



SUBSCRIBER RESEARCH

The following data was provided by subscribers who filled out subscription cards in the past 12 months.

HIGHLIGHTS

PURCHASES:

- 73% of our audience has purchased paintings in the past 12 months.
- 53% of our audience has purchased 1-4 paintings in the past 12 months.
- 11% of our audience has purchased 5-7 paintings in the past 12 months.
- 6% of our audience has purchased 8-10 paintings in the past 12 months.
- 2% of our audience has purchased 20 or more paintings in the past 12 months.

COLLECTION VALUE:

- 31% of our audience has a collection valued at over \$100,000.
- 12% of our audience has a collection valued at over \$1 million.
- 4.5% of our audience has a collection valued at \$500,000-1 million.
- 6% of our audience has a collection valued at \$250,000-500,000.

GALLERY VISITS:

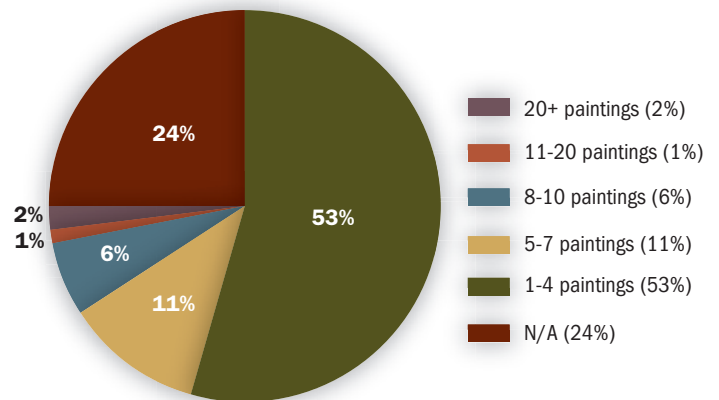
- 86% of our audience has visited a gallery in the past 12 months.
- 97% of our audience has visited a gallery in the past 2 years.

Check all places you have purchased or sold art:

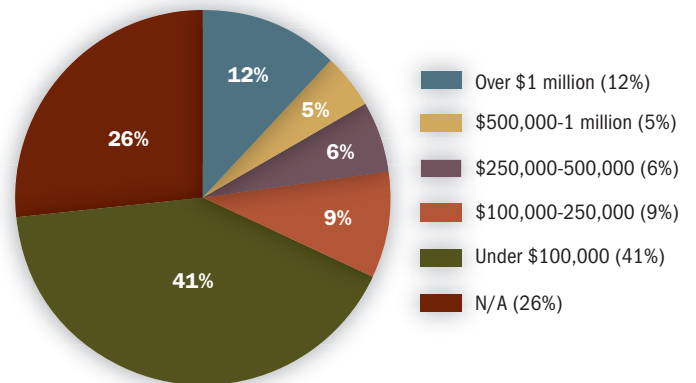
Auction	35%
Art Dealers/Gallery	61%
Art Fair	30%
Direct	45%
Other	16%
N/A	22%

SPECIFIC RESULTS TO SURVEY QUESTIONS:

In the past 12 months I have purchased paintings:



Value of my collection:



I have visited a gallery, dealer, or art auction in the past:

12 months	86%
18 months	1%
24 months	10%
Other	16%
N/A	23%

FineArtConnoisseur

THE PREMIER MAGAZINE FOR INFORMED COLLECTORS