

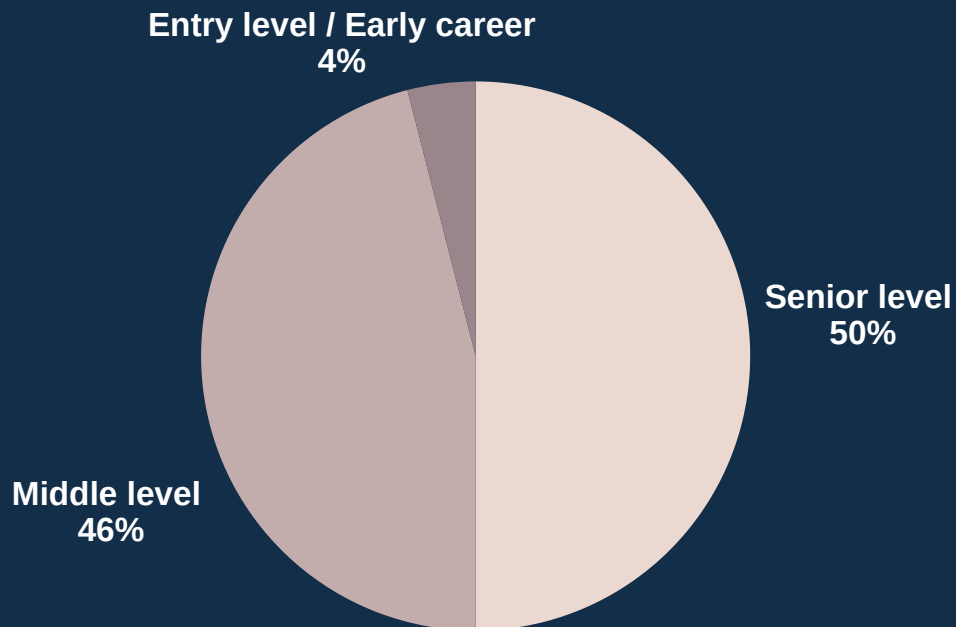
AP in numbers

Readership profile

Arts Professional readers work in cultural venues, companies, institutions and organisations connected with the arts and cultural sector. This includes theatre, visual arts, dance, digital art, heritage, music, literature and many other artforms. Some work for local authorities, funding and policy making bodies, sector support, trade or membership organisations, community arts charities, education providers, development agencies or consultancies and service providers. Others are trustees, freelance arts professionals or creative practitioners. Many have more than one role in the sector.

Level of work in the sector ¹

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



Website user location ²

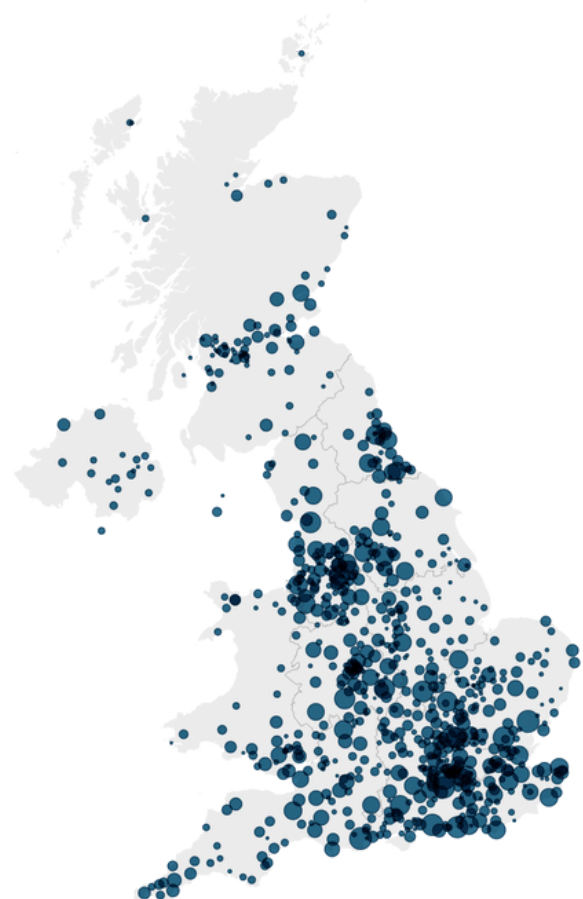
UK Region % of UK

England	88.83%
Scotland	5.03%
Wales	4.72%
Northern Ireland & Isle of Man	1.42%

Outside UK Region % of World

United Kingdom	79.32%
United States	5.26%
Europe (excluding Ireland)	9.24%
Rest of the world	6.18%

Total Users: 795,197



Reader job role responsibilities ⁵



Most common jobs advertised ⁴

Job Category	% of jobs advertised	Common job titles advertised
Organisational Development / Strategic Planning / Policy Making	17.4%	Chief Executive Officer / Trustees / Executive Director
General Administration	16.3%	Administrator / General Manager / Venue Manager
Marketing / Press and PR / Audience Development	16%	Marketing Manager / Communications Manager / Digital Marketing Manager
Performing / Producing / Directing / Creating Art	9.5%	Creative Producer / Senior Producer / Digital Producer
Fundraising	7.6%	Development Manager / Head of Development / Individual Giving Officer
Artistic Direction / Programming / Curation	7.2%	Artistic Director / Programme Manager
Education / Outreach	6.5%	Community Engagement Manager / Learning & Participation Officer
Backstage / Technical	3.5%	Technical Manager / Venue Technician
Finance / Accountancy	3%	Finance Manager / Director Finance & Administration
Facilities Management / Operations / Security	2.8%	Head of Operations / Operations Manager
Front of House / Box Office / Sales	2.6%	Visitor Services Manager / Box Office Manager
Project Management	2.5%	Project Manager / Project Coordinator
IT / Digital	2%	eCommerce Manager / Digital Content Manager
Consultancy / Giving Advice	1.2%	Heritage Plan Consultant / Culture Strategy Consultant
Human Resource Management	0.7%	Head of Artist Services / HR & Administration Manager
Research	0.6%	Insights Officer / Research Assistant
Teaching / Lecturing / Training	0.5%	Tutor / Music Dept Manager
Co-ordinating / Leading Workshops	0.3%	Creative Learning Facilitator

Media Channels

Weekly email distribution ⁴

29,655
ArtsJobFinder

16,407
Professional
Development

22,226
News &
Good reads

Social media followers ³



65,112
@ArtsPro



16,219
@ArtsPro_Opps



11,000
ArtsProfessional &
ArtsProfessionalOpps



12,411
Arts Professional &
Arts Professional Jobs

Website readership

Web traffic ²

66,266
Average monthly website visitors



113,682
Average total monthly pageviews



Average monthly pageviews August 2023 to July 2024

Editorial views	326,669
News views	406,723
Jobs views	270,785

Job views August 2023 to July 2024 ⁴

	Average views	Most viewed
Job advert basic	141	472
Job advert standard	179	795
Job advert premium	298	1555

Top 10 features August 2023 to July 2024 ²

[Reporting requirements: NPO leaders share their frustrations](#)

[Theatre's model is broken](#)

[Mind your language](#)

[You don't get to work in the arts and support the monarchy](#)

[The art of the turnaround](#)

[Open letter to Dame Mary Archer](#)

[Freelance frustration](#)

[Trans inclusion guidance for museums is high risk](#)

[A trailblazer over four decades](#)

[Arts Council England: What is to be done?](#)

Top 10 news articles August 2023 to July 2024 ²

[ACE warns NPOs of 'political statement' dangers](#)

[Frazer orders full-scale review of ACE](#)

[EXCLUSIVE: ACE drops reporting requirements over data platform glitches](#)

[Drama school to close after review reveals courses 'pushed students to the edge'](#)

[Debonnaire: More money for arts 'my first priority'](#)

[Gender debate 'fracturing Arts Council England'](#)

[Exodus of artistic directors 'symptom of sector neglect'](#)

[Rising number of unsuccessful NPO applicants shutting down](#)

[Performing arts among fastest growing sectors of economy](#)

[Theatres close due to aerated concrete concerns](#)

Sources

(August 2023 to July 2024 unless stated otherwise)

1. Arts Professional Readership Survey July 2022
2. Google Analytics
3. X, Facebook and LinkedIn Analytics
4. Arts Professional Analytics
5. Arts Professional ArtsPay Survey July 2022