

# READER SURVEY RESULTS

The Art Guide is pleased to share the results of our recently conducted Reader Survey. The goal was to find out more about our readers, their habits, and how they use The Guide to fulfill their art-related needs. A postage paid card was inserted in the December 2005 issue, and the completed cards filled our mailbox for the next several weeks. Thanks to all who participated!

The most exciting news is that 84% of our readers have visited a gallery after seeing it advertised in the Guide. And they visit often, with 72% of our readers visiting galleries more than twice a month. Art Guide readers don't just browse either; 47% intend to purchase artwork in the next 4-6 months.

Our readership is almost evenly divided between Collectors (47%) and Artists (53%). Among the Artists, 64% are Professional Artists, and 36% Amateur Artists. We have a dedicated, loyal base of readers that refer to the Art Guide an average of 3-4 times each month.

The survey results have confirmed what conversations with readers had previously told us; The Art Guide is *THE* place to advertise if you want to catch the eye of artists and collectors in the Northeast. With 84% of our readers responding to ads they have seen, ***ART GUIDE ADVERTISING PAYS.***