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 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)

17% earn over $70K / year
18% earn over $90K / year
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: NEA REPORT 2015 “States of Engagement: Arts Participation by U.S. Geography.”
Our team:

**Publisher and Executive Editor**
Billy Thomas: manager@olyarts.com

**Editor**
Christian Carvajal: editor@olyarts.com

**Advertising and Sales**
advertising@olyarts.com

**Business Operations:**
Cody Taylor: business@olyarts.com

**Founder**
Ned Hayes: founder@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

## PRINT RATES & SIZES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$1,500</td>
<td>$1,200</td>
<td>$975</td>
<td>$775</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,000</td>
<td>$875</td>
<td>$675</td>
<td>$550</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$850</td>
<td>$675</td>
<td>$575</td>
<td>$450</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$650</td>
<td>$575</td>
<td>$475</td>
<td>$350</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$450</td>
<td>$375</td>
<td>$275</td>
<td>$150</td>
</tr>
</tbody>
</table>

+10% for guaranteed placement

## PRINT DIMENSIONS

- Spread: 17.125 x 11.125"
- Full page: 8.125 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"

## DIGITAL RATES & SIZES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 mo.</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
<td>$600</td>
<td>$550/mo</td>
<td>$450/mo</td>
<td>$350/mo</td>
</tr>
<tr>
<td>Square Sidebar</td>
<td>$300</td>
<td>$250/mo</td>
<td>$200/mo</td>
<td>$150/mo</td>
</tr>
<tr>
<td>Long Sidebar</td>
<td>$500</td>
<td>$450/mo</td>
<td>$350/mo</td>
<td>$250/mo</td>
</tr>
</tbody>
</table>

## PREMIUM PRINT POSITIONS

<table>
<thead>
<tr>
<th>Location</th>
<th>+Premium %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover (page)</td>
<td>20%</td>
</tr>
<tr>
<td>Inside front cover (spread)</td>
<td>25%</td>
</tr>
<tr>
<td>Inside back cover (page)</td>
<td>10%</td>
</tr>
<tr>
<td>Inside back cover (spread)</td>
<td>20%</td>
</tr>
<tr>
<td>Back cover</td>
<td>25%</td>
</tr>
</tbody>
</table>

For more information, visit [olyarts.com/advertising](http://olyarts.com/advertising), or email [advertising@olyarts.com](mailto:advertising@olyarts.com)

OLY ARTS

120 State Ave NE PMB #304
Olympia WA 98501
Copyright Oly Works LLC
All rights reserved 2015-2020