

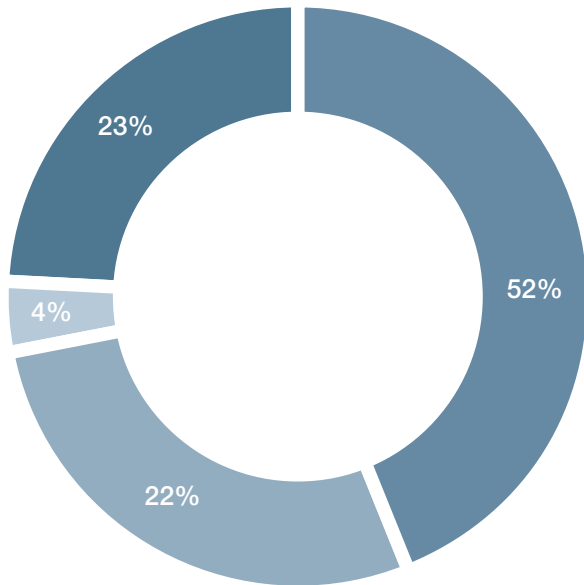
Annual Report 2009/10

Our mission

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.

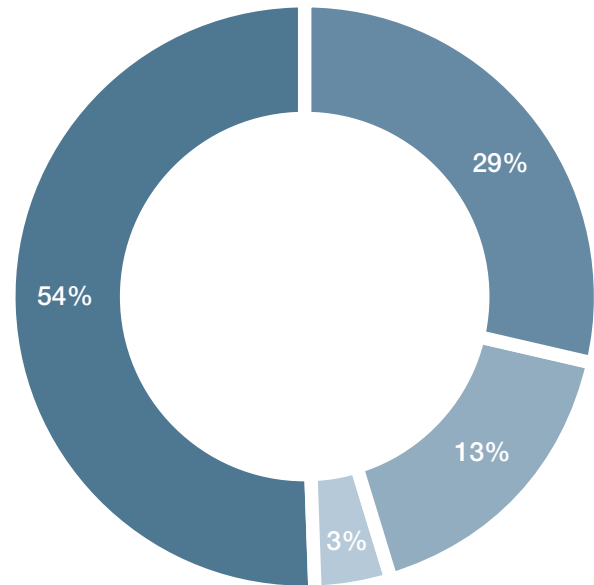
Our achievements

This summary of our audited accounts to 31 March 2010 has been produced for publication in order to increase awareness of our operations for the benefit of our subscribers, supporters and stakeholders.



Income

- 52% Subscriptions
- 22% Advertising
- 4% Sales
- 23% Grants



Expenditure

- 29% Editorial content
- 13% Artists' programmes
- 3% Marketing
- 54% Operating

- Artists are a major stakeholder group, they contributed £441,953 in subscription income.
- £222,126 in revenue funding from Arts Council England in 09/10 augmented £762,655 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 £257,249 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 09/10.