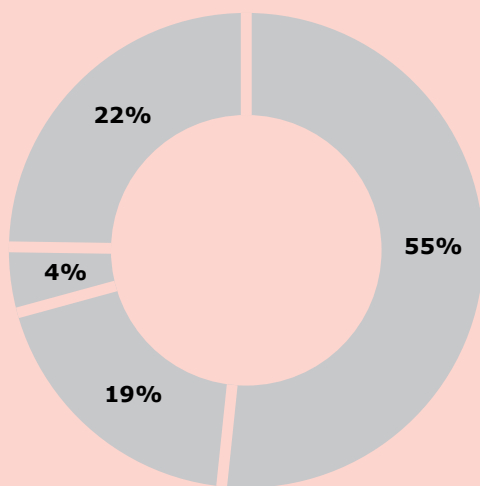




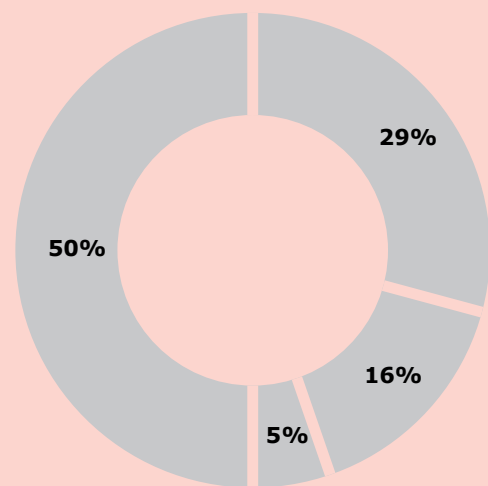
# The Artists Information Company

Through advocacy and information and from the perspective of artists, our mission is to stimulate and support contemporary visual arts practice and affirm the value of artists in society.

This summary of our audited accounts to 31 March 2011 is designed to show how our operations benefit our subscribers, supporters and stakeholders.



**Income**  
**55%** Subscriptions  
**19%** Advertising  
**4%** Sales  
**22%** Grants



**Expenditure**  
**29%** Editorial content  
**16%** Artists' programmes  
**5%** Marketing  
**50%** Operating

- Artists are a major stakeholder group, they contributed **£489,322** in subscription income.
- **£222,126** in revenue funding from Arts Council England in 10/11 augmented £794,320 of earned income, enabling us to keep artists' subscription prices low, provide free information to emerging artists and initiate research and development programmes.
- We returned **£266,894** to artists through regular employment, freelance contracts and commissions, and fees as speakers, advisers and writers.
- Over **65%** of our staff are practising artists, with 13 paid as advisers to projects and editorial developments in 10/11.

