



*Art Focus Oklahoma* is a bi-monthly publication of the Oklahoma Visual Arts Coalition dedicated to stimulating insight into and providing current information about the visual arts in Oklahoma.

### **In a recent survey of Art Focus Oklahoma readers...**

#### **Buying Art & Supplies**

- o 88.9% say they purchase original art.
- o About half say they spend \$500 or more per year on original art.
- o 39% of artist responders say they spend over \$1,000 per year on art supplies.

#### **Travel**

- o 100% say they travel to see art or include art in their travel plans.
- o 61% are willing to travel 300 miles or more to see a special exhibition.

#### **Magazine as a Resource**

- o 80% say they keep all copies of the magazine indefinitely, referring to it over and over again.
- o Almost 60% say they use the magazine to decide what art shows to visit.
- o Over 65% say they use the magazine to learn about the business of art.

#### **Distribution...**

- o 4,200 printed copies, with a readership of over 10,000 (print + online)
- o 83 sites statewide, distributed for free
- o 1,660 subscriber households
- o 275 libraries and schools

### **In a recent survey of gallerists and curators nationwide who receive the magazine...**

Over half say the magazine has increased their awareness of or interest in Oklahoma artists. Nearly 70% say the magazine has motivated them to seek additional information about the featured artists. About half say they save the magazine for future reference.

### **What Readers Are Saying...**

"Thank you for having this available to not only artists but everyone interested in art. It is a valuable asset."

"It is so visually pleasing and professional, makes me proud to be in Oklahoma."

"I look forward to receiving Art Focus as it is the only publication that lets me know what Oklahoma artists are doing. I've saved issues for years and refer back to them to review people/techniques."

"Art Focus Oklahoma puts Oklahoma on the map artistically. Great photos, nice stories, slick looking magazine."