

THE STATISTICS

ARTSPROFESSIONAL IN NUMBERS

Website (1 January 2017 – 30 September 2017)

- **58,699** average visitors per month ▲+17%*
- **70,282** average visits per month ▲+15%*
- **100,524** average pageviews per month ▲+11%*

Twitter (October 2017)

- **55,643** followers @ArtsPro ▲+7%*
- **10,580** followers @ArtsJobFinder ▲+33%*
- **1,212** followers @AP_Learning ▲+18%*

Recruitment ad effectiveness (1 January – 31 December 2016)

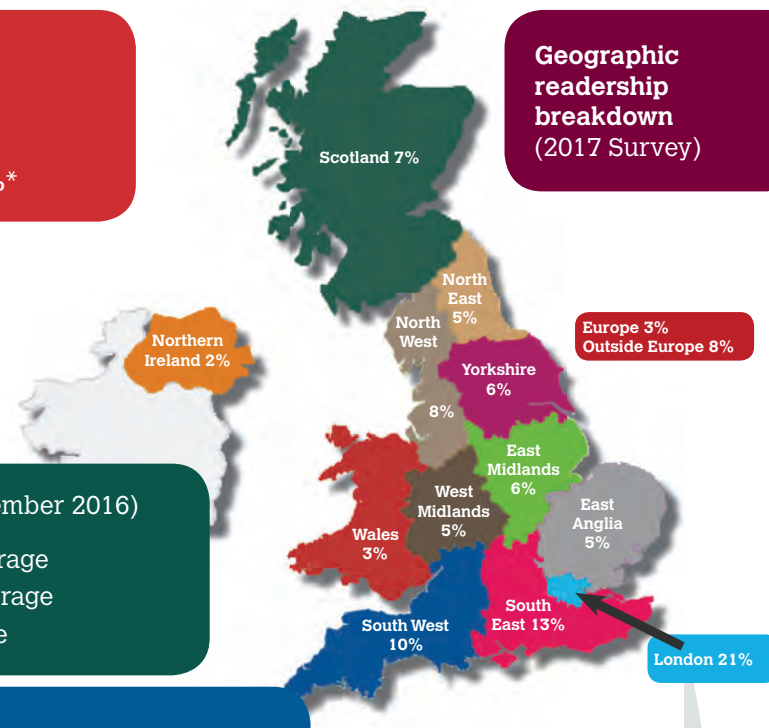
- **322** pageviews on **Premium** job listings on average
- **208** pageviews on **Standard** job listings on average
- **158** pageviews on **Basic** job listings on average

Facebook (October 2017)

- **2,990** people like us at www.facebook.com/ArtsProfessional ▲+18%*
- **6,035** people like us at www.facebook.com/ArtsJobFinder ▲+4%*

Email (October 2017)

- **26,222** people get our **jobs** email bulletins ▲+4%*
- **20,628** people get our **news** and **good reads** email bulletins ▲+9%*
- **11,102** people get our **professional development** email bulletins ▲+6%*
- **1,864** people get our new **NewProfessionals** email bulletins ▲+74%*



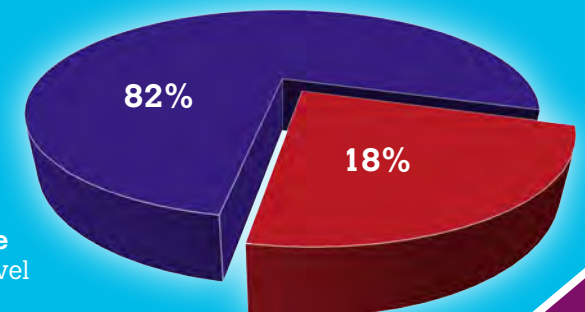
Did you know?

- **18,179,203** email bulletins have been received by registered readers since January 2013, achieving a **23%** 'open' rate and between **35-40%** for multiple 'opens'
- **17** new people follow us on Twitter every day
- **18** people register on our website every day
- **20** new email bulletin registrations are made every day
- Over **98,320** people from nearly **17,500** organisations are registered on our website
- Almost **39,900** individuals are registered to receive one or more of our weekly email bulletins
- From October 2016 to September 2017, **600** jobs were advertised on ArtsProfessional website, achieving **119,826** pageviews

For the most up-to-date website, email and social media readership data, please visit www.artspromotional.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

NEW 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 October 2017