

# 2010

## ARTS AND ENTERTAINMENT REPORTS calendar

NEWSPAPER  
ONLINE

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### Research supports the fact that Globe and Mail readers are supporters of the arts/entertainment industry:

- The Ontario Edition of the Globe and Mail is read by 577,000 adults on an average weekday.
- 55% of weekday Globe readers attended a live theatre performance
- Weekday readers are 24% more likely than the average person to attend ballet/dance performances
- Weekday readers are 72% more likely than the average person to attend symphony/classical concerts
- One in three Globe readers attended a pop/rock concert last year
- Weekday Globe readers' average household income is \$101,968
- 52% of weekday Globe readers have visited an art gallery or museum in the past year (index 131)
- Globe readers are 55% more likely than the average person to have visited an art gallery 3+ times in the past year
- Globe readers are more than twice as likely to have visited an art gallery/museum 10+ times in the past year (index 210).

*Source: NADbank 2008 – 24 Ontario Readership Markets & 9 Ontario Product Markets*

### Tentative Editorial and Advertising Reports:

Publication Date:	Title:	Edition:	Booking Deadline:	Material Deadline:
Thurs., April 15	Performing Arts - Spring	Ontario and Ottawa	Thurs., April 1	Thurs., April 8
Sat., May 8	Visual Arts 1	National Edition	Fri., April 23	Fri., April 30
Sat., May 15	Museum Month	National Edition	Fri., April 30	Fri., May 7
Thurs., Sept. 23	Performing Arts - Fall	Ontario and Ottawa	Thurs., Sept. 9	Thurs., Sept. 16
Sat., Nov. 6	Visual Arts 2	National Edition	Fri., Oct. 22	Fri., Oct. 29