



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.

response

We provide the opportunity to track the effectiveness of your ad through reader response. Every ad is given a reader service number corresponding to a number on the reader service card in each issue. Each time a reader returns a card, the respondent's name is rushed to you in the form of an e-mail or pre-addressed mailing label upon request, along with instructional classification, grade level, reason for inquiry and school name.

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.



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

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

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. The reader service number assigned to each item is proven to generate a large number of inquires from interested readers.

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. A reader service number is included for all reviews unless otherwise 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, Web Site Showcase, Catalog Showcase and Schools & Summer Art Experiences.



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

CONTACT:

Advertising Department
ads@artsandactivities.com
(800) 826.2216

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

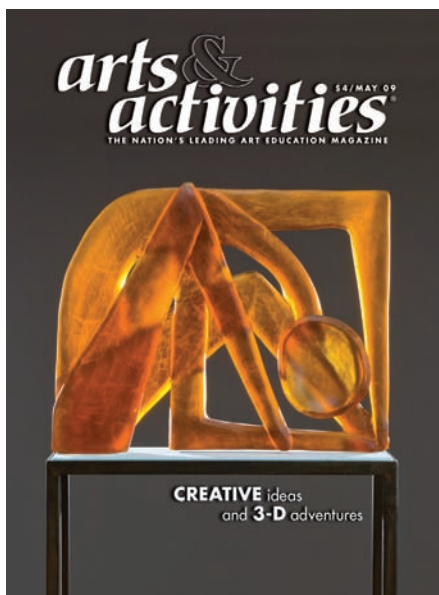
Nationwide, 80,000 people are involved in art instruction, according to the National Art Education Association. These instructors rely on advertisers — like you — for new materials and ideas that will help them in their job of teaching art.

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.



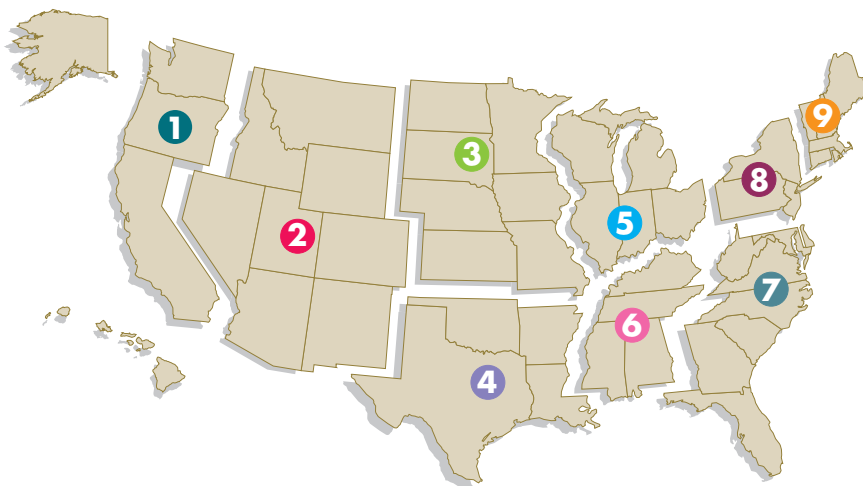
12345 World Trade Drive
 San Diego, California 92128
www.artsandactivities.com

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

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