

Media Kit

OLY ARTS

Your leading guide to Thurston County entertainment

About us:

The south sound's premier multi-platform arts publication.

- **Premium print magazine (6 issues / year)**
 - 10-15k printed copies hand-distributed
- **olyarts.com online content (daily)**
 - 12-15k monthly readers

OLY ARTS READERSHIP IS A DEMOGRAPHIC WITH INCOME AND INFLUENCE

- 57% of readers earn over \$50K/year
- 35% of readers earn between \$70K-\$90K / year
 - *17% earn over \$70k / year*
 - *18% earn over \$90k / year*



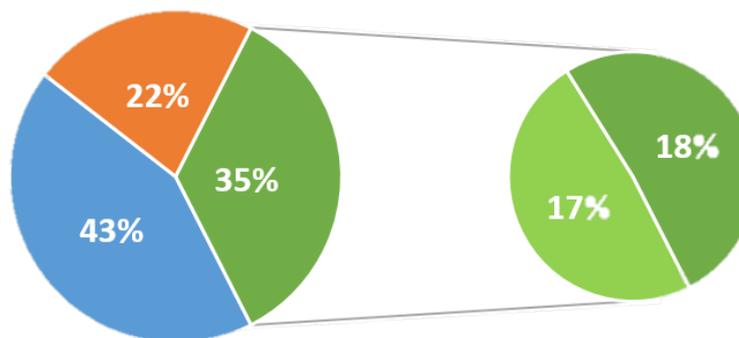
**OLY ARTS
Audience:**

OLY ARTS offers access to a demographically-desirable market of **25-54-year-olds**. Our readers are affluent opinion makers and culturally adept decision makers, both in their professions and in their purchases and participation in local events.

AFFLUENT AND SUCCESSFUL

Our readership is a demographic one with income and influence:

- 57% of our readers earn over \$50K/year
- 35% of our readership earn between \$70K-\$90K / year
 - *(median = \$53K in Olympia)*

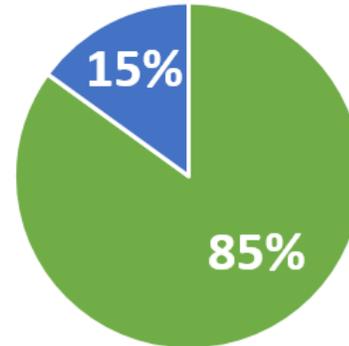
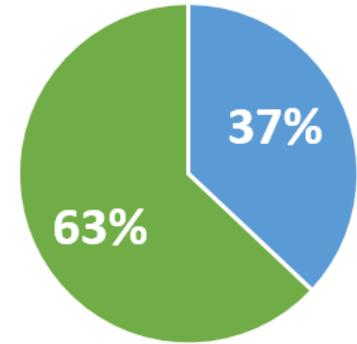


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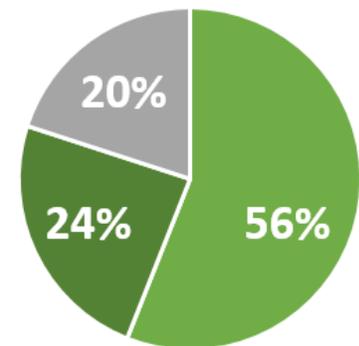
OLY ARTS Audience:

63% of Olympia arts attendees are female,
37% are male



85% of our readers are white collar
15% are blue collar or nonprofit sector

56% of our readers are college educated
24% hold postgraduate degrees
20% high school with some college



Local arts market:

ACTIVE, ENGAGED AUDIENCE FOR THE ARTS

- **Broad:** Arts Walk attendance in Olympia 30,000
- **Committed:** Annual theater attendance in Olympia 40,000
- **Large:** Washington Center annual number of guests: 100,000

DEMOGRAPHICALLY DESIRABLE & BUSINESS ORIENTED

- Average household income for arts in Olympia: **\$84K**
 - *(median income in Olympia \$53K)*
- Annual county income from tourists: \$265 million
- Annual county hotel stays in nights: 164,000
- Arts attendees make additional purchases with their arts attendance - **63%** buy dinner, hotel and other amenities
- Arts attendees are local shoppers - **78%** have purchased from a locally-owned business in Olympia in the last month.

Sources: NEA, U.S. Census, Oly Arts commissioned market study, 2016



Why we cover the arts:

- **Washingtonians go to live events:** In Washington state, a significantly greater percentage of the population than the national average attends live performances – 44%-52% (*U.S. average is only 37.4%*)
- **Washingtonians like music:** Classical music attendance rate in Washington, 13.9%, is also much higher than the national rate.
- **Washington reads:** Nearly 63% of adults in Washington read literature (poetry, plays, novels). (*U.S. average rate is only 47%*)
- **Americans love the arts:** More than half (54%) of all American adults attended at least one live music, theater, dance event or art exhibit, last year alone. 120 million people enjoyed the arts.
- **Arts and culture contribute:** the arts deliver more than \$698 billion to the U.S. economy, or 4.32% to the U.S. GDP, more than construction (\$586.7B) or transport/warehousing (\$464.1B).
- **Arts have social impact:** Research demonstrates that a high concentration of the arts in a city leads to higher civic engagement and child welfare, plus lower crime and poverty.
- **Arts and cultural spending have a ripple effect** on the overall economy, boosting commodities, jobs and the local economy. For example, for every 100 jobs created from new demand for the arts, 62 non-arts jobs are created.

Sources: NEAREPORT 2015 “States of Engagement: Arts Participation by U.S. Geography.”



Our team:

Publisher and Editor in Chief

Ned Hayes: publisher@olyarts.com

Associate Publisher

Billy Thomas: manager@olyarts.com

Advertising and Sales

Tabitha Johnson: advertising@olyarts.com

Copyeditor and Editor Emeritus

Christian Carvajal: editor@olyarts.com

Our freelance writing staff is a locally based team of arts and culture experts with deep roots in the South Sound. Our team includes a former *New York Times* reporter, as well as freelance writers for the *Bellingham Herald*, *The News Tribune*, *The Olympian*, *The Pasadena Weekly*, *Seattle Weekly*, *Thurston Talk*, and more.



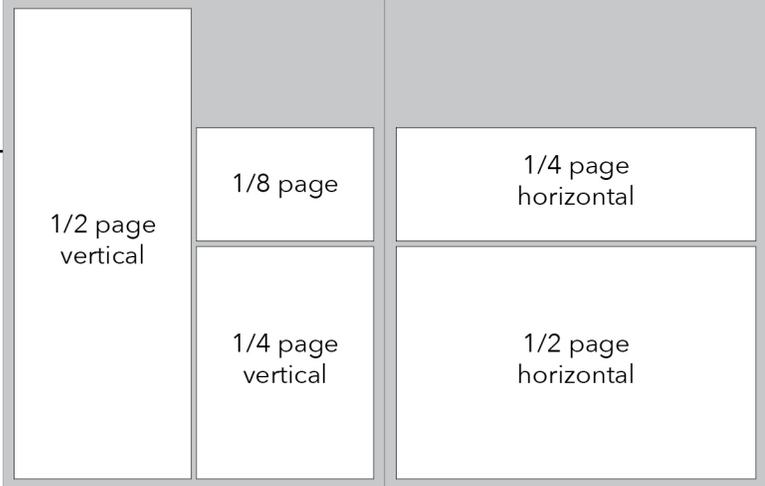
Advertising Rate Card

Effective 8/1/17

PRINT RATES & SIZES

Ad Size	1x	3x	6x	12x
Spread	\$2,250	\$1,800	\$1,250	\$800
Full page	\$1,125	\$975	\$780	\$500
1/2 page	\$1,050	\$875	\$680	\$450
1/4 page	\$650	\$575	\$480	\$300
1/8 page	\$550	\$475	\$380	\$250

+10% for guaranteed placement

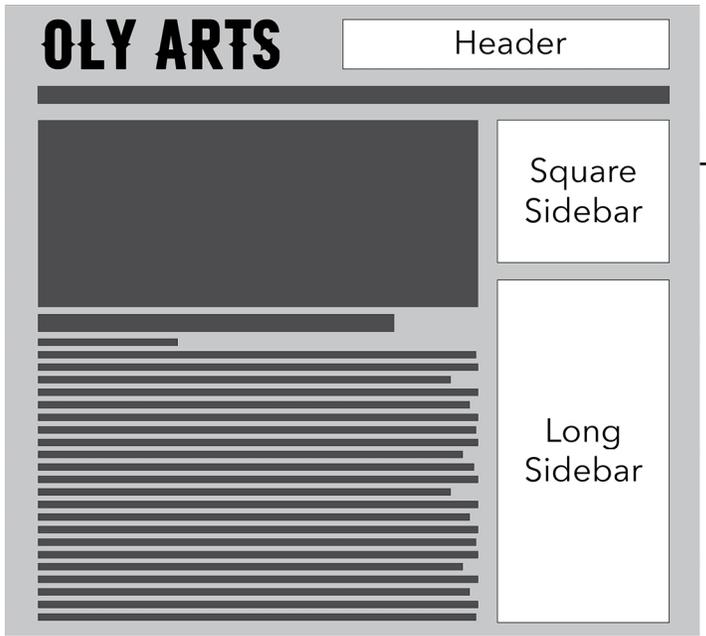


PRINT DIMENSIONS

Spread	17.125 x 11.125"
Full page	8.175 x 11.125"
1/2 page h	8 x 5.125"
1/2 page v	3.875 x 10.375"
1/4 page h	8 x 2.5"
1/4 page v	3.875 x 5.125"
1/8 page	3.875 x 2.5"

PREMIUM PRINT POSITIONS

Location	+Premium %
Inside front cover (page)	20%
Inside front cover (spread)	25%
Inside back cover (page)	10%
Inside back cover (spread)	20%
Back cover	25%



DIGITAL RATES & SIZES

Ad Size	1 mo.	3 mo.	6 mo.	12 mo.
300 x 250	\$300	\$250/mo	\$200/mo	\$150/mo
300 x 600	\$500	\$450/mo	\$350/mo	\$250/mo
Section header	\$600	\$550/mo	\$450/mo	\$350/mo

For more information, visit olyarts.com/advertising, or email

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