



wholenote

EARLY • CHORAL • JAZZ & BAND • WORLD • MUSIC THEATRE • OPERA • NEW

WholeNote Magazine caters to an avid arts-and-entertainment-seeking demographic centred around the Greater Toronto Area and throughout southern Ontario.

Published 10 times per year, in print and online, WholeNote Magazine reaches a niche market of arts consumers highly motivated to attend live music concerts, theatre, dance, galleries.



WholeNote Readers - On the Arts

- WholeNote readers attend an average of 21 live performances each year.
- Within a year, the average WholeNote reader will attend 10 classical or jazz performances, 4 other types of music concerts, 5 theatre shows, and 2 dance productions.
- On average, WholeNote readers visit art galleries 3 times per year, and 41% of WholeNote readers cite visual art among their top interests.



And there's so much more to the story!

WholeNote Readers - Demographic Profile

Here's who's reading WholeNote.

Baby boomers. 50% of WholeNote readers are in the 45-64 age range.

Highly educated. 94% of WholeNote readers have post-secondary education.

Well informed. Current affairs is a top priority for 62% of WholeNote readers, and reading is cited as a significant pastime for 42% of WholeNote readers.





WholeNote Readers - Consumer Profile

Here's who's reading WholeNote

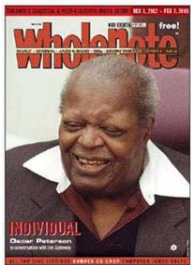
Property owners. 80% of WholeNote readers own their own homes, condos or vacation properties.

Frequent restaurant patrons. The average WholeNote reader goes out for dinner 5 times per month, and 41% of WholeNote readers dine out *at least* 5 times per month.

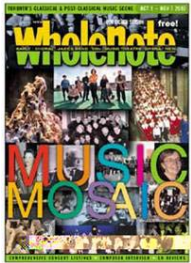
Sports enthusiasts. 41% of WholeNote readers cite sports as a top interest.

Home entertainers. 52% of WholeNote readers report a high propensity for home entertaining, plus related interests in cuisine (59%) and wine (34%).

Gardeners. 52% of readers rank gardening as one of their top leisure interests.



WholeNote readership statistics are derived from responses to monthly print and on-line surveys.



Circulation

WholeNote Magazine's monthly readership is 90,000.

With a combination of controlled circulation and subscriptions, WholeNote Magazine is distributed to over 1,200 locations monthly.

Distribution of WholeNote Magazine is concentrated in the Greater Toronto Area and spans southern Ontario.

