



ARTSBOSTON AUDIENCE INITIATIVE

At-A-Glance

The ArtsBoston Audience Initiative (AAI) is a community database of arts participation, specially designed to provide the information our community needs to measure, support, and promote cultural participation in the region. With data on over 1.2 million unique households from 51 cultural organizations, the AAI helps participants better understand current audiences, deepen engagement with those audiences, and provides critical contextual insight across the local arts marketplace to help reach new audiences.

[Click here to join the ArtsBoston Audience Initiative](#)

In Partnership With



Key Benefits

1. Understanding Audiences

The AAI provides access to TRG’s Data Center, a user friendly interface that includes analytical tools and allows organizations to perform analysis.

2. Improving Marketing Efficiency and Effectiveness

With a better understanding of audiences, organizations can tailor their messages and target their outreach more effectively to reach new patrons and engage current patrons.

3. Contextualizing the Local Arts Marketplace

Supplies context for understanding how organizations’ audiences compare locally in terms of other organizations and within the population as a whole.

4. Simplifying List Trading

Provides access to over 1.2 million culturally active households and simplifies the direct mail list trading process between organizations while maintaining 100% control of their data through a permission-based request process.

Fee Structure

We are proud to offer lower rates for ArtsBoston Members:

Budget Size:	ArtsBoston Members	Non-Members:
Under \$50,000	\$200	\$300
\$50,000-\$100,000	\$225	\$350
\$100,001-\$500,000	\$425	\$700
\$500,001-\$1,000,000	\$675	\$1,000
\$1,000,001-\$4,999,999	\$1,050	\$1,800
\$5,000,001 +	\$1,800	\$2,600

Please contact Victoria George at victoriag@artsboston.org or 617-262-8632 x225 with any questions.