

BROKEN PENCIL! THE BEST IN INDIE ART

The Visual Arts: Portraying the Indie Revolution!

Our Readers are Passionate about the Visual Arts

- ☞ 43% of our readers work in the arts.
- ☞ 23% of our readers have taken an art class.
- ☞ 31% of our readers say they want to see more visual arts coverage in Broken Pencil.

We Review the Visual Arts!

- ☞ Special section dedicated to chronicling indie art shows from across Canada and North America.
- ☞ Zine and book reviews include many art-books and publications produced by your artists

We Write About Artists

- ☞ Regular features and profiles of indie artists.
- ☞ Excerpts of their work in our Folio section.

Who reads Broken Pencil?

Our readers love indie culture.

- ☞ 74% regularly buy indie product from local independent stores. 17% like to make their purchases off the Internet direct from the source.

Our readers are actively engaged in the arts.

- ☞ 53% of our readers have been or are enrolled in some kind of arts class involving writing, visual art or music.

Our readers are young, artsy and (dis)interested.

- ☞ 43% of our readers work in the arts. 23% are high school or university students, and 5% are too lazy to get a job.

Our readers are political and some live life on the edge.

- ☞ 37% of our readers are involved in some form of political movement. 7% of our readers have participated in some kind of group therapy or rehab program.

A proven readership.

Over 1,500 subscribers and growing!

Over 10,000 readers!

Newsstand distribution across North America

- ☞ Found in stores including indie stalwarts like Pages Books (Toronto), Quimby's (Chicago), Mondragon (Winnipeg) and City Lights (San Francisco). We're also in big box chains like Chapters (Canada), Tower Records and Border's Books (USA). We reach hundreds of stores and distribute 3,000 copies per issue to the newsstand.

Presence at festivals and fairs

- ☞ A regular at indie culture festivals and events. Come visit us at Toronto's Canzine festival, Montreal's Expozine, Halifax's Pop Explosion and the Boston Zine Fair.

We get around!

- ☞ Our survey shows that each issue of Broken Pencil gets read by at least 3 people.
- ☞ Public libraries, universities, colleges and high schools across North America subscribe to BP.

Frequency Discounts:

Why It Pays to Advertise Often

- ☞ Broken Pencil readers actually like the ads in the magazine! They tell us that advertising in the magazine is an important part of how they get information about available indie culture. Be an ongoing part of the zine culture revolution! Use our frequency discounts to establish yourself with Broken Pencil readers around the world.

