

<p style="text-align: center;"><b>QUICK FACT PAGE</b></p>		<p style="text-align: center;"><b>Lowdown Fact #356</b></p> <p style="text-align: center;">You can self-publish articles for FREE on the <i>Lowdown</i> homepage - just click 'Contribute' in the top right hand corner</p>
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In its first year of online existence, 2010, Lowdown Magazine Online: [www.lowdown.net.au](http://www.lowdown.net.au) reached

- 31, 896 visits
- Averaging 2,700 unique visits and 7,505 page views per month

700+ subscribers received *Lowdown Magazine Online* (monthly) + *Lowdown Wire* (fortnightly)

The Top 5 visited pages at [www.lowdown.net.au](http://www.lowdown.net.au) are

- Home Page [www.lowdown.net.au/Home](http://www.lowdown.net.au/Home)
- National News [www.lowdown.net.au/News/National](http://www.lowdown.net.au/News/National)
- Arts & Education [www.lowdown.net.au/Arts](http://www.lowdown.net.au/Arts)
- NSW News Page [www.lowdown.net.au/News/NewSouthWales](http://www.lowdown.net.au/News/NewSouthWales)
- VIC News Page [www.lowdown.net.au/News/Victoria](http://www.lowdown.net.au/News/Victoria)

The Lowdown Magazine Online Subscriber Base comprises

- 54% of readership in the school sector
- 46% of readership in tertiary education, libraries, performing arts companies, arts and cultural organisations, individuals and government

The Top 5 visiting cities to [www.lowdown.net.au](http://www.lowdown.net.au) are

1. Sydney
2. Adelaide
3. Melbourne
4. Brisbane
5. Perth

Social Networking with Lowdown Magazine Online

- "Like" us on Facebook - Lowdown Magazine Online
- Follow us on Twitter - lowdownonline

Partnerships with What's On clients

In 2010, Lowdown Magazine Online partnered with What's On members Come Out Festival 2011 and Adelaide Fringe 2011. To add more value to the festivals' What's On membership, Lowdown offered a competitive advertising package and set up a complimentary subscription link for each of the festivals. Come Out distributed an Arts Ambassador newsletter, and as part of that publication featured a free 6-month subscription offer to Lowdown. The Adelaide Fringe used the complimentary subscription to leverage their Youth Engagement Program (YEP). All teachers that book a YEP or "school-friendly" show through the YEP hotline will receive a complimentary 6-month subscription to Lowdown... We're here to create a win-win situation with you!

A word from What's On member, Kurruru Youth Performing Arts (SA)

*"Lowdown Magazine Online gives our company the ability to maintain a national profile and still communicate more intimately with audiences and industry within our own state. The publication gives us an opportunity to build more sustained relationships with audiences and to connect them to our own online presence. Through tools like 'The Lowdown Wire' we are able to create specific targeted promotional activities to build the company's audience base."*

Martin Sawtell, former Training and Development Officer at Kurruru Youth Performing Arts