

The Arts Fuse

Est. 2007

Contact: advertising@artsfuse.org

Boston's online arts magazine
Powered by 60 expert writers + critics

What is The Arts Fuse?

The Arts Fuse began publishing in July 2007 as an online arts magazine for Greater Boston with in-depth criticism, previews, interviews, and commentary covering dance, film, food, literature, music, television, theater, video games, and visual arts.

Celebrating our seventh anniversary in July 2014, The Arts Fuse now has published more than 2,500 articles and receives 30-35,000 visits and 50,000 page views every month. The Arts Fuse is dedicated to creating an online space for thoughtful criticism and commentary as well as to spark conversation and greater participation in the arts and entertainment in Boston.

In reaction to the declining arts coverage in newspapers, magazines, radio, and television, Editor-in-Chief **Bill Marx** started The Arts Fuse as a nonprofit organization that could experiment with professional online arts criticism, looking at new and innovative ways to use the online platforms to evolve the conversation and bring together critics, readers, and artists.

For more than two decades, Marx wrote about arts and culture for print, broadcast, and online media outlets including WBUR, WGBH, NPR, *The Boston Globe*, *The Boston Phoenix*, *Washington Post Book World*, *the Nation*, *the Boston Review*, *The Los Angeles Times*, *the Columbia Journalism Review*, and *The Village Voice*.

Marx won United Press International and Associated Press awards for his radio reviews of Boston theater. He has been a finalist for the National Book Critics Circle Reviewer's Citation three times.

For additional information at en.wikipedia.org/wiki/Bill_Marx

The Arts Fuse has now become home for more than 60 expert writers and critics including:

- **Harvey Blume** (*The New York Times*, *The Boston Globe*, *Wired*, *Agni*)
- **Debra Cash** (*The Boston Globe*, WBUR)
- **Steve Elman** (*The Boston Globe*, *The Boston Phoenix*, WBUR)
- **Jon Garelick** (*The Boston Phoenix*)
- **Milo Miles** (NPR's "Fresh Air with Terry Gross," *The Boston Phoenix*, *Rolling Stone magazine*, *The Village Voice*, *The New York Times*)
- **Gerald Peary** (*The Boston Phoenix*, filmmaker, author of nine books on film)
- **Roberta Silman** (*The New Yorker*, *The Atlantic*, *McCalls*, *The American Scholar*)

The Arts Fuse has also helped elevate some of New England's rising stars in arts writing, including:

- **Jonathan Blumhofer** (composer and violist)
- **Adam Ellsworth** (WBUR, YNE Magazine, KevChino.com, Online Music Reviews)
- **Rob Ribera** (Sleepover Shows)
- **Noah Schaffer** (gospel, jazz, blues, Latin, African, reggae, Middle Eastern music, klezmer)
- **Austen R. Walsh** (*The Needle Drop*)

See the full list at en.wikipedia.org/wiki/The_Arts_Fuse

web: artsfuse.org
Twitter: @theartsfuse
Facebook: facebook.com/theartsfuse



Bill Marx



Roberta Silman



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Advertising on The Arts Fuse

Advertising on The Arts Fuse puts your organization, product, or service before a dedicated audience of arts, culture, and dining consumers. Artsfuse.org currently receives 30-35,000 visits each month with 50,000 pageviews.

Advertising on The Arts Fuse is one of the best ways to reach Boston and New England's most discriminating arts and culture enthusiasts, ticket buyers, and restaurant-goers.

Advertisers will also be promoted through...

- The Arts Fuse's email subscriber list (1,200+)
- Facebook: facebook.com/theartsfuse (5,400+ likes and growing)
- Twitter: twitter.com/theartsfuse (1,900+ followers and growing)

Our rates are currently \$25 to \$50 per ad banner per week.

We are also open to arrangements with a mix of cash and trade (e.g., ads in your programs, Arts Fuse marketing collateral displayed at venue, etc.).

Support + Progress

- The Arts Fuse ran a taxitop advertising campaign in summer 2013 in Boston, utilizing \$4,000 raised from our readers.



- The Arts Fuse raised more than \$6,000 from readers during our summer 2012 fundraiser.

- Since Spring 2012, The Arts Fuse has received \$10,000 worth of Adwords per month from a Google Grant.

- In 2012, The Arts Fuse received a \$5,000 grant from Mass Humanities.

- We currently have several grant applications in with local and national organizations.

The Arts Fuse

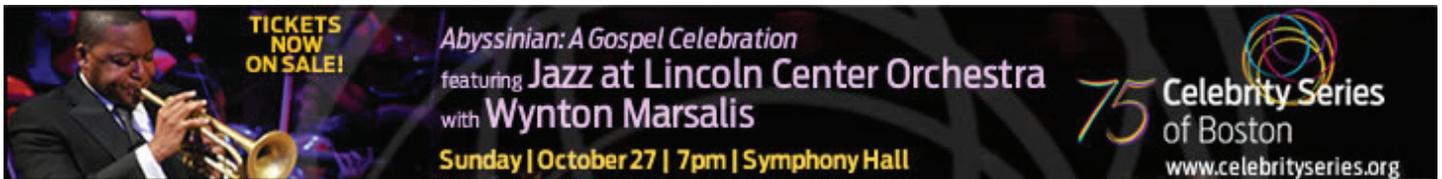
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Web site banner formats

Leaderboard: 728 × 90 pixels, \$50 per banner per week



Medium Rectangle: 300 × 250 pixels
\$50 per banner per week



Small Rectangle: 300 x 125 pixels
\$25 per banner per week



Current and past advertisers include

- Ashmont Hill Chamber Music
- Boston Ballet
- Boston Baroque
- Boston Book Festival
- Boston Gay Men's Chorus
- Boston University's College of Fine Arts
- Boston Women in Media + Entertainment
- Blue Heron Choir
- Celebrity Series of Boston (for full 2013-14 season)
- Central Reform Temple
- Coro Allegro
- Elliot Norton Awards
- Emmanuel Music
- From the Top
- Future of Music Coalition
- Handel and Haydn
- Hibernian Hall
- JP Music Festival
- John Coltrane Memorial Concert
- Moonbox Productions
- New England Philharmonic
- New Repertory Theater
- Newport Jazz Festival
- SpeakEasy Stage Company

We can also help create the ad for you if you need assistance!

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Who is reading The Arts Fuse?

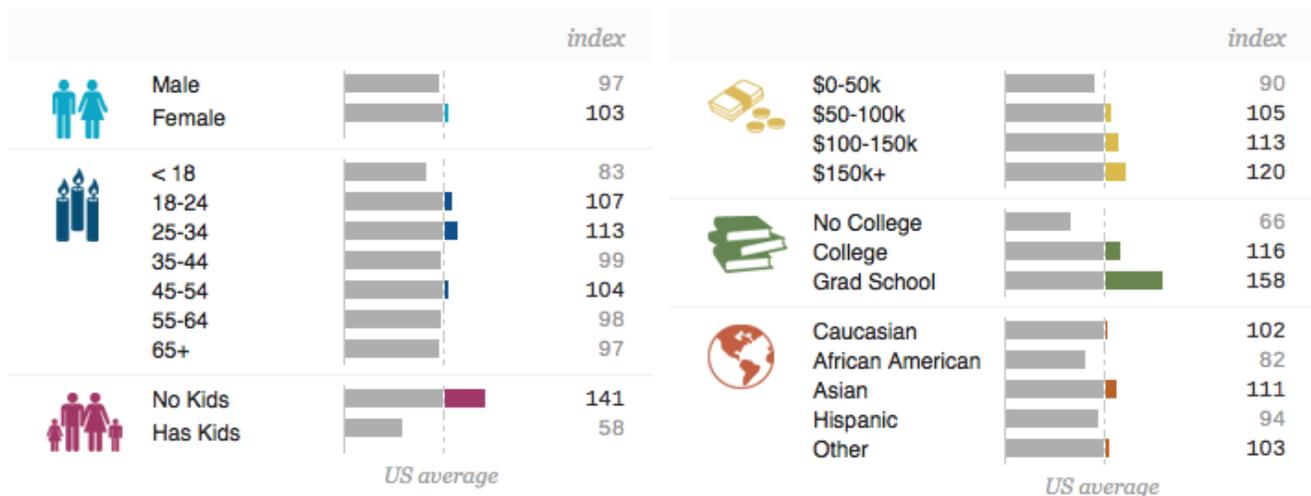
quantcast

Quantcast.com sets the standard for audience measurement, sifts through its mountain of data – more than 200 billion observations of media consumption every month, a Web visibility second only to Google – to answer both the what and the who behind the numbers. To view this data about The Arts Fuse online, visit quantcast.com/artsfuse.org.

US Demographics: [Web] ?

See All

Summary || Gender || Age || Household || Income || Education || Ethnicity



Updated May 20, 2014 • Next: May 28, 2014 by 9AM PDT

The Arts Fuse's readers are voracious consumers of the arts!*

Among The Arts Fuse's theater-goers, they attend an average of 3 live theater performances each month.

Among The Arts Fuse's museum and gallery-goers, they attend an average of 2 exhibits each month.

Among The Arts Fuse's concert-goers, they attend an average of 2.25 concerts each month.

Among The Arts Fuse's dance concert-goers, they attend an average of 1 concert each month.

Among The Arts Fuse's movie-goers, they attend an average of 2 films each month.

Among The Arts Fuse's book buyers, they buy/read an average of 3 books each month. Among The Arts Fuse's CD buyers, they buy an average of 3 albums each month.

Among The Arts Fuse's readers who eat at restaurants, they average 6 meals out each month.

Among The Arts Fuse's readers, the following percentages are already members of arts organizations:

- film: 8%
- symphony: 9%
- dance: 11%
- music series: 19%
- live theater: 25%
- visual arts: 56%

* Data from The Arts Fuse's 2012 Reader Survey

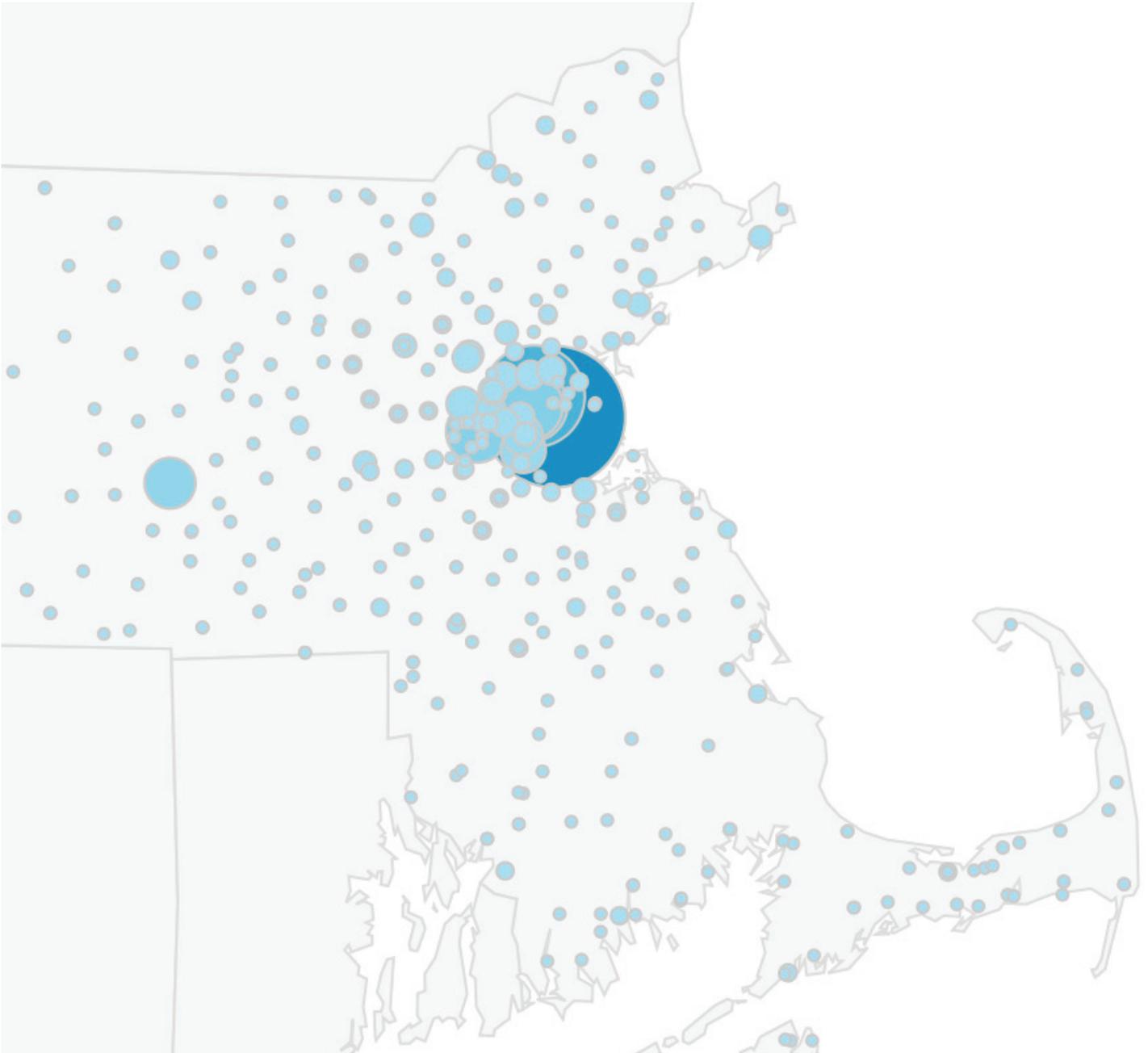
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The Arts Fuse's US readers are concentrated in Greater Boston, but we have readers from all over eastern Massachusetts.*



* Data from Google Analytics, 2010-2014

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Why do you read The Arts Fuse?*

"Entertaining, informative, keep current on happenings."

"Great articles. Well written. Good perspectives."

"Offers intellectual and in-depth criticism of the arts from which I can learn and actively form my own opinion."

"I like that everything is in one place!"

"Excellent commentary."

"There are very few publications that rival the in-depth analysis and critiques that The Arts Fuse provides. It's also a great online forum that ignites discussion on just how important art is in our lives."

"I trust the critiques. Also, I appreciate concise overviews of upcoming events. The site organizes things well."

"Point of view is seasoned, informed."

"Quality criticism."

"Great coverage of the local scene, broader and more in-depth than elsewhere, with sharp analysis and well-reasoned opinions—a rare combination."

"I like the writing, the in-depth nature of many pieces, the variety of voices and broad range of subjects covered."

"I like to be up on everything to do with art."

"Insightful critiques, and knowing what's going on art-wise in general."

"Intelligent commentary, good in-depth coverage of the arts."

"Quality of writing and variety of subject matter."

"To hear about things I may not have otherwise heard about or have heard little about."

"Informative. Literate. Succinct."

"I love it. Need to know. Want to know. Admire the writing. Like the look of the site."

"Reviews, high quality writing, learn about Boston arts scene."

"Shrinking coverage of the arts in the mainstream media, especially critical coverage."

"Finally some skilled arts criticism that isn't just Consumer Reports or a regurgitation of the artists' press releases. Covers interesting stuff in an interesting way. Unlike most academic reviews, which while often intelligent, are way after the fact."

"Interesting recommendations...things I wouldn't necessarily know about. Some good insight that I don't find in other publications."

"I'm very impressed with the quality of the writing."

"Looking for great art events -- especially music (classical & jazz) that I might miss. Looking for an all inclusive listing so that I do not have to look on may sites."

"Thank you, Arts Fuse, for your first-rate criticism and contribution to New England culture."

"It's really sad that arts reviews are no longer of interest to our daily newspapers. I'm grateful to The ArtsFuse for helping fill the gap."

"With newspaper coverage dwindling, we need intelligent, independent arts reviews and previews for Boston and Massachusetts. That's what I get from The Arts Fuse!"

* Quotes and testimonials from The Arts Fuse's 2012 Reader Survey

Top Five Reasons to Advertise on The Arts Fuse

- 1) The Arts Fuse's readers are young, affluent, highly educated, —those folks who have disposable income and they're not afraid to spend it!
- 2) You'll reach a targeted group of arts consumers who are coming to our online magazine because they care about the arts...they're not looking for general news, sports, the weather, classifieds, etc. These are the exact people you want to reach with your arts programming, products, or services.
- 3) Our readers are local, domestic, and international, so you're reaching residents plus tourists who will know what they should do in Greater Boston...besides the Freedom Trail and Red Sox!
- 4) By advertising on The Arts Fuse, you'll infuse our little nonprofit with funds that will enable us to increase the amount of editorial we publish every month, including assigning specific stories to writers and reporters. With no overhead —no central office, satellite dishes, printing presses, or delivery trucks —all our revenue can go directly to our expert writers and critics for their terrific work and to marketing to grow our readership.
- 5) With the end of *The Boston Phoenix* and limited coverage in *The Boston Globe*, Boston's arts organizations need to reinvest in arts journalism for the 21st century. The Arts Fuse is pioneering a new era of arts coverage, but it needs your financial support.