

# dancemedia

We deliver engaging content to the most dancers, dance teachers and dance lovers.

**DANCE**  
magazine  
move and be moved.  
dancemagazine.com



ALL DANCE.  
ALL THE TIME.



**Dancespirit**  
always on the beat  
dancespirit.com

**POINTE**  
ballet at its best  
pointemagazine.com



ALL DANCE.  
ALL THE TIME.



**the DANCE EDIT**  
a petit daily digest  
thedanceedit.com

**DanceTeacher**  
nurturing the next generation  
dance-teacher.com



ALL DANCE.  
ALL THE TIME.



**DANCE BUSINESS WEEKLY**  
best moves for your small business  
dancebusinessweekly.com

# dancemedia

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Debbie Allen  
photographed for  
*Dance Magazine*  
by Christian Peacock

# dancemedia

## WHO WE REACH

Between our print, digital and social platforms, Dance Media reaches a total audience of **4.7 million\*** consisting of professional dancers, dance students, dance teachers, dance studio and business owners, artistic directors, choreographers, dance parents, dance enthusiasts, executive directors, dance administrators and more.

The Dance Media audience is highly engaged, and spends an average of 45 minutes with each of our print publications and an average of 27 minutes per week on our digital platforms\*.

## HOW TO ACHIEVE YOUR GOALS

Dance Media can help achieve your goals through customized integrated campaigns that combine content marketing, social media, print, newsletters, events and more. We create a seamless user experience that is targeted to your goals and success metrics—all while aligning your messaging to resonate with our audiences.

\*Consisting of average social media followings, total newsletter subscribers and web visitors as of 4/8/2020 plus total readership from Harvey Research Audience Study 2019



Yesenia Ayala  
photographed for  
Dance Spirit  
by Quinn Wharton



# dancemedia

INTEGRATED PROGRAMS, EXPERTLY CHOREOGRAPHED TO MEET YOUR GOALS

## PRINT

Showcase your messaging alongside our flagship print content.



## SPONSORED CONTENT

Tell an engaging story through a native-content piece on our sites, written by Dance Media.



## LISTINGS & COLLEGE GUIDE

Include your company in targeted, themed lists our audience relies on for decision making and reference.



## WEBSITES

Align your call to action alongside relevant content for your target audience.



## NEWSLETTERS

Promote your product or service in weekly newsletters via direct or native advertising.



## DEDICATED EMAILS

Reach our audience through a custom email solely dedicated to you and your goals, created with Dance Media.



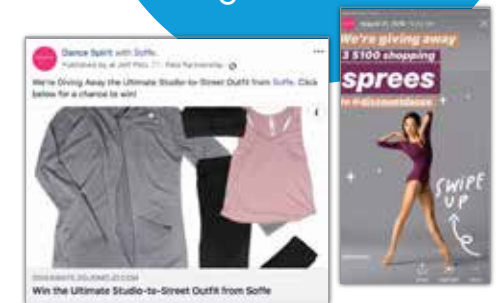
## SOCIAL MEDIA

Share a call to action, story, video and more on our most-followed social media pages.



## GIVEAWAYS






Give away an enticing prize package and receive email and social lead generation.





Published Since: 1927

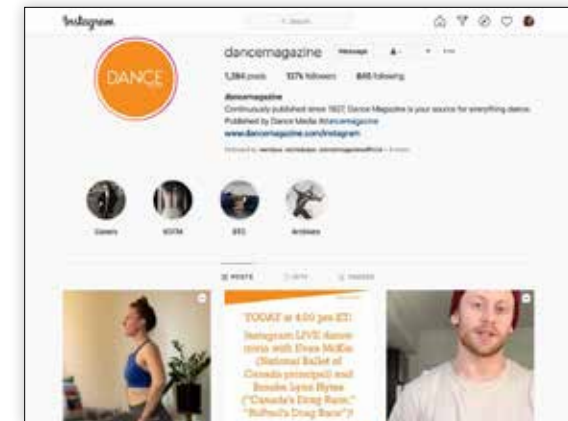
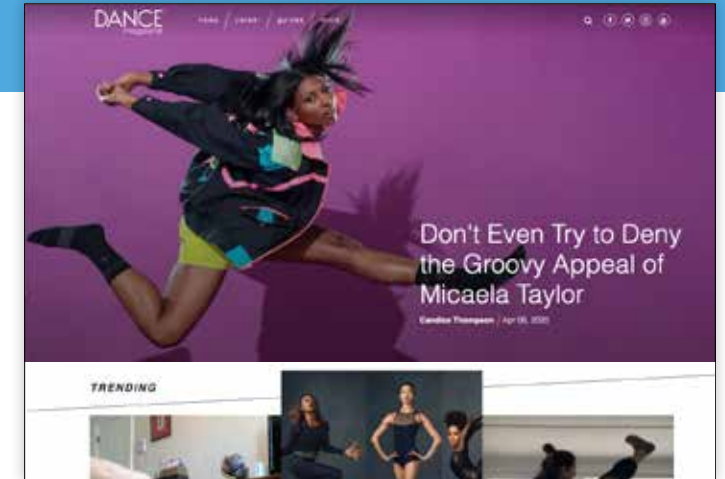
dancemedia  
FOUNDATION presents  
**DANCE**  
magazine  
awards 2020

-  dancemagazine.com
-  facebook.com/dancemagazine
-  @dancemagazine
-  @dance\_magazine
-  youtube.com/c/dancemagazine

## AUDIENCE STATS:

- Circulation 21K
- 38K total readership
- Spends **50 minutes** with each issue
- Attends **9** dance performances per year
- Spends **\$1.3K** per year on dance
- **88%** engage with ballet
- **59%** engage with contemporary
- **23%** professional dancers
- **74%** find *Dance Magazine* influential in purchasing decisions






Harvey Research Audience Study 2019







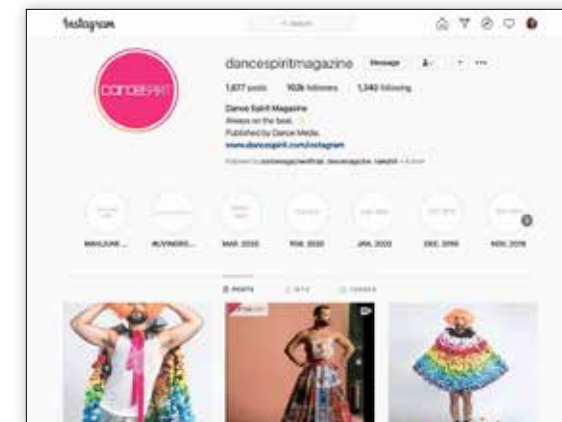
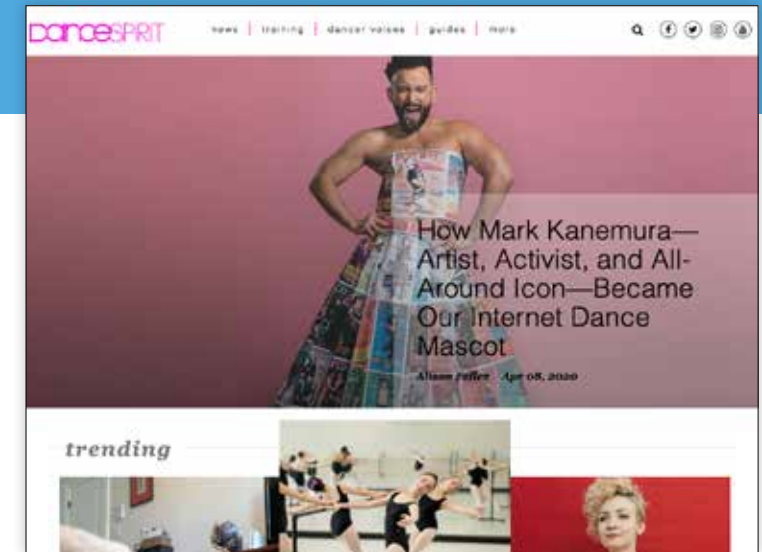
Published Since: 1997

-  [dancespirit.com](https://dancespirit.com)
-  [@dancespiritmagazine](https://www.facebook.com/dancespiritmagazine)
-  [@dancespiritmagazine](https://www.instagram.com/dancespiritmagazine)
-  [@dance\\_spiritmag](https://twitter.com/dance_spiritmag)
-  [youtube.com/c/dancespirit](https://www.youtube.com/c/dancespirit)

## AUDIENCE STATS:

- Circulation** 38K
- 64.5K total readership
- Spends **42 minutes** with each issue
- 71%** would travel for a summer intensive
- 92%** would travel to see a dance performance
- Spends **\$1.6K** per year on dance
- 71%** find *Dance Spirit* influential in purchasing decisions
- 33%** dance students
- 50%** currently affiliated with a private studio

Harvey Research Audience Study 2019



# POINTE



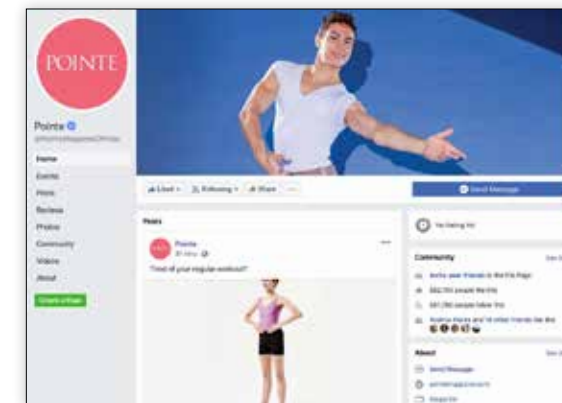
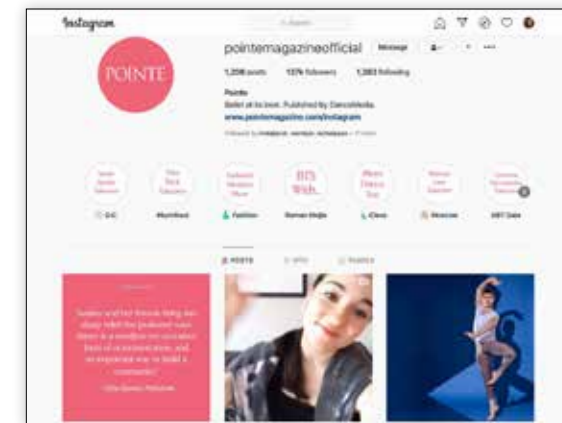
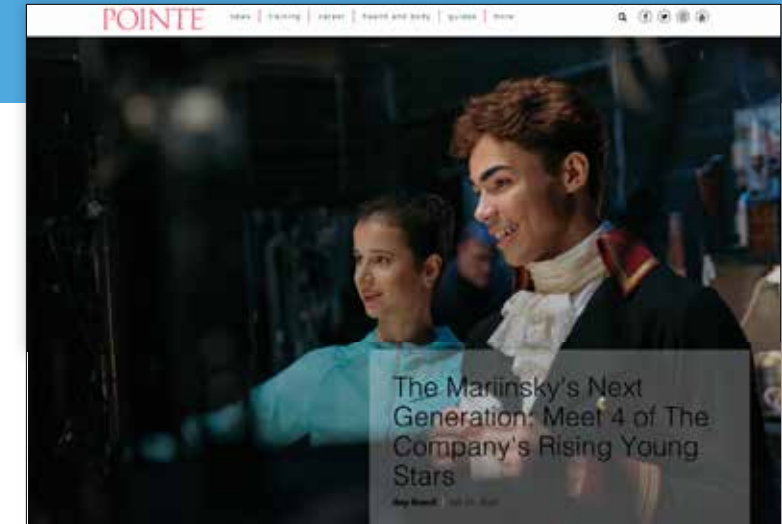
Published Since: 1999

- pointemagazine.com
- @pointemagazineofficial
- @pointemagazineofficial
- @pointe\_magazine
- youtube.com/c/pointemagazine






## AUDIENCE STATS:

- Circulation 14K
- 21K total readership
- Spends **45 minutes** with each issue
- 6** dance classes per week
- 63%** would travel for a summer intensive
- 96%** would travel to see a dance performance
- Spends **\$1.4K** per year on dance
- Purchases **13** pairs of pointe shoes per year
- 37%** dance students

Harvey Research Audience Study 2019





-  [dance-teacher.com](http://dance-teacher.com)
-  [@dancetechermagazine](https://www.facebook.com/dancetechermagazine)
-  [@dancetechermagazine](https://www.instagram.com/dancetechermagazine)
-  [@dance\\_teacher](https://twitter.com/dance_teacher)
-  [youtube.com/c/danceteacher](https://www.youtube.com/c/danceteacher)



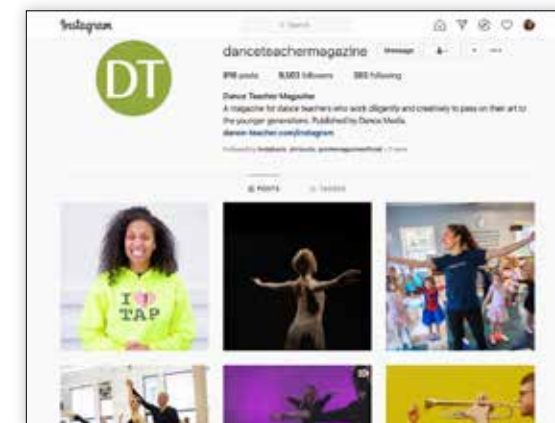
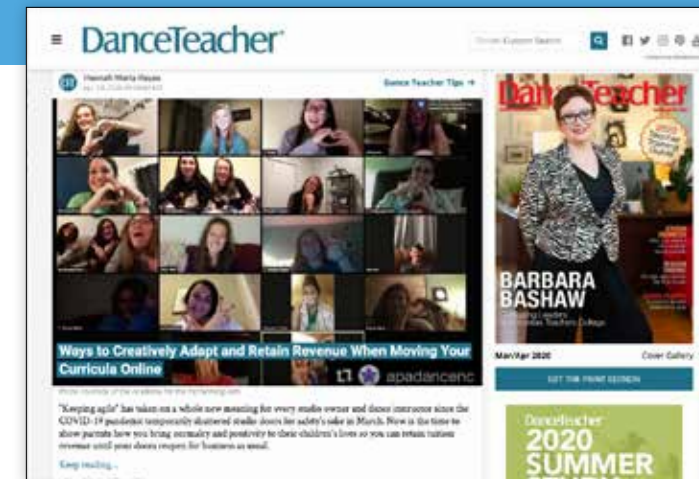
Published Since: 1980

## AUDIENCE STATS:

Circulation 12K  
22K total readership

- Spends **38 minutes** with each issue
- Teaches **189** students
- **91%** involved in purchasing decision of costumes
- **86%** involved in purchasing decision of dance shoes
- **74%** find *Dance Teacher* influential in competition/convention decisions
- **90%** influence their students' choices
- **76%** currently affiliated with a private dance studio

*Harvey Research Audience Study 2019*





## 2020 EDITORIAL CALENDARS

(Editorial calendars are subject to changes)



**January**  
Summer Study

**May**  
Money

**September**  
Season Preview

**February**  
Auditions Guide

**June**  
Dance Annual  
Directory

**October**  
Higher Ed Special &  
Scholarship Guide

**March**  
Lifelong Dancing

**July**  
Competitions &  
Conventions

**November**  
Costume Special

**April**  
Choreography

**August**  
Wellness

**December**  
Dance Magazine  
Awards

### IN EVERY ISSUE:

**Cover story:** Beautiful, original photography and profiles of today's most exciting artists working in ballet, modern, Broadway, tap and commercial dance.

**Your Body:** Tips on nutrition, injury prevention and fitness to help aspiring dancers and young professionals perform at the top of their game.

**In Training:** Teachers and coaches on how dancers can improve their technique and artistry.

**Your Career:** Business insights for dancers, choreographers, administrators and directors.

**Why I Dance:** Moving personal essays from major dance stars.

**The Latest:** News on the buzziest projects from all over the world of dance.

**The Conversation:** Thought-provoking essays on timely discussions and debates.



**Winter**  
Summer Study

**Summer**  
Competitions &  
Conventions

**Spring**  
Performance

**Fall**  
Higher Ed

### IN EVERY ISSUE:

**Cover story:** Gorgeous photos and in-depth profiles of the dance world's most influential stars.

**Letter to My Teenage Self:** Big-name dancers share their hard-won wisdom with their younger selves in thoughtful, moving letters.

**Dear Katie:** Miami City Ballet soloist and popular advice blogger Kathryn Morgan answers readers' most pressing questions.

**Off the Record:** Inspiring dancers' stories, told in their own voices.

**Body Buzz:** Up-to-the-minute health stories, mindfulness advice and fitness tutorials.

**Spotlight:** Technique and trends broken down by dance style, from ballet to ballroom to competition to contemporary.

**College Corner:** An up-close-and-personal look at the college dance scene, with higher ed FAQs.

**You Should Know:** Profiles of rising stars in all dance styles, from ballet to commercial.

**Plus:** Need-to-know competition info, from the best tips and tricks to advice from judges.



**Winter**  
Summer Study

**Summer**  
Trainee and  
Second Company

**Spring**  
Pre-Professional  
& Pointe's 20th  
Anniversary

**Fall**  
Higher Ed

### IN EVERY ISSUE:

**Cover story:** Intimate profiles of ballet's future stars, plus how and why they're rising to the top.

**Your Training:** Master teachers and professional dancers on training issues, audition tips, expert technique advice and more.

**Show & Tell:** An inside look at what professional dancers carry with them to the studio every day, plus their top trade secrets.

**Director's Notes:** Insight from artistic directors on their companies, repertoire and (most importantly) what they're looking for in dancers.

**Exclusive photo essays:** Rare, day-in-the-life moments captured backstage and in the studio with star dancers, choreographers and rising talent.

**Your Best Body:** Guidance and cross-training exercises from leading dance medicine specialists, plus health and nutrition advice to stay strong and injury-free.



**January/  
February**  
Summer Study Guide

**July/August**  
Competitions &  
Conventions

**March/April**  
Teacher Training

**September/  
October**  
Higher Ed and the  
Dance Teacher  
Awards

**May/June**  
Dance Annual  
Directory

**November/  
December**  
Recital Season

### IN EVERY ISSUE:

**Cover story:** Up-close-and-personal profiles of today's top teachers, studio owners and dance-world movers and shakers.

**How I Teach:** Master teachers demonstrate a signature move or their take on a classic element of technique.

**Ask the Experts:** Smart suggestions from seasoned pros to help studio owners, competition-team directors and K-12 teachers meet their daily challenges.

**Music:** New music options for class and performance, with recommendations from popular choreographers and celebrity teachers.

**Teachers' Tools:** Strategies and materials that make teachers successful in their careers and classes, colleague-to-colleague.

**DT Notes:** Roundups of essential dance news, opportunities, awards and resources.

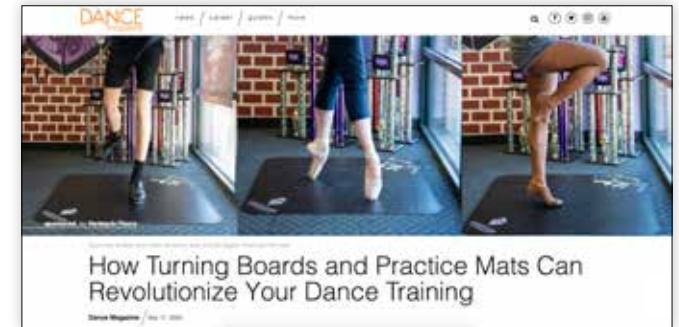
**Theory & Practice:** How-to guides for the practical matters of teaching, from managing student dynamics to perfecting pirouettes.

## SPONSORED

## CONTENT

**Sponsored Content package includes:**  
 Sponsored content, two Facebook/Twitter promotions of sponsored content, one newsletter promotion of sponsored content

Sponsored content written  
 by Dance Media's  
 Marketing Services Division



	MONTHLY SITE SESSIONS*
dancemagazine.com	675,765
dancespirit.com	329,635
pointemagazine.com	313,335
dance-teacher.com	81,435

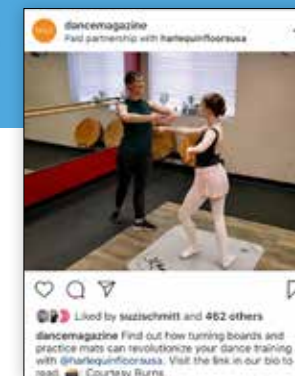


## SOCIAL MEDIA

### SOCIAL MEDIA STATS:

- **Dance Magazine** readers spend an average of **26 minutes** on *Dance Magazine's* Facebook, Instagram and Twitter per week
- **Dance Spirit** readers spend an average of **26 minutes** on *Dance Spirit's* Facebook, Instagram and Twitter per week
- **Pointe** readers spend an average of **30 minutes** on *Pointe's* Facebook, Instagram and Twitter per week
- **Dance Teacher** readers spend an average of **23 minutes** on *Dance Teacher's* Facebook, Instagram and Twitter per week

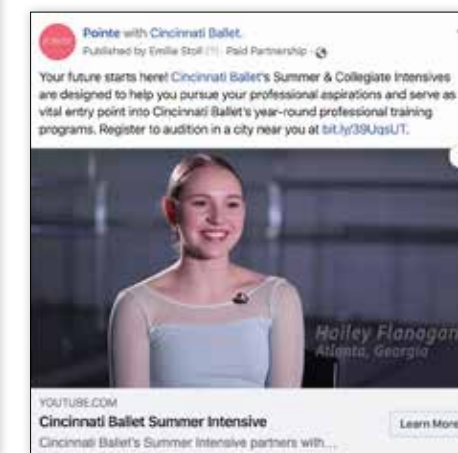
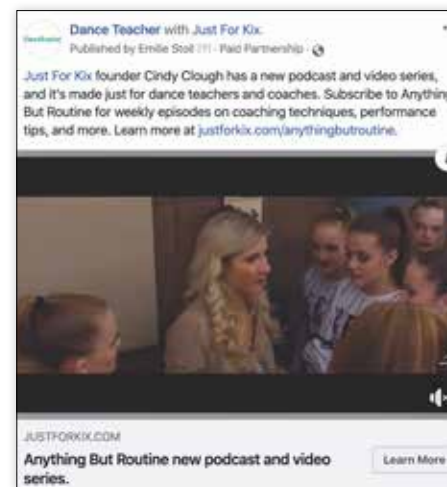
Harvey Research Audience Study 2019



2.27 million  
followers across  
Dance Media brands!\*



	FACEBOOK LIKES*	INSTAGRAM FOLLOWERS*	TWITTER FOLLOWERS*
<i>Dance Magazine</i>	470,815	126,890	126,600
<i>Dance Spirit</i>	469,305	102,865	80,500
<i>Pointe</i>	582,150	137,100	62,100
<i>Dance Teacher</i>	77,950	9,480	28,300



## THE DANCE EDIT

### the DANCE EDIT

a *petit* daily digest

116,500\*  
subscribers

**Quote of the Day:** An inspirational or engaging quote at the top of the newsletter

**On the Calendar:** A brief promotion for upcoming events, performances, auditions and more

**Deal of the Day:** A product-focused section promoting a deal or sale

**Parting Shot:** An eye-catching image with a short, grabby caption

**Premium sponsorship of entire newsletter:** Premium logo and link placement in the top "brought to you by" section as well as sponsorship of all sections



 [thedanceedit.com](https://thedanceedit.com)

 [@thedanceedit](https://www.facebook.com/thedanceedit)

 [@the.dance.edit](https://www.instagram.com/the.dance.edit)

 [@dance\\_edit](https://twitter.com/dance_edit)

## THE DANCE EDIT PODCAST



is a weekly roundtable discussion of the top stories moving and shaking the dance world. It'll get you up to tempo in about 15 minutes every Thursday morning.

## EXCLUSIVE THREE-MONTH SPONSORSHIP OF THE DANCE EDIT PODCAST:

- Your promotional message exclusively to the entirety of The Dance Edit Podcast listeners

- Your promotional message created and crafted with Dance Media's Marketing Services Division and read aloud by *The Dance Edit's* Margaret Fuhrer

- Logo inclusion on The Dance Edit Podcast digital promotions and website for three months



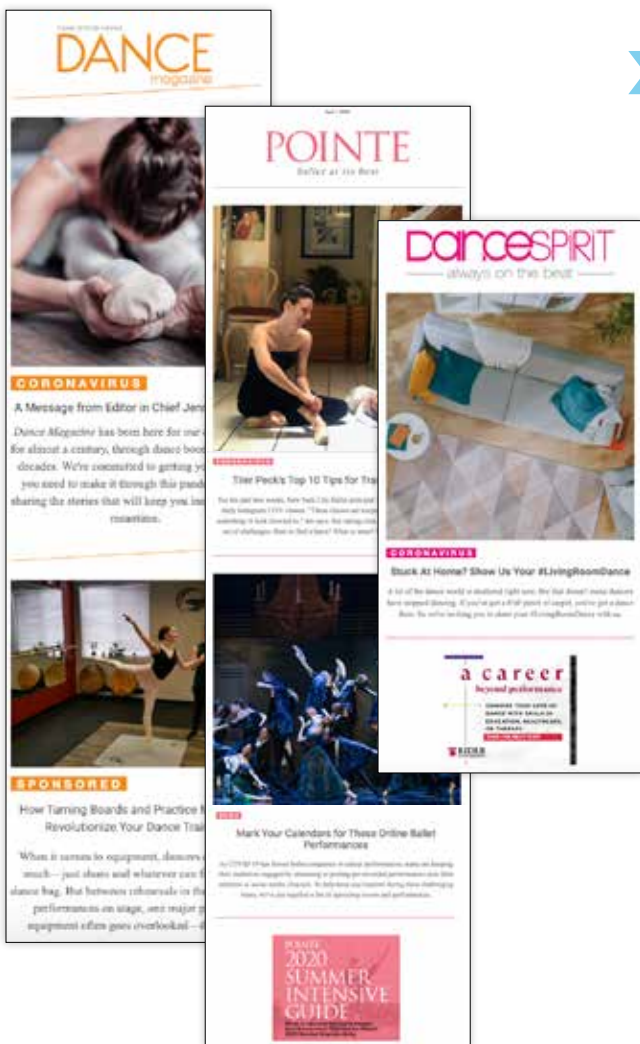
Are you a dancer, a dance enthusiast or some other variant of dance obsessive? Well, you've found your podcast people. Join **Dance Spirit** and **Dance Magazine** editors Margaret Fuhrer, Courtney Escoyne, Cadence Neenan and Lydia Murray for The Dance Edit Podcast. In addition to unpacking the news of the week, we play cute games, touch on notable moments in dance history, and even break down the dance memes happening on Instagram and TikTok. From the latest Ratmansky premiere to the latest celebrities doing the Renegade challenge, we ruminate on it all.

\*last three months' average as of 4/8/2020



## NEWSLETTERS

Reach, educate, inspire and inform Dance Media's readers through engaging and **interactive messaging** within **subscriber email newsletters**. Drive dancers and dance professionals to your sites, social channels, e-commerce platforms, events and programs through targeted content marketing.



NEWSLETTER STATS:

- 71% use *Dance Magazine's* newsletter, spending an average of **26** minutes per week
- 73% use *Dance Spirit's* newsletter, spending an average of **26** minutes per week
- 73% use *Pointe's* newsletter, spending an average of **28** minutes per week

Harvey Research Audience Study 2019

### NEWSLETTER SUBSCRIBERS\*

<i>Dance Magazine</i> .....	24,000
<i>Dance Spirit</i> .....	19,500
<i>Pointe</i> .....	34,000

- Dance Magazine* >>> Friday
- Dance Spirit* >>> Tuesday
- Pointe* >>> Wednesday

## DANCE BUSINESS WEEKLY

*Dance Business Weekly* has **15,000 email subscribers\***: Dance retailers, studio owners, dancewear manufacturers—the small businesses that make up the dance community.

Bringing you **news**, **tools** and **tactics** to help your **dance business** meet the challenges of thriving and growing in a fiercely competitive corporate world. Let's keep the **small dance business** economy strong!

### DANCE BUSINESS WEEKLY RECIPIENTS INCLUDE:

- EXECUTIVE DIRECTORS
- OPERATIONS MANAGERS
- DIRECTORS OF DEVELOPMENT
- HEADS OF MARKETING
- MARKETING DIRECTORS
- COMPANY OWNERS
- CHIEF MARKETING OFFICERS
- DANCE RETAILERS
- STUDIO OWNERS
- DANCEWEAR MANUFACTURERS



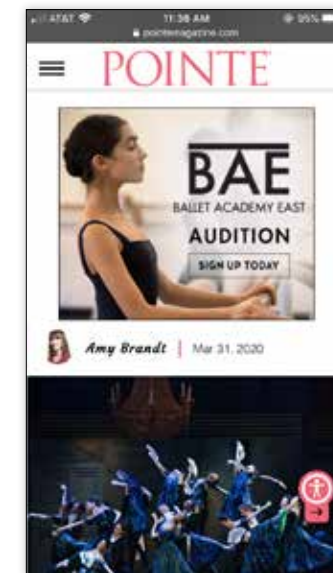
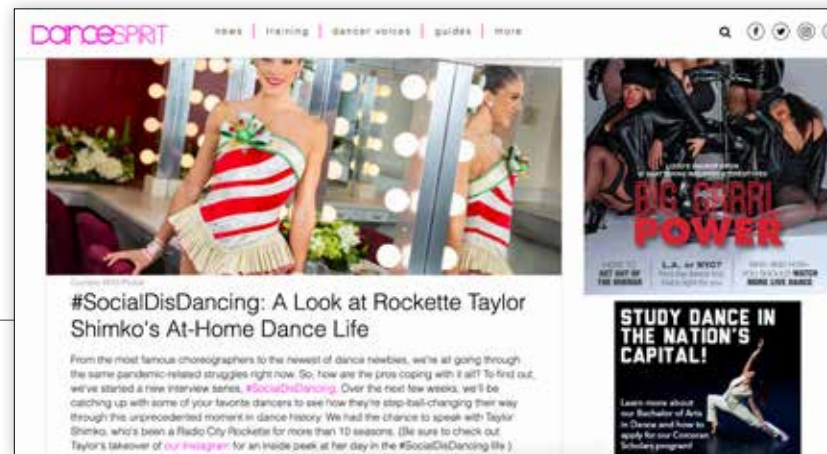
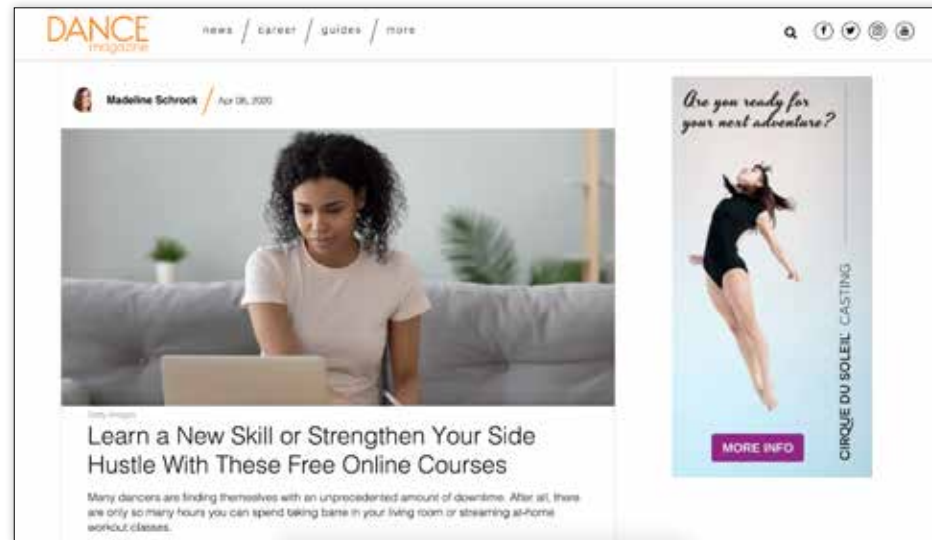
*Dance Business Weekly* >>> Thursday

\*last three months' average as of 4/8/2020

**WEBSITE  
BANNER  
ADVERTISING**

**1.4 million**  
visitors and **5 million**  
views across the  
Dance Media network!\*

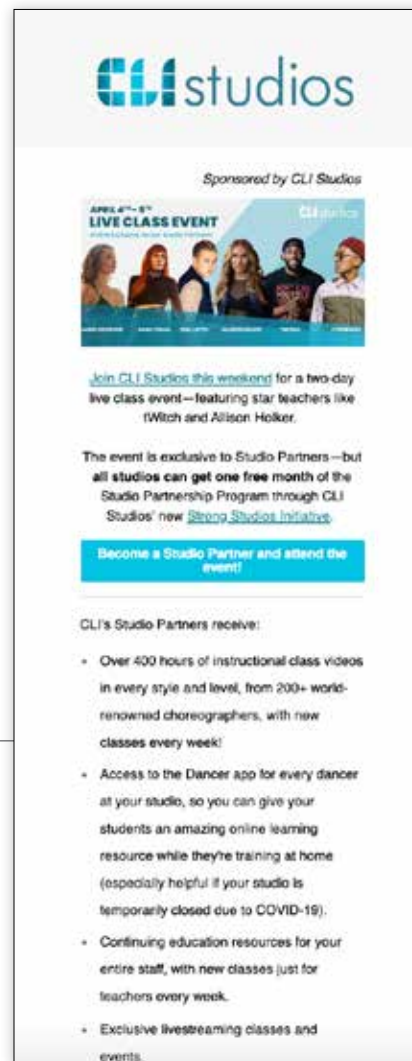
	MONTHLY SITE SESSIONS*
dancemagazine.com	675,765
dancespirit.com	329,635
pointemagazine.com	313,335
dance-teacher.com	81,435





## DEDICATED EMAILS

Share your message directly to our opt-in targeted email lists.



	DEDICATED EMAIL SUBSCRIBERS*
Dance Magazine	25,700
Dance Spirit	14,500
Pointe	33,200
Dance Teacher	9,000
Dance Business Weekly	17,000

# K&K

## INSURANCE

Insuring the world's fun!

Sponsored by K&K Insurance

With **K&K's** dance school program, you're in control.

**K&K Insurance** provides liability protection for dance schools and instructors specializing in a wide variety of dance styles. Coverage options include general liability, medical payments for participants, equipment and contents coverage, ancillary instructional programs, meets, competitions and events, abuse and molestation, and more.



Get coverage that works as hard as you do.

- Experienced staff dedicated to servicing the dance industry
- Over 65 years specializing in sports and recreation insurance
- 24-hour emergency claims phone service
- Premium installment plans available
- Financially secure carrier rated A+ by A.M. Best Co

**Apply today**



## GIVEAWAYS

### GIVEAWAY PACKAGE INCLUDES:

- Placement in an article on brand's website, as well as on a landing page for entries
- Three Facebook promotions, one Instagram Stories promotion, two newsletter ads and one 30-day banner ad
- Data collection and lead generation

Each package is good for 30 days and is exclusive to the selected brand.



	MONTHLY SITE SESSIONS*	DEDICATED EMAIL SUBSCRIBERS*	FACEBOOK LIKES*	INSTAGRAM FOLLOWERS*
<i>Dance Magazine</i>	675,765	25,700	470,815	126,890
<i>Dance Spirit</i>	329,635	14,500	469,305	102,865
<i>Pointe</i>	313,335	33,200	582,150	137,100
<i>Dance Teacher/ Dance Business Weekly</i>	81,435	17,000	77,950	9,480

\*last three months' average as of 4/8/2020



## LISTINGS

### ● Dance Annual Directory

The industry's most trusted resource for all things dance. Annual yellow-page-style directory that is looked forward to by our readers year after year. Rates starting at \$235.

### ● Auditions Guide

Year-round guide informing the dance world of audition opportunities. Rates starting at \$195.

### ● Competition & Convention Guide

Dance Media's go-to guide for planning an award-winning competitive season. Packages starting at \$525.

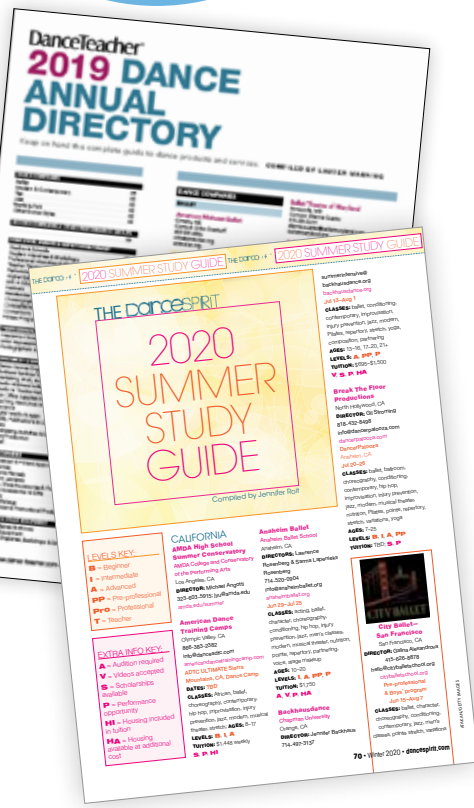
### ● Costume Guide

Essential info on more than 50 costume brands. Upgrades available starting at \$50.

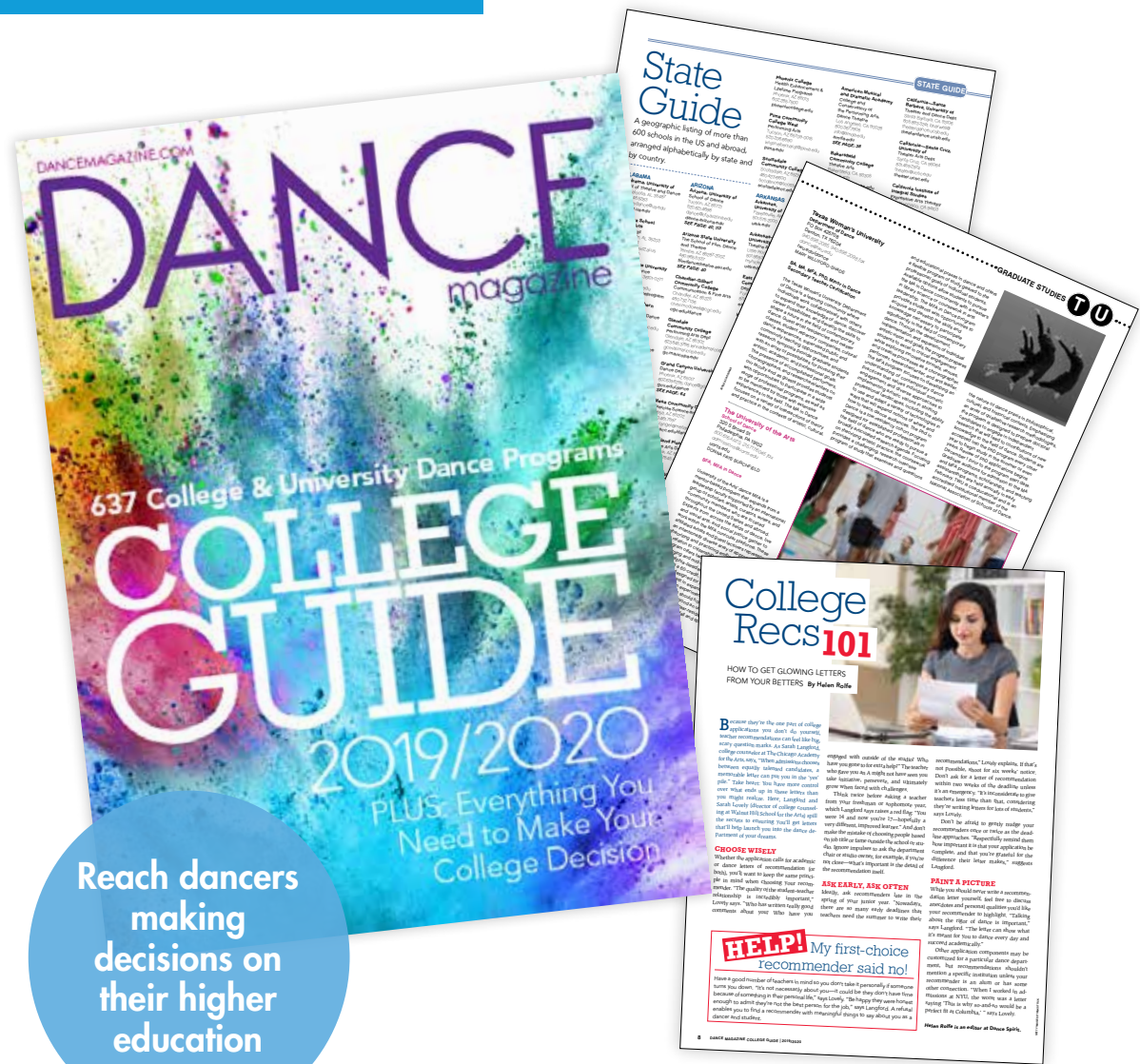
### ● Summer Study Guide

### ● Higher Ed Guide

71% of Dance Spirit readers would travel for a summer intensive!



## COLLEGE GUIDE



Reach dancers making decisions on their higher education

## EVENTS

dancemedia  
FOUNDATION presents

# DANCE magazine awards 2020

A tradition dating back to 1954, the **Dance Magazine Awards** have long celebrated living legends who've made a lasting impact on dance. ▶ December



# CELEBRATING 20 YEARS OF POINTE

**Pointe Magazine 20th Anniversary:** Celebratory event held at Lincoln Center and master classes with ballet stars! ▶ Fall



# 2020 DanceTeacher® ★ AWARDS ★

**Dance Teacher Awards:** Honoring four dance educators for their outstanding contributions to the field. Recipients have included studio owners, professors, program directors, K-12 teachers and more, whose specialties run the gamut of dance genres. ▶ Fall



COMING  
SOON

DANCE  
magazine  
25  
to watch  
LIVE

● Fall ●

DANCESPIRIT  
POP UP  
SHOP!

● Summer ●



### INSTAGRAM POSTS

Send us the asset(s) you're considering and any key points you'd like to include, and we'll help you craft a post that will resonate with our audience.

#### IMAGE/VIDEO SPECS

- 1080px x 1080px
- All images should be at least 1MB; videos must be between 3 and 60 seconds.
- Please send photo credits for all images.
- Please add the selected Dance Media brand as a partner on Instagram through the following pathway: Settings > Business > Branded Content > Approved Business Partners

**DO Content aimed at brand awareness.** Instagram is a highly curated, aesthetically focused platform. It's a great opportunity to post subtle branded content that associates your brand with a compelling image, or a helpful or inspiring quote.

**DO Images that tell a story.** Though we can include short captions on Instagram, since it's such a visual platform, the image itself should tell a story and stand on its own.

**DON'T Calls to action.** Instagram doesn't allow users to include links in Instagram captions, so any post that is trying to get audiences to take a specific action isn't going to have much success. Instagram stories, with their "swipe up" feature, are a much better choice for CTAs.

**DON'T Reuse assets.** To keep our Instagram grids fresh for our audience, we don't repeat images, though we're happy to get across the same messaging multiple times with different images.

**DON'T Low-quality images or images that aren't eye-catching or on-brand.** Instagram is the most highly curated of social media platforms. Images should ideally blend in with the editorial aesthetic we've established and be eye-catching and high-quality.

**DON'T Images with text.** While memes and images with compelling quotes on them work well on Instagram, images that contain other types of text (logos, information) look too much like ads to receive high levels of engagement. We find that this information is better received in the caption.

**DON'T Posed, promotional images.** Candid images of dancers tend to work better.

### INSTAGRAM STORIES

Send us a selection of photos and videos as well as any key points you'd like to include, and we'll help you craft an Instagram story that resonates with our audience.

#### IMAGE/VIDEO SPECS

- Images and videos must be 750px x 1334px
- Images must be at least 1MB.
- Please send photo credits for all images.
- Please add the selected Dance Media brand as a partner on Instagram through the following pathway: Settings > Business > Branded Content > Approved Business Partners

**DO Calls to action!** Instagram Stories' "swipe up" feature makes it a great place for content directing audiences to take a specific action. (Please note at this time we are unable to use "swipe up" on *Dance Teacher* Instagram stories.)

**DO Tutorials.** Have a dancer show how she preps her pointe shoes, or a master summer intensive teacher show how to nail a complicated trick.

**DO Behind-the-scenes content.** Give users an insider look at a rehearsal, performance, class, competition, convention: It just needs to feel exclusive enough to be exciting.

**DO Listicles.** We can help you craft a listicle-style story (e.g. "Six Things You Should Know About Your Pointe Shoes") through Instagram Stories' multi-slide feature. These can be sold alone or as a promotion for a sponsored listicle on one of our websites.

**DO Takeovers from exciting figures in the dance world.** Takeovers with lesser-known folks can work too; whatever they're doing just has to be that much more engaging. (Please note that while clients provide content for takeovers, Dance Media will post all content.)

**DON'T Overly long stories.** Users will tap away from a story if it gets too long or boring. We recommend a maximum of seven slides.

**DON'T Video content that isn't customized.** Slapping video content originally created for a different purpose onto an Instagram story generally doesn't work because of the unique shape of stories, the fact that most users watch them without sound, and the high volume of quality, engaging video content just a tap away.

**DON'T Low-quality images or videos.** There's so much high-quality content on Instagram; users will navigate away from anything that doesn't meet their standards.

## DIGITAL SPECS & REQUIREMENTS

### FACEBOOK

Send us the asset(s) you're considering and any key points you'd like to include, and we'll help you craft a post that will resonate with our audience.

#### STILL IMAGE

Size recommendations:

- 1200px x 630px (These will appear with a maximum width of 470px in the Facebook feed.)

#### VIDEO

Size recommendations:

- 1280px x 720px (for landscape and square)
- Minimum dimensions: 600 x 315 (1.9:1 landscape) or 600 x 600 (square)
- Maximum video file: 4GB

- Recommended video formats are MP4 and MOV.
- Video sweet spot is 60–90 seconds

Please send photo credits for all images.

**DO Memes, infographics, funny/inspirational quotes** that are engaging and shareable, and that align with your brand.

**DO Link to branded content or other key posts.** Posts that push out to compelling stories outperform other types of Facebook content. Direct us to your sponsored content, your blog, or another story that conveys important messaging for your brand.

**DO Dancy videos.** Our audience loves videos that feature exciting dance footage! We see the best results when videos are focused on the movement, without much text in the way.

**DON'T Anything that looks like an ad.** The more a post resembles an advertisement, the less engagement it will get. We can work together to create subtle branded posts that excite our audience and reflect your brand's goals.

**DON'T Long captions or lots of text.** Posts with 80 characters or less get the most engagement on Facebook, and images with 20% less text perform better. If an image has too much text, Facebook will not allow us to boost it.

*Please note that Dance Media boosts all sponsored Facebook posts to improve reach and engagement.*

### WEBSITE BANNER ADVERTISING

#### SPECS

300px x 250px; 300px x 600px; 728px x 90px; 320px x 50px; 970px x 250px

All images should be under 1MB—PNG, JPEG, GIF

#### For dance-teacher.com:

300px x 250px

All images should be under 1MB—PNG, JPEG, GIF

#### EVERY AD SHOULD INCLUDE THESE FOUR MAIN ITEMS:

- Your logo or company name
- A value proposition
- A unique, striking image that speaks to your brand
- A call to action

**DO Calls to action.** Entice a user to click by giving a clear directive: "Learn more," "Buy tickets," etc.

**DO Simplicity.** Keep your messaging, fonts, imagery and call to action as clear and simple as possible. Use the same font (bold is always good!) or if using different fonts, be extremely intentional about why you're doing it. Avoid thin and unusual fonts.

**DO Clean animation.** If your ad lends itself to simple animation (such as changing colors or fun dance footage), it can help draw the eye.

**DO Buttons** help tell users where their eye should go and where they should click! They can be a useful tool in setting apart your key message or call to action.

**DON'T Low-quality images.**

**DON'T Too much text and small or hard-to-read text.**

**DON'T Relying solely on banner ads.** Banner ads are ideally used as a way to enhance a well-rounded campaign, and reach our readers at lots of different touch points. Used alone, they are not a way to see immediate results.

**DON'T Stock images.** Users can tell when an image isn't your own! It makes your ad look generic, which won't help with clicks.

**DON'T Multiple images.** Banner ads are simply too small to include lots of images. Pick the one that's most visually appealing and best expresses your brand, or use GIF animation to switch between 2 and 4 of your favorites.



### DEDICATED EMAILS

**DO One clear focus, one clear call to action.** Know what you want your email to do, and use the whole email to achieve that. Users will be overwhelmed or confused with lots of text/images and multiple calls to action.

**DO Engaging subject lines.** Subject lines determine whether or not someone will see the rest of your messaging. We give them no choice but to open your email by writing engaging subject lines that leave a question unanswered (“What You Need to Know About Brand X” or “The Unexpected Benefit of Using Brand X”).

**DO Simple, compelling images.** All imagery should be clean, color, high-resolution and striking enough to make a user want to keep scrolling.

**DON'T Possessive pronouns.** We’re delivering your message to our audience on your behalf. So it’s confusing for the user when we use language like “our program” or “our product.” We always replace pronouns with the name of your company (“Brand X” rather than “our brand”).

### NEWSLETTER ADS

#### SPECS

300px x 250px—JPEG, GIF

#### EVERY AD SHOULD INCLUDE THESE FOUR MAIN ITEMS:

- Your logo or company name
- A value proposition
- A unique, striking image that speaks to your brand
- A call to action

**DO Calls to action.** Entice a user to click by giving them a clear directive: “Learn more” or “Buy tickets,” etc.

**DO Simplicity.** Keep your messaging, fonts, imagery and call to action as clear and simple as possible. Use the same font or, if using different fonts, be extremely intentional about why you’re doing it. Avoid thin and unusual fonts.

**DO Clean animation.** If your ad lends itself to a simple animation (such as changing colors or fun dance footage), it can help draw the eye.

**DO Buttons.** Buttons help tell users where their eye should go and where they should click! They can be a useful tool in setting apart your key message or call to action.

**DON'T Low-quality images.**

**DON'T Too much text and small or hard-to-read text.**

**DON'T Stock images.** Users can tell when an image isn’t your own! It makes your ad look generic, which won’t help with clicks.

**DON'T Multiple images.** Newsletter ads are simply too small to include lots of images. Pick the one that’s most visually appealing and best expresses your brand, or use GIF animation to switch between 2 and 4 of your favorites.

### THE DANCE EDIT

Please refer to “The Best of *The Dance Edit*” for examples.

#### QUOTE OF THE DAY

Includes up to two sentences of copy—40 words maximum—submitted by the client and edited by Dance Media, and one link. Be sure to accurately attribute your quote!

#### **DO Funny, compelling or thought-provoking quotes.**

Think: quotes that you’d see on your social media feed and want to share.

#### **DO Quotes about dance or by well-known dance figures.** This is *The Dance Edit*, after all!

#### **DO Quotes that relate to your brand in a creative way.** Did your brand ambassador say something clever in an interview? Are you promoting a ballet based on a famous book you could pull a quote from? Etc.

#### **DO Content aimed at brand awareness.** Use this opportunity to give our readers a sense of what your brand is all about.

#### **DON'T Overly promotional quotes.** Quotes that feel like they belong in an advertisement won’t stick with our readers.

### ON THE CALENDAR

Includes up to two sentences of copy—40 words maximum—crafted by Dance Media with the client’s input, and one link.

#### **DO Clear, focused promotions about dance events.**

Whatever your event may be, this is an opportunity to succinctly tell our readers why they should attend it—including dates, location, and a link to register, buy tickets or learn more.

### DEAL OF THE DAY

Includes up to two sentences of copy—40 words maximum—crafted by Dance Media with the client’s input, one link and one photo, 500px x 500px.

#### **DO Deals that are truly deals!** The better the deal, the more your content will grab our audience’s attention.

#### **DO Seasonal or otherwise timely deals.** Whether it’s tied to a holiday, a season or an event on the dance calendar, make whatever you’re promoting feel relevant.

#### **DO Clear, clean images.** Make sure you have a compelling image of whatever you’re trying to sell—it should be color, high-resolution and free of text.

#### **DON'T Reuse assets.** We don’t repeat images, so that we can keep this section fresh for our audience.

### PARTING SHOT

Includes one high-resolution photo or video link (from Vimeo or YouTube only); one sentence—20 words maximum—with a call to action, crafted by Dance Media with the client’s input; and one link. Please also send caption and credit information for photos, including the names of the dancers (if four or fewer are pictured) and the name of the photographer.

#### **DO Gorgeous dance shots or videos!** Again, this is *The Dance Edit*!

#### **DO Funny dance memes.**

#### **DO Behind-the-scenes moments.** Give readers a glimpse of what it’s like backstage at your show or an inside look at how your product is made, to help build that personal connection to your brand.

#### **DO Images that tell a story.** Though you’ll have one sentence of text, the image itself should get your message across and stand on its own.

#### **DO Copy that references the image.** In this section, it’s all about the image—so the copy should connect directly to the photo rather than trying to say something unrelated.

#### **DON'T Images that look like ads**—particularly images with overlaid text. The more the image resembles a traditional advertisement, the less time our readers will spend engaging with it!

#### **DON'T Images with text.** Text-heavy images can read as too promotional in this section—simple, clean photos are a better fit.

#### **DON'T Posed, promotional shots.** Candid images of dancers tend to work better.

#### **DON'T Calls to action.** This section is all about teaching our audience something about your brand through a compelling image. Direct calls to action for events or products are better suited for On the Calendar or Deal of the Day, respectively.

#### **DON'T Reuse assets.** We don’t repeat images, so that we can keep this section fresh for our audience.

#### **DON'T Complicated or multi-part promotions.** With limited text available, it’s best to keep your messaging clear, simple and catchy.



## Print Ad Specs & Material Requirements

All ads must be submitted online. To create your account, please visit [dancemedia.sendmyad.com](http://dancemedia.sendmyad.com).

   		
AD SIZE	TRIM	BLEED
2-PAGE SPREAD—BLEED	16" x 10.875"	0.125"
2-PAGE SPREAD—NONBLEED	15.5" x 10.375"	0"
FULL PAGE—BLEED	8" x 10.875"	0.125"
FULL PAGE—NONBLEED	7.5" x 10.375"	0"
2/3 VERTICAL	4.625" x 10.1875"	0"
1/2 HORIZONTAL	7" x 5.0625"	0"
1/2 VERTICAL	3.5" x 10.1875"	0"
1/3 HORIZONTAL	4.625" x 5.0625"	0"
1/3 VERTICAL	2.25" x 10.1875"	0"
1/6 HORIZONTAL	4.625" x 2.25"	0"
1/6 VERTICAL	2.25" x 5.0625"	0"

- Make sure all ads are built correctly to spec and scaled at 100%.
- All support files—fonts and images—must be linked.
- All images must be CMYK. No RGB images accepted. (Convert all images to CMYK in Photoshop before placing them in your layout program.)
- All images must be high-res. Images at 150 dpi or less will not be accepted.
- Maximum ink density should be set to standard 300% or less on all images.
- No Pantone colors (convert to process).
- No spot colors (convert to process).
- Make sure "White" type is NOT set to overprint.
- If using InDesign, set your "Appearance of black" preference to both display and output blacks "Accurately."
- Crop marks should be ON for partial ads.
- Please label your PDF accordingly:  
title/year/month/ad size/client.  
Example: `dancemagazine1901_13V_ballet.pdf`
- Artwork: If new ad material has not been received by the published material deadline, artwork on file will be picked up.

Need help? Please email: [adportalhelp@dancemedia.com](mailto:adportalhelp@dancemedia.com)

## Print Deadlines

DANCE MAGAZINE — 2020		
ISSUE	AD SPACE DEADLINE	MATERIAL DUE
February-20	2-Dec	16-Dec
March-20	1-Jan	13-Jan
April-20	27-Jan	14-Feb
May-20	24-Feb	16-Mar
June-20	23-Mar	13-Apr
July-20	27-Apr	18-May
August-20	22-May	15-Jun
September-20	29-Jun	20-Jul
October-20	27-Jul	17-Aug
November-20	31-Aug	21-Sep
December-20	28-Sep	19-Oct
January-21	26-Oct	16-Nov

POINTE — 2020		
ISSUE DATE	AD SPACE DEADLINE	MATERIAL DUE
April/May/June-20	17-Jan	14-Feb
July/August/September-20	20-Apr	15-May
October/November/December-20	13-Jul	14-Aug
January/February/March-21	19-Oct	13-Nov

DANCE SPIRIT — 2020		
ISSUE DATE	AD SPACE DEADLINE	MATERIAL DUE
April/May/June-20	17-Jan	14-Feb
July/August/September-20	20-Apr	15-May
October/November/December-20	20-Jul	14-Aug
January/February/March-21	19-Oct	13-Nov

DANCE TEACHER — 2020		
ISSUE DATE	AD SPACE DEADLINE	MATERIAL DUE
March/April -20	6-Jan	17-Jan
May/June -20	24-Feb	16-Mar
July/August-20	27-Apr	18-May
September/October-20	6-Jul	20-Jul
November/December-20	31-Aug	21-Sep
January/February -21	26-Oct	16-Nov

DANCE ANNUALS — 2020		
ISSUE DATE	AD SPACE DEADLINE	MATERIAL DUE
College Guide	28-May	22-Jun

## RATES invest in your company

### Dance Magazine\*

Ad Size	12x	6x	3x	1x
full-page color	\$5,395	\$6,205	\$7,135	\$8,205
1/2-page color	\$2,835	\$3,260	\$3,745	\$4,305
1/3-page color	\$1,980	\$2,275	\$2,615	\$3,010
1/6-page color	\$1,035	\$1,190	\$1,365	\$1,570

### Dance Spirit\*

Ad Size	4x	3x	2x	1x
full-page color	\$6,380	\$7,335	\$8,435	\$9,700
1/2-page color	\$3,350	\$3,850	\$4,430	\$5,095
1/3-page color	\$2,340	\$2,690	\$3,090	\$3,555
1/6-page color	\$1,225	\$1,405	\$1,615	\$1,860

### Pointe\*

Ad Size	4x	2x	1x
full-page color	\$4,925	\$5,660	\$6,510
1/2-page color	\$2,710	\$3,115	\$3,580
1/3-page color	\$1,890	\$2,170	\$2,495
1/6-page color	\$985	\$1,130	\$1,300

### Dance Teacher\*

Ad Size	6x	4x	2x	1x
full-page color	\$3,730	\$4,290	\$4,930	\$5,665
1/2-page color	\$1,960	\$2,250	\$2,590	\$2,975
1/3-page color	\$1,365	\$1,510	\$1,805	\$2,075
1/6-page color	\$715	\$825	\$945	\$1,085

### College Guide\*

Ad Size	12x
Spotlight feature	\$1,350
2-page spread	\$7,800
full page	\$3,900
1/2 page	\$2,900
1/3 page	\$1,900

\*+20% on back covers, +15% on inside covers and all other premium spots

#### Cancellations & Billing

All cancellations must be received in writing by published ad space deadline. Cancellations result in short-rate to the applicable frequency. Invoices are rendered on publication mailing date. Net due in 30 days.

#### SOCIAL MEDIA

	FACEBOOK 1X	FACEBOOK 3X	FACEBOOK 6X	FACEBOOK 9X	FACEBOOK 12X	INSTAGRAM FEED OR STORY 1X RATE**
Dance Magazine	\$2,355	\$2,235	\$2,120	\$2,000	\$1,885	\$2,535
Dance Spirit	\$2,345	\$2,230	\$2,110	\$1,995	\$1,875	\$2,060
Pointe	\$2,910	\$2,765	\$2,620	\$2,475	\$2,330	\$2,740
Dance Teacher	\$780	\$740	\$700	\$665	\$625	\$500

#### SPONSORED CONTENT

	SPONSORED CONTENT PACKAGE RATE
dancemagazine.com	\$14,660
dancespirit.com	\$9,845
pointemagazine.com	\$11,830
dance-teacher.com	\$5,955

#### NEWSLETTERS

	1x	3x	6x	9x	12x
Dance Magazine	\$2,400	\$2,280	\$2,160	\$2,040	\$1,920
Dance Spirit	\$1,950	\$1,855	\$1,755	\$1,660	\$1,560
Pointe	\$3,400	\$3,230	\$3,060	\$2,890	\$2,720
Dance Business Weekly	\$3,000	\$2,850	\$2,700	\$2,550	\$2,400

	RATE PER OPPORTUNITY	WEEKLY SPONSORSHIP PER OPPORTUNITY	RATE PER DAY SPONSORSHIP
The Dance Edit	\$750	\$2,750	\$2,500

#### PODCASTS

	3 MONTHS 15 SECONDS	3 MONTHS 30 SECONDS
The Dance Edit Podcast	\$2,000	\$3,500

#### WEBSITE BANNER ADVERTISING

	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
dancemagazine.com	\$6,760	\$6,420	\$6,085	\$5,745	\$5,410
dancespirit.com	\$3,300	\$3,135	\$2,970	\$2,805	\$2,640
pointemagazine.com	\$3,135	\$2,980	\$2,820	\$2,665	\$2,510
dance-teacher.com	\$1,630	\$1,550	\$1,465	\$1,385	\$1,305

#### DEDICATED EMAILS

	RATE PER EMAIL**
Dance Magazine	\$5,000 Limited numbers available each month.
Pointe	
Dance Spirit	
Dance Teacher	
Dance Business Weekly	

#### GIVEAWAYS

	PACKAGE RATE
Dance Magazine	\$22,550
Dance Spirit	\$16,205
Pointe	\$20,445
Dance Teacher	\$10,090



# dancemedia

Joanna Harp

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Chanel  
DaSilva



Kathryn Morgan



Alicia Graf Mack



Kaeli Ware



Aran Bell