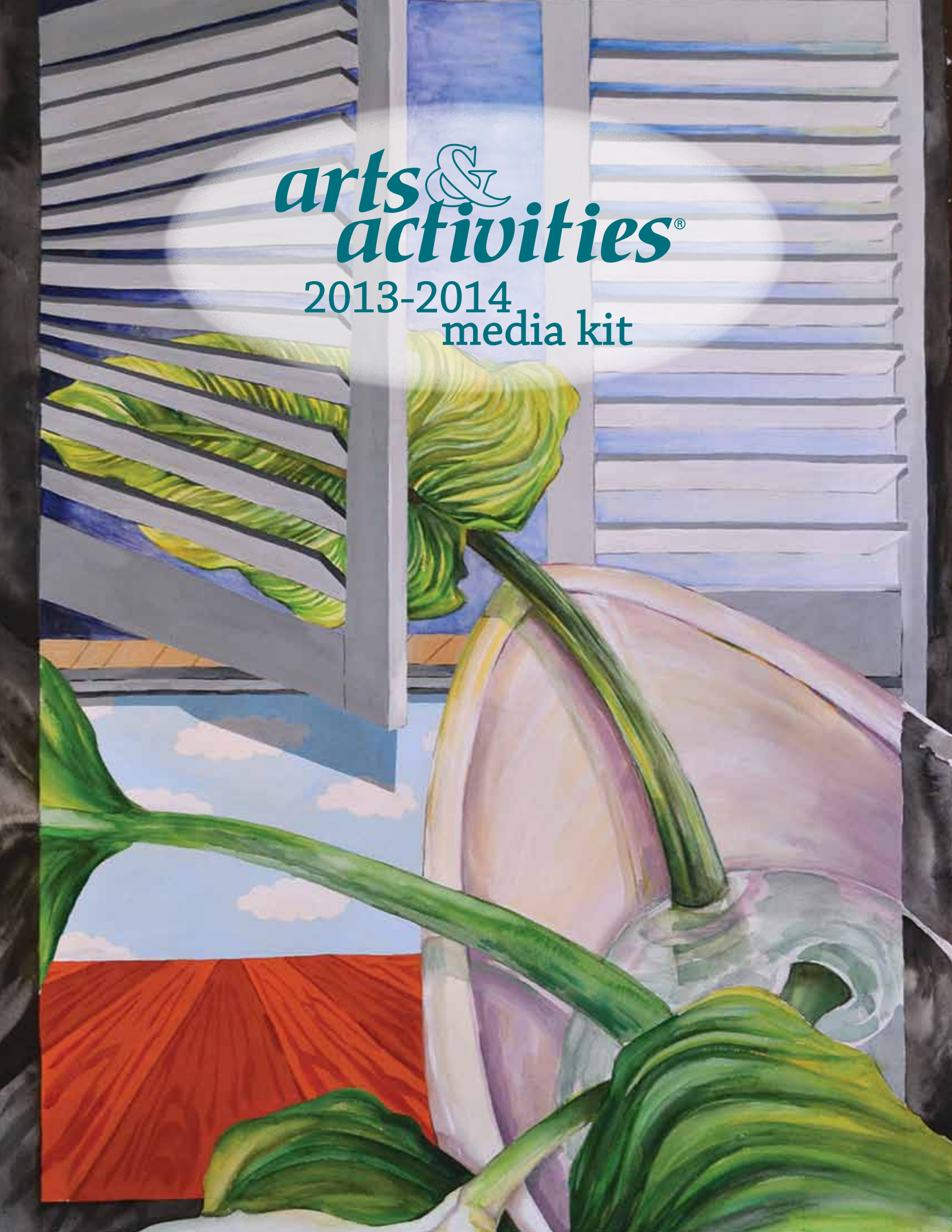
arts & activities®

2013-2014 media kit



arts & activities®

The Nation's Leading Art Education Magazine

12345 World Trade Drive
San Diego, California 92128
www.artsandactivities.com

CONTACT:
Advertising Department
ads@artsandactivities.com
(800) 826.2216

REACH YOUR MARKET

Audiences perceive special-interest advertising differently than general advertising. Our subscription-only, ABC-audited circulation guarantees your sales message will be seen by qualified, interested art educators, where 95% of our readers find your ads useful in making buying decisions. Plus, 81% of our readers share their copy of *Arts & Activities* with up to 4 people, greatly multiplying your ad's exposure to an enthusiastic audience through tremendous pass-along readership.

advertising

Arts & Activities is the best possible way for you to reach the art education community. We have several print and online advertising opportunities to help you spread the word about your products, programs and services. Our goal is to partner with our advertisers to provide the most efficient and effective advertising plan possible. By providing our readers with the resources and tools they need to be successful in the classroom, we give you the perfect opportunity to showcase your product or service to decision makers and buyers.

list rentals

Arts & Activities offers active subscribers, recent expires and hot-line names for rental on a one-time basis. The names are active educators, 100% direct-mail generated. For more information, contact the *Arts & Activities* List Manager at (858) 605.0231.

purchasing

Up to 96% of *Arts & Activities* readers have direct influence on art-product purchasing decisions. Add over 3.5 million art students and you will see that each ad you place in *Arts & Activities* really does have selling power.

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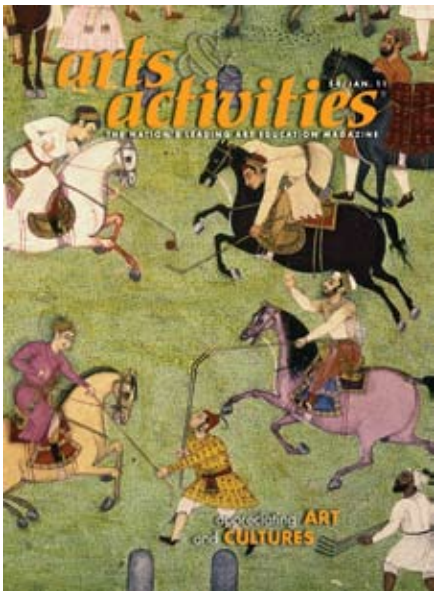

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CONTENTS

The *Arts & Activities* subscribers are professional educators who look to our editorial and advertising pages every month for fresh ideas, products and programs to use in their teaching environments.

product information

The monthly department, "Shop Talk," introduces products and services in an editorial format. Those submitting materials are requested to furnish copy and hi-res digital photos with captions.

media reviews

Recent releases in print, DVD, CD-ROM, software and other visual resources are highlighted in the monthly review column. Non-returnable review copies of new material are requested.

buyer's guide

Arts & Activities provides a FREE listing of your company in the annual Buyer's Guide (January) and Guide to Summer Ordering (June). These directories contain a comprehensive listing of manufacturers and distributors of art and craft supplies, equipment and resources, as well as schools and publishers specializing in art education.

special ad sections

Arts & Activities magazine features special advertising sections throughout the publication year. These include Clay Corner, Website Showcase, Catalog Showcase and Schools & Summer Art Experiences.

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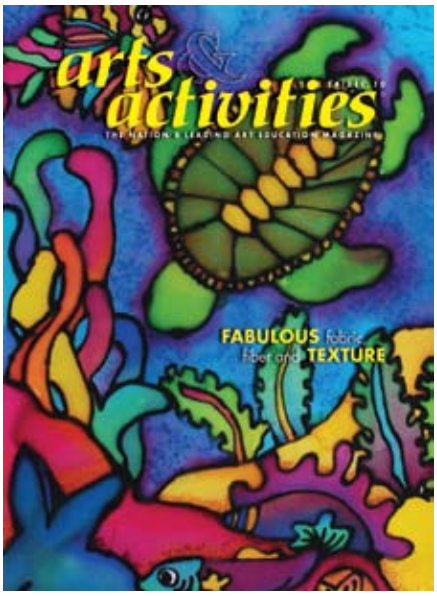

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AUDIENCE PROFILE

If you are interested in reaching an ABC-AUDITED, 100% paid circulation in the art-education field, *Arts & Activities* is the magazine for you!

increase brand awareness

Nationwide, 80,000 people are involved in art instruction, according to the National Art Education Association. These instructors rely on advertisers — like you — for new materials and ideas that will help them in their job of teaching art.

Arts & Activities is the best possible way for you to reach a large percentage of these potential customers on a regular basis. *Arts & Activities* is used by classroom teachers, art supervisors and other administrative personnel concerned with teaching art at kindergarten through high-school levels, as well as at colleges and universities where the magazine is used as a resource in teacher preparation and in-service training. It is also used for public and private art-therapy activities, and in libraries.

readership analysis

Total Instructional	69%
Elementary	37%
Secondary	27%
Universities	5%
Superintendents, Supervisors, Directors and Ed Boards	6%
Libraries	5%
College art-education students	2%
Others related to field	9%

Average Business/Occupational Analysis of Arts & Activities' *PAID circulation for a given month. Percentages will vary slightly with each semi-annual ABC audit.*

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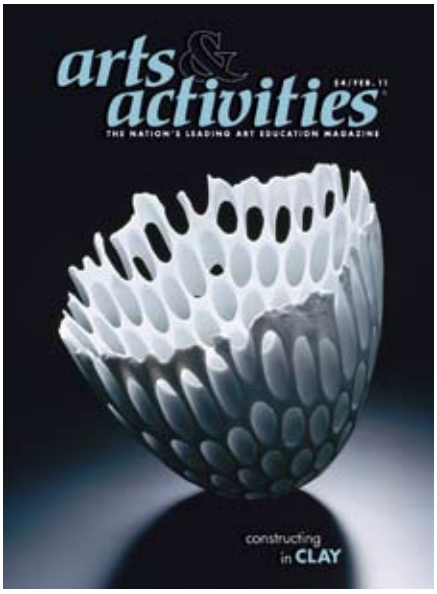

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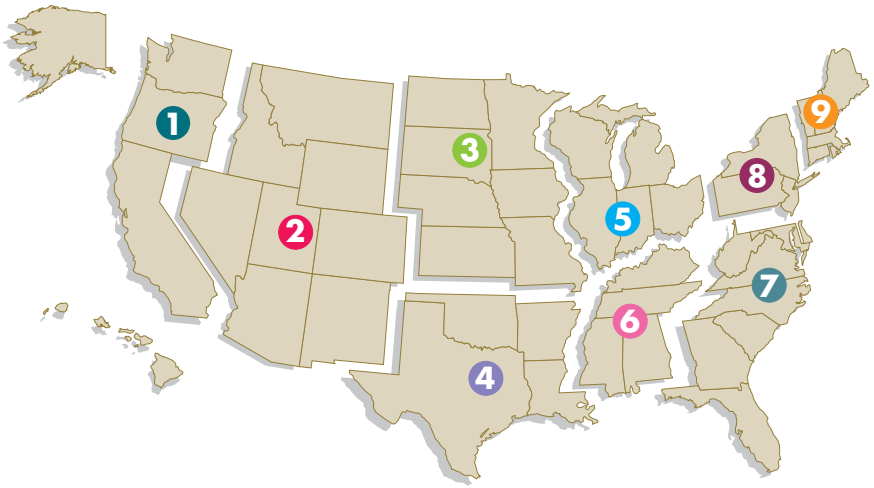
IDEAL CUSTOMERS

An ad in *Arts & Activities* is seen by a loyal readership of active, qualified professionals in the art-education field. They include curriculum directors, principals, supervisors, librarians, art teachers and a bonus market of college and university students who are pursuing careers as art educators.

Readers involved in actual instruction account for the majority of all circulation with close to equal distribution between secondary- and elementary-school levels. Approximately 7% are involved in university- or college-level activities. The balance of the circulation is made up of supervisory-administrative personnel, art directors and art-curriculum coordinators.

geographic comparison



An average sample of Arts & Activities' *PAID circulation for a six-month period. Percentages will vary slightly with each semi-annual ABC audit.*

1	Pacific AK, WA, OR, CA, HI	8%
2	Mountain MT, ID, WY, CO, NM, AZ, UT, NV	5%
3	West North Central MN, IA, MO, ND, SD, NE, KS	10%
4	West South Central AR, LA, OK, TX	9%
5	East North Central OH, IN, IL, MI, WI	18%
6	East South Central KY, TN, AL, MS	4%
7	South Atlantic DE, MD, DC, VA, WV, NC, SC, GA, FL	20%
8	Middle Atlantic NY, NJ, PA	16%
9	New England ME, NH, VT, MA, RI, CT	6%
	Canada & Foreign	4%