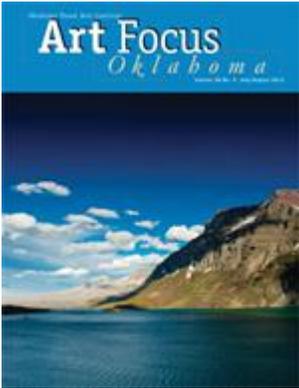


Art Focus

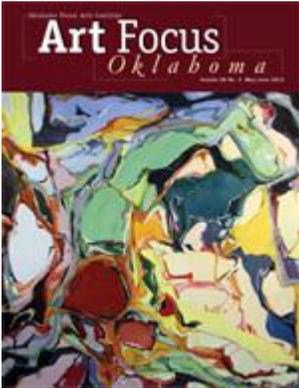
Oklahoma



Art Focus Oklahoma is a bimonthly 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 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.



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

BUYING ART & SUPPLIES

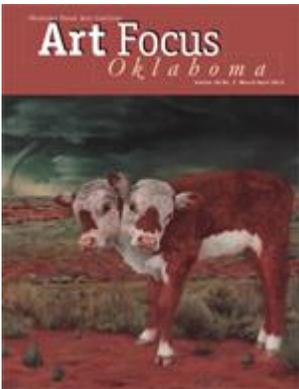
- 88.9% say they purchase original art.
- About half say they spend \$500 or more per year on original art.
- 39% of artist responders say they spend over \$1,000 per year on art supplies.

TRAVEL

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

MAGAZINE AS A RESOURCE

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



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."



Distribution

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

Visit www.ArtFocusOklahoma.org for more information.