,458	80,223	00:04:10	72,280	83.85%	83.10%
Jan 20 to June 20					
123,480	117,442	00:05:04	109,169	84.34%	88.28%

Feature article readership

	Page views	Unique page views	Time on page (seconds)
Most read feature article 2019 https://www.artsprofessional.co.uk/magazine/article/turning-engagement-patterns-upside-down	2683	2423	307
Average top 100	981	900	292
Average top 500	366	336	274

Most read feature articles Jan-Jun 2020

- When the audiences go, what happens to the buildings left behind?
<https://www.artsprofessional.co.uk/magazine/article/when-audiences-go-what-happens-buildings-left-behind> (4745)
- Three reasons why ACE's new strategy won't cut it
<https://www.artsprofessional.co.uk/magazine/article/three-reasons-why-aces-new-strategy-wont-cut-it> (4331)
- "We need collectivity against structural and institutional racism in the cultural sector"
<https://www.artsprofessional.co.uk/magazine/article/we-need-collectivity-against-structural-and-institutional-racism-cultural-sector> (3735)
- Life after COVID: who will survive?
<https://www.artsprofessional.co.uk/magazine/article/life-after-covid-who-will-survive> (2613)
- Paradigm shift: why the arts need to rethink what matters
<https://www.artsprofessional.co.uk/magazine/article/paradigm-shift-why-arts-need-rethink-what-matters> (2182)