

# READERSHIP SUMMARY

## Creative

90% of our Readers are Professional Craftspeople

## Educated

95% of our Readers hold degrees of higher education

## Engaged

75% of our Readers read **Studio** cover to cover

## Urban

72% of our Readers live in urban areas in Canada

**Studio** is read by craftspeople, collectors, enthusiasts, educators, retailers and students of craft across Canada. By advertising in **Studio**, you connect with a niche market of discerning readers who simply cannot be reached with any other media brand.

## Demographic

73% Female

65% Over 50yrs

71% Have Diverse Professional Backgrounds

# DISTRIBUTION

**Studio** is circulated successfully in:

- craft galleries
- quality bookshops
- news stands across Canada (including Chapters, Indigo and the Great Canadian News Company)
- museums, libraries and schools

A high majority of **Studio's** readership consists of members of provincial crafts councils across the country.

**Distribution:** 6,000

**Estimated Readership:** 17,500

**Frequency:** Semi-Annual

