



Micaela Taylor

Mark Kanemura

Emily Neale

Nigel Campbell  
and  
Chanel DaSilva

**All dance, all the time.** With our six multichannel brands—***Dance Magazine***, ***Dance Spirit***, ***Pointe***, ***Dance Teacher***, ***The Dance Edit*** and ***Dance Business Weekly***—Dance Media delivers engaging content to the most dancers, dance professionals and dance lovers.

Across our digital, social and print platforms, Dance Media reaches a total audience of **4 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 all those who make up the ecosystem of dance.



Sources: Social media numbers as of 11/2/2020. Website & newsletter data monthly average from Jan-Oct 2020. Total print readership from circulation times pass along. Events and partnerships as of 11/10/2020.





## WHO WE ARE:

The *Dance Magazine* audience is comprised of **dance enthusiasts, students, teachers, choreographers** and **professional dancers**. With profiles of today's most exciting dance artists, insider takes on breaking dance news, and expert advice on everything from nutrition to technique to entrepreneurship, we've been inspiring, informing and engaging professional dancers, students and dance lovers since 1927. *Dance Magazine* honors the luminaries and legends of our field through the eminent **Dance Magazine Awards**, and leads students through the college decision process and beyond with the annual **College Guide**. **Move and be moved with *Dance Magazine*.**

### DANCE MAGAZINE DIGITAL & PRINT STATS



**2.4M**  
Monthly  
Page Views



**486K**  
Followers



**483K**  
Monthly  
Sessions



**346K**  
Monthly  
Users



**129K**  
Followers



**125K**  
Followers



**74K**  
Total Print  
Readership

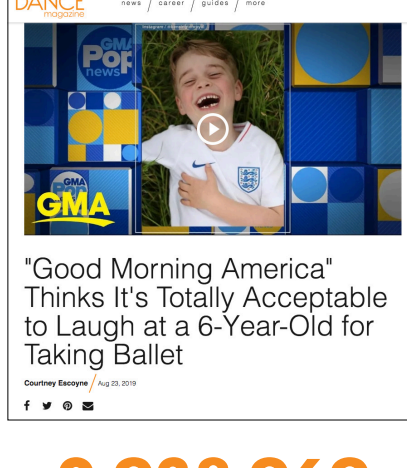


**24K**  
Newsletter  
Subscribers

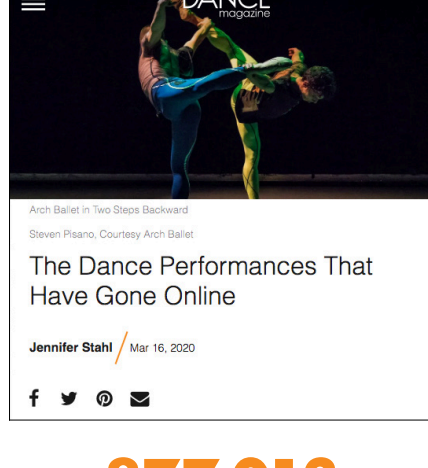


**2.5K**  
Subscribers

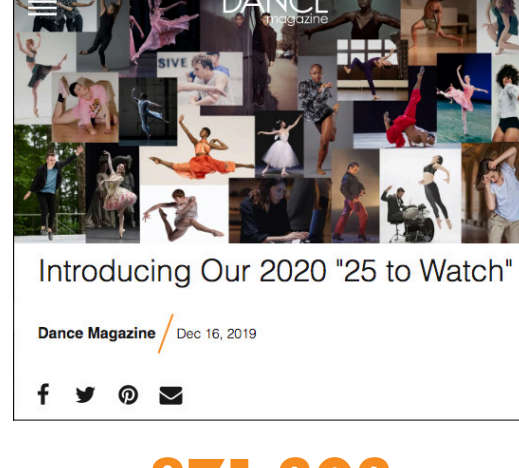
### TOP PERFORMING ARTICLES



**2,938,969**  
page views



**877,013**  
page views



**871,303**  
page views

## WHO WE REACH:

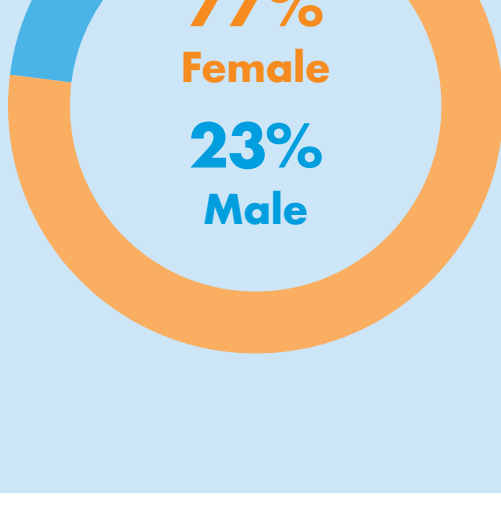
### TIME SPENT WITH *DANCE MAGAZINE* PER WEEK



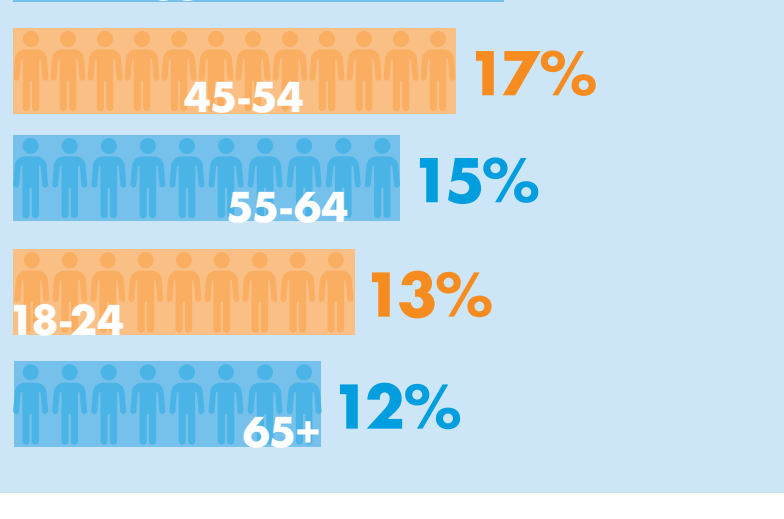
### DANCE-RELATED PURCHASING HABITS



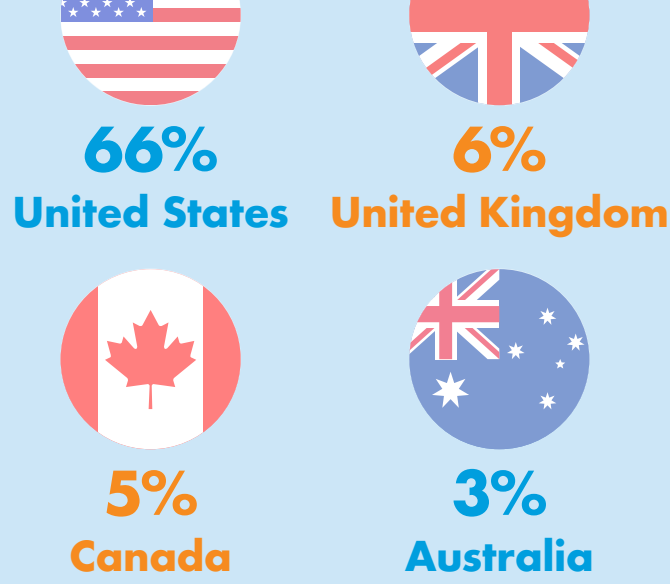
### GENDER



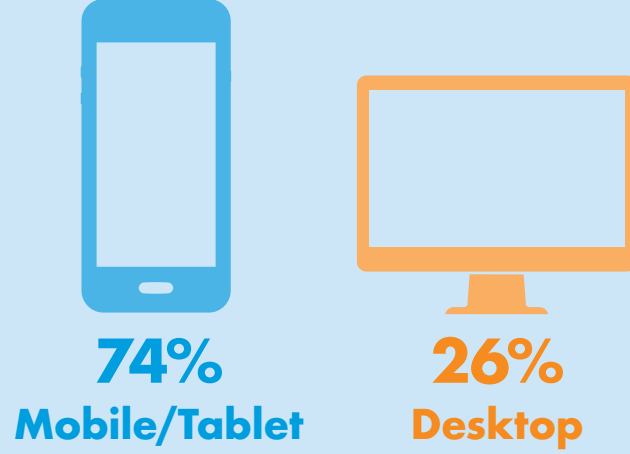
### AGE



### LOCATION



### DEVICE



## HOW TO GET THEIR ATTENTION THROUGH *DANCE MAGAZINE* PRODUCTS:

### SPONSORED CONTENT

#### DEDICATED EMAILS

#### INSTAGRAM

#### FACEBOOK

#### TWITTER

#### NEWSLETTER

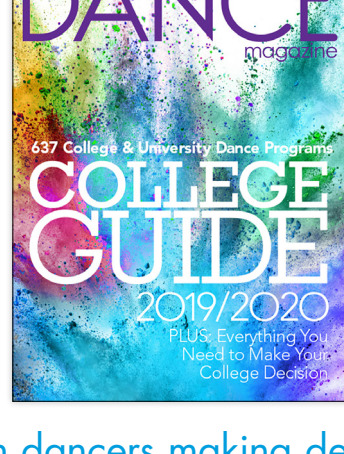
#### WEBSITE BANNER ADVERTISING

#### GIVEAWAYS

#### WEBINARS

#### LISTINGS & GUIDES

#### EVENTS/AWARDS



Reach dancers making decisions on their higher education

### dancemedia FOUNDATION presents

## DANCE<sup>20</sup> magazine awards<sup>20</sup>

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

### PRINT



**January**  
Summer Study

**February**  
Auditions Guide

**March**  
Lifelong Dancing

**April**  
Choreography

**May**  
30 Over 30

**June**  
Dance Annual Directory

**July**  
Competitions & Conventions

**August**  
College Guide

Wellness

**September**  
Season Preview

**October**  
Higher Ed Special & Scholarship Guide

**November**  
Costume Special

**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.

#### The Latest:

News on the buzziest projects from all over the world of dance.

#### The Conversation:

Thought-provoking essays on timely discussions and debates.

#### 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.

### Jennifer Stahl

Editor in Chief, *Dance Magazine*, & Content Director, Dance Media, [jstahl@dancemedia.com](mailto:jstahl@dancemedia.com)

### Joanna Harp

Publisher and Chief Revenue Officer, Dance Media, [jharp@dancemedia.com](mailto:jharp@dancemedia.com)

### Suzi Schmitt

Ad Director, Dance Media, [sschmitt@dancemedia.com](mailto:sschmitt@dancemedia.com)

Sources: Harvey Research Audience Study 2019. Website, demographic (from Google Analytics) & newsletter data monthly average from Jan-Oct 2020. Social media numbers as of 11/2/2020. Total print readership from circulation times pass along. Top performing articles from July 2020, with page views as of 11/3/2020.

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DANCE magazine

DancesPRIT

POINTE

DanceTeacher

the EDIT

DANCE BUSINESS WEEKLY

[dancemedia.com](http://dancemedia.com)





## WHO WE ARE:

### Dance Spirit is always on the beat!

We're your source for up-to-the-minute information about the teen dance world, featuring profiles of your favorite dancers, smart takes on the latest dance trends, deep dives into dance techniques of all styles, and gorgeous photos and videos.

### DANCE SPIRIT DIGITAL STATS



**1.5M**  
Monthly  
Page Views



**470K**  
Followers



**275K**  
Monthly  
Sessions



**204K**  
Monthly  
Users



**103K**  
Followers



**78K**  
Followers



**20K**  
Newsletter  
Subscribers

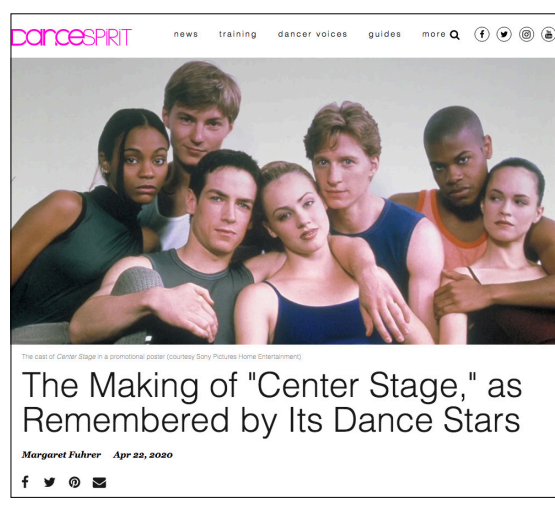


**2K**  
Subscribers

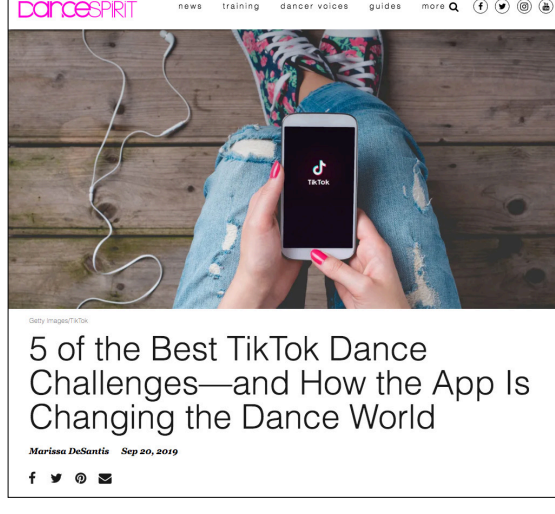


**2K**  
Subscribers

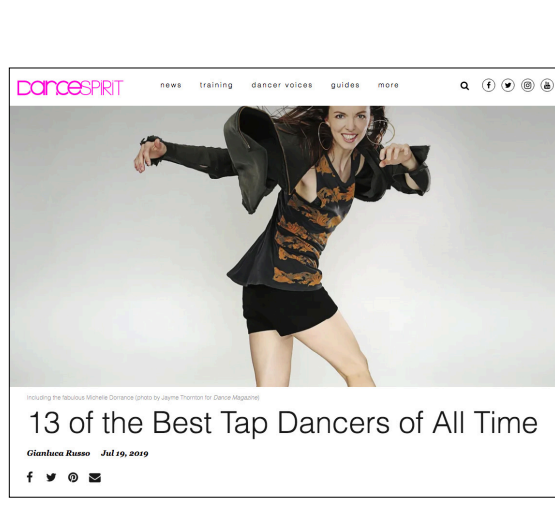
### TOP PERFORMING ARTICLES



**923,484**  
page views



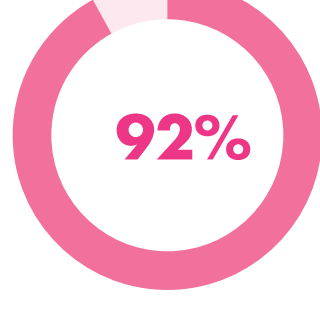
**711,095**  
page views



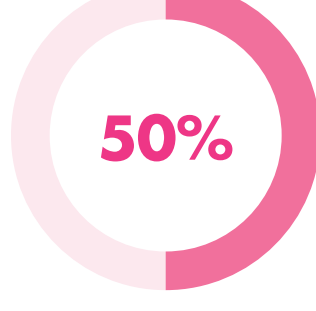
**641,614**  
page views

## WHO WE REACH:

### READER STATS



**Would travel  
for dance**



**Affiliated with  
private studio**

### DANCE SPIRIT READERS ARE AMBITIOUS STUDENTS AND IN THE NEXT FIVE YEARS PLAN TO BE:



**At college  
or university**

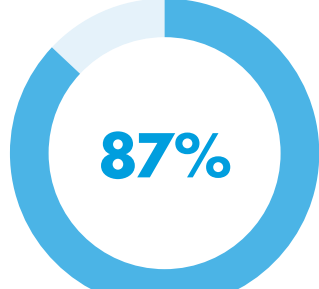


**In a professional  
dance company**

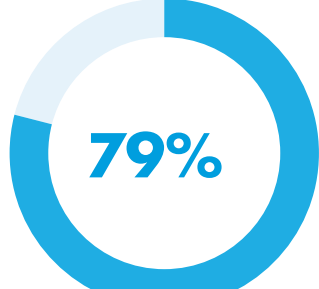


**In the commercial  
dance world**

### DANCE-RELATED PURCHASING HABITS



**Involved in  
purchasing decisions**

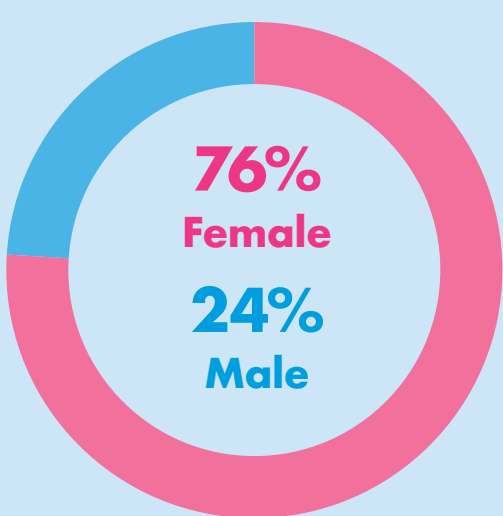


**Find *Dance Spirit*  
influential in  
dance purchases**

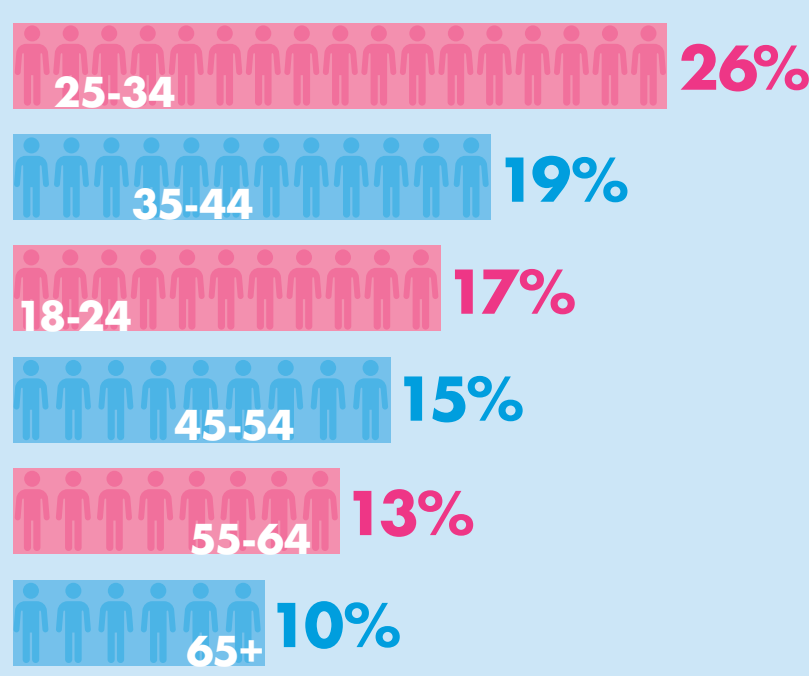


**Annual  
spending**

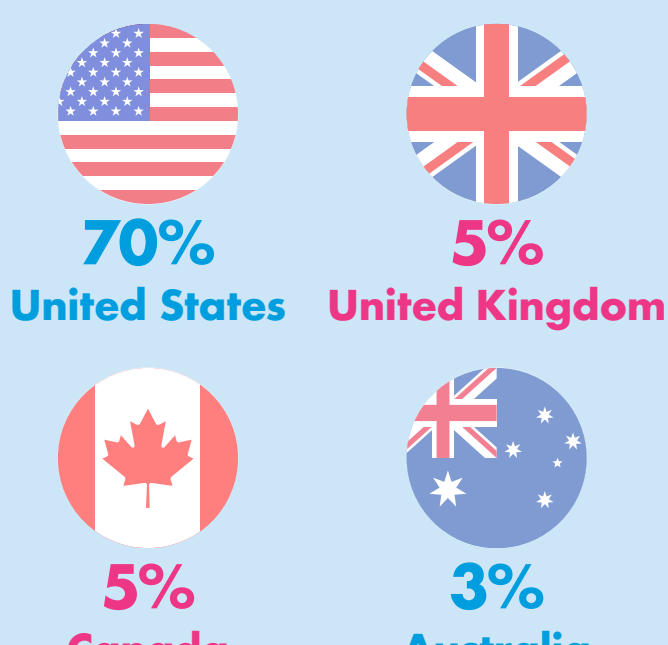
### GENDER



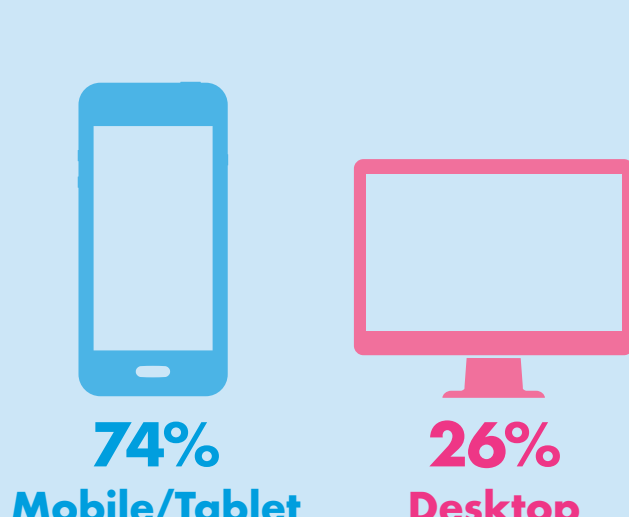
### AGE



### LOCATION



### DEVICE



## HOW TO GET THEIR ATTENTION THROUGH DANCE SPIRIT PRODUCTS:

### SPONSORED CONTENT

### DEDICATED EMAILS

### INSTAGRAM

### FACEBOOK

### TWITTER

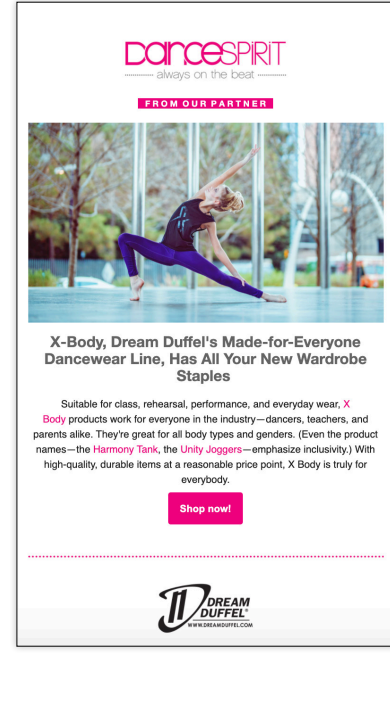
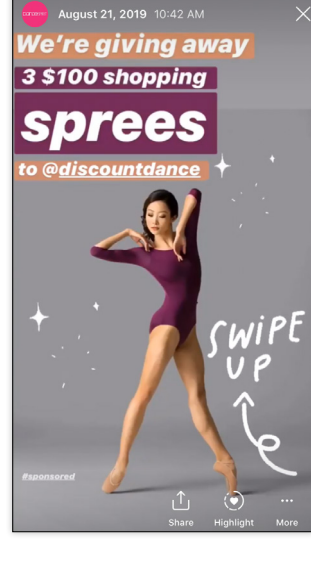
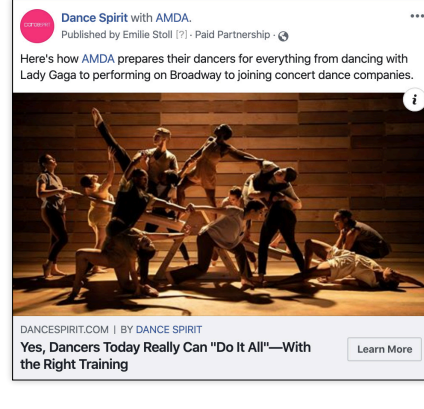
### NEWSLETTER

### WEBSITE BANNER ADVERTISING

### GIVEAWAYS

### WEBINARS

### LISTINGS & GUIDES



**Jennifer Stahl**

Content Director, Dance Media, [jstahl@dancemedia.com](mailto:jstahl@dancemedia.com)

**Cadence Neenan**

Senior Editor, *Dance Spirit*, *Pointe*; Editorial Consultant, *The Dance Edit*, [cneenan@dancemedia.com](mailto:cneenan@dancemedia.com)

**Joanna Harp**

Publisher and Chief Revenue Officer, Dance Media, [jharp@dancemedia.com](mailto:jharp@dancemedia.com)

**Suzi Schmitt**

Ad Director, Dance Media, [sschmitt@dancemedia.com](mailto:sschmitt@dancemedia.com)

Sources: Harvey Research Audience Study 2019. Website, demographic (from Google Analytics) & newsletter data monthly average from Jan-Oct 2020. Social media numbers as of 11/2/2020. Top performing articles from July 2020, with page views as of 11/3/2020.

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MAGAZINE

DanceSpirit

POINTE

DanceTeacher

the  
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# POINTE®

## WHO WE ARE:

Since 2000, **Pointe** has been your insider's guide to all things ballet. With valuable training and career advice, health and wellness tips, and behind-the-scenes access to top companies and stars, we keep serious students and young professionals inspired and in the know by showcasing ballet at its best.

### POINTE DIGITAL STATS



**1.5M**  
Monthly  
Page Views



**578K**  
Followers



**281K**  
Monthly  
Sessions



**172K**  
Monthly  
Users



**138K**  
Followers



**61K**  
Followers

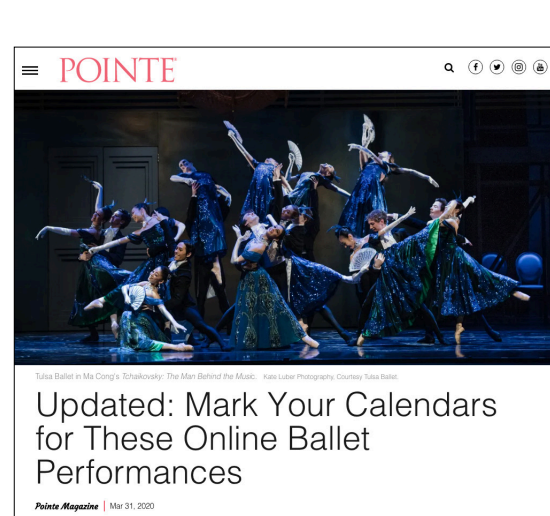


**34K**  
Newsletter  
Subscribers

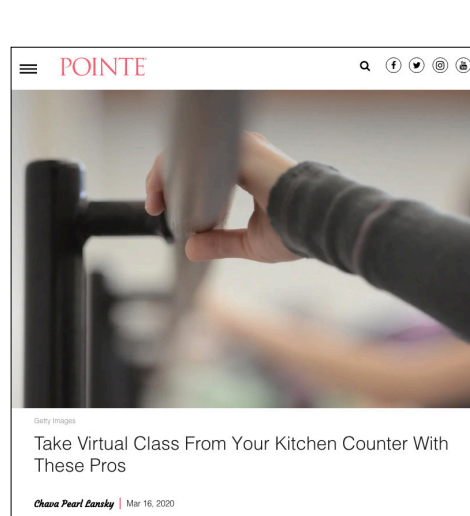


**2.8K**  
Subscribers

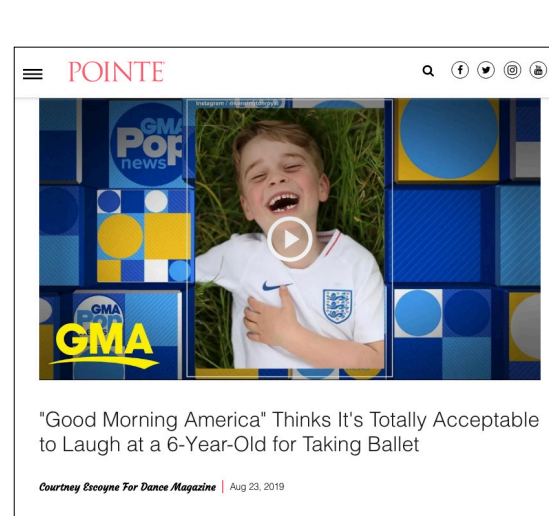
### TOP PERFORMING ARTICLES



**1,101,416**  
page views



**403,671**  
page views



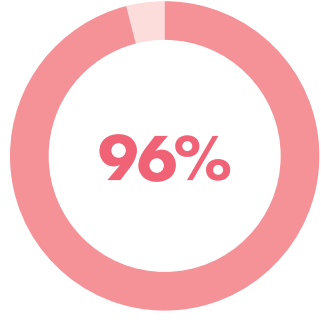
**307,826**  
page views

## WHO WE REACH:

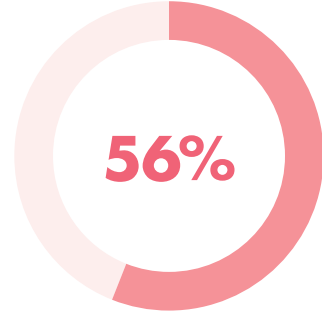
### READER STATS



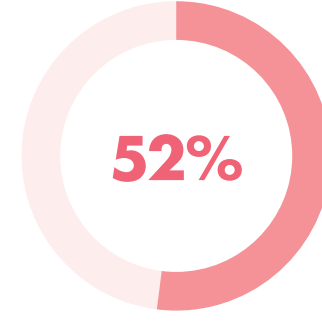
Students  
take three  
hundred and  
twelve classes  
per year



Would travel  
for dance



Anticipate being  
college-bound  
or affiliated with  
a professional  
company in the  
next five years



Affiliated  
with private  
studio

### DANCE-RELATED PURCHASING HABITS



Involved in  
purchasing decisions

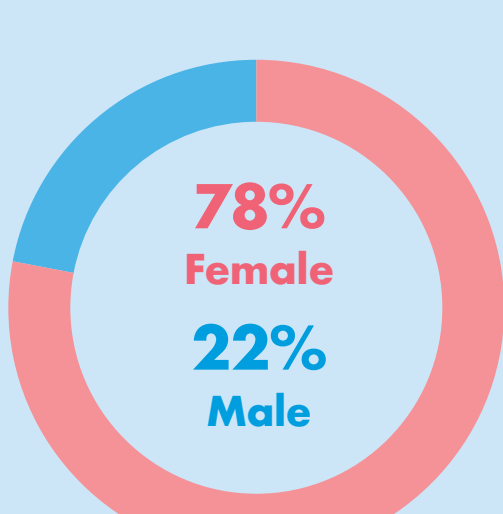


**13** pairs of pointe  
shoes annually

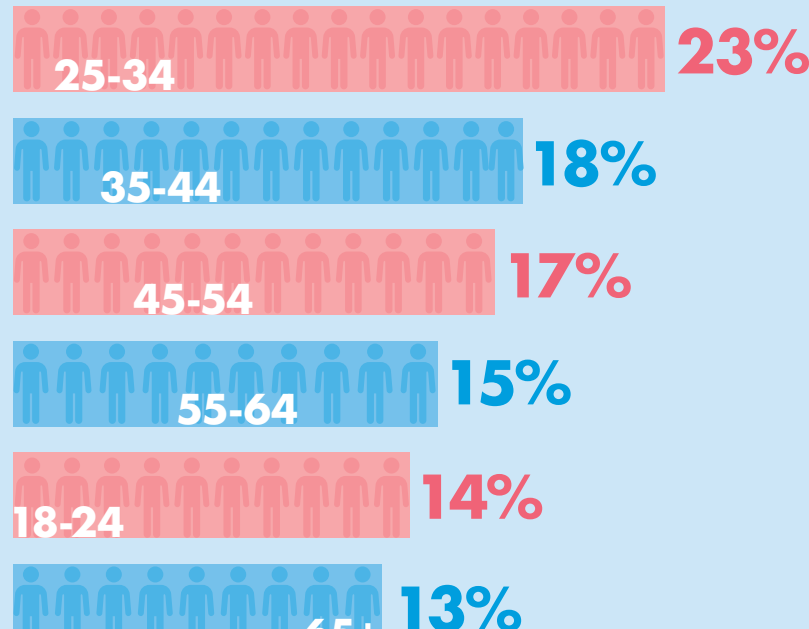


Annual  
spending

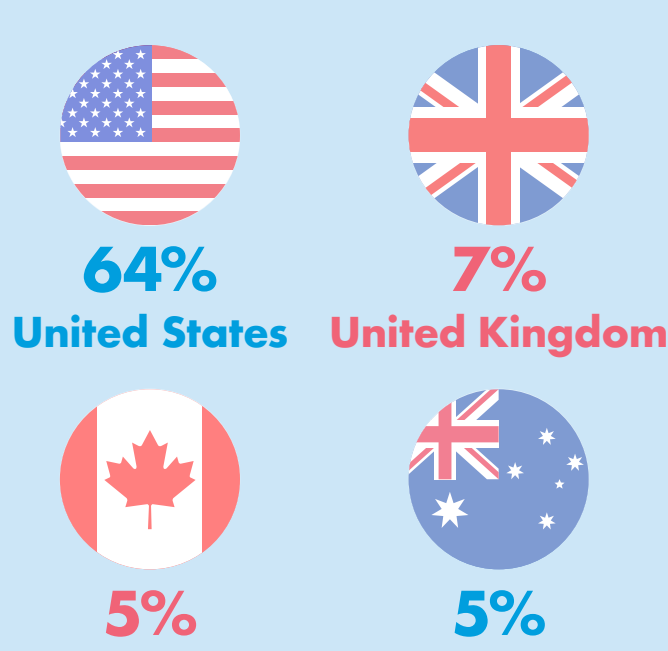
### GENDER



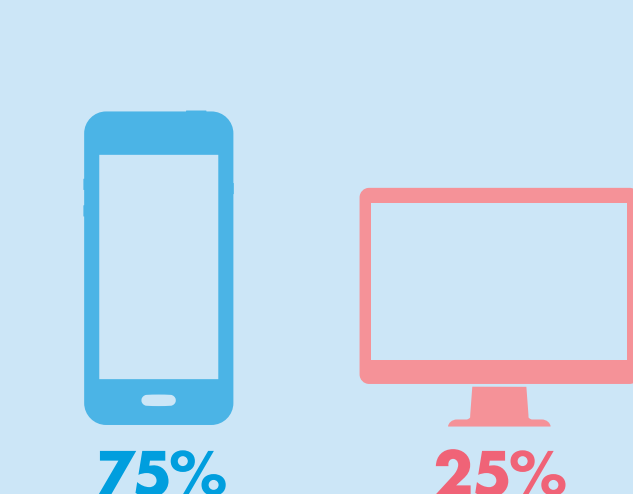
### AGE



### LOCATION

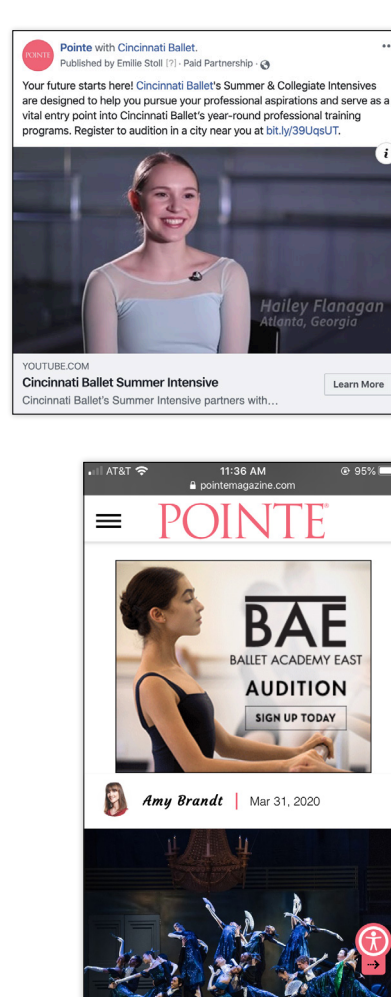


### DEVICE



## HOW TO GET THEIR ATTENTION THROUGH POINTE PRODUCTS:

- SPONSORED CONTENT
- DEDICATED EMAILS
- INSTAGRAM
- FACEBOOK
- TWITTER
- NEWSLETTER
- WEBSITE BANNER ADVERTISING
- GIVEAWAYS
- WEBINARS
- EVENTS
- LISTINGS & GUIDES



**Jennifer Stahl**  
Content Director, Dance Media, [jstahl@dancemedia.com](mailto:jstahl@dancemedia.com)

**Amy Brandt**  
Editor in Chief of *Pointe*, [abrandt@dancemedia.com](mailto:abrandt@dancemedia.com)

**Joanna Harp**  
Publisher and Chief Revenue Officer, Dance Media, [jharp@dancemedia.com](mailto:jharp@dancemedia.com)

**Suzi Schmitt**  
Ad Director, Dance Media, [sschmitt@dancemedia.com](mailto:sschmitt@dancemedia.com)

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DANCE DANCESPIRIT POINTE DanceTeacher the DANCE EDIT DANCE BUSINESS WEEKLY

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## WHO WE ARE:

**The Dance Edit** is a *petit* daily newsletter brought to you by Dance Media, featuring the world's dance news in a one-minute read. Inclusive of the day's top dance stories, gorgeous dance shots, can't-miss performances and events, deals on dancewear, accessories and more can all be found within the first and only daily email for the dance industry.

**The Dance Edit Podcast**, is a weekly breakdown of all the news that's moving and shaking the dance world, led by expert dance journalists.



### THE DANCE EDIT DIGITAL STATS



**60K**  
Newsletter  
Subscribers



**12.7%**  
Open  
Rate



**2K**  
Followers



**2K**  
Followers



**300**  
Followers

### THE DANCE EDIT PROCAST DIGITAL STATS



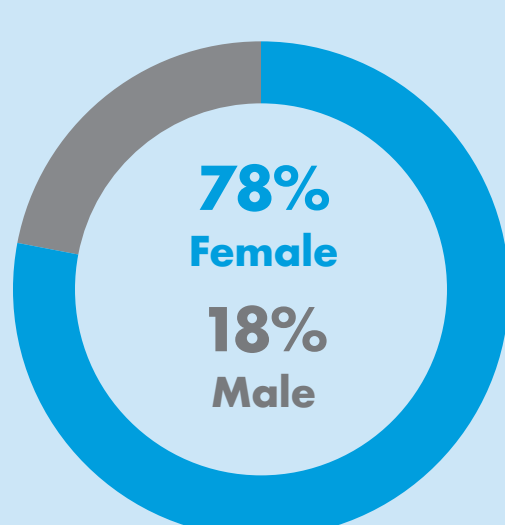
**27K**  
Podcast Downloads



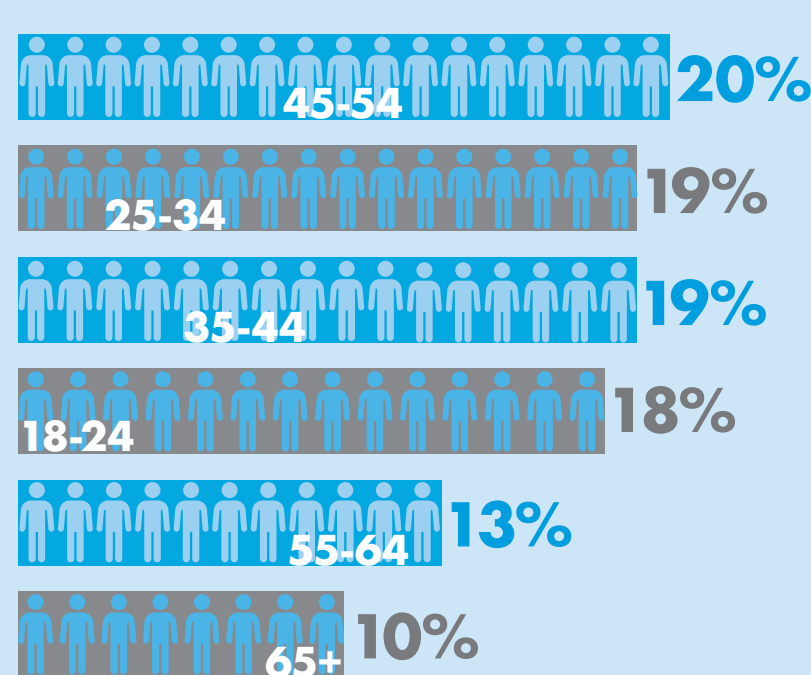
**260**  
Podcast Subscribers

## WHO WE REACH:

### GENDER



### AGE



## WHAT THEY ARE SAYING:

We love the @dance\_edit. A quick & useful way to keep up with the #Dance world with one short newsletter in your inbox.

—DANCENYC

Listening to this podcast each week gives me all the dance deets in a fun and professional way. Thanks for making it easy to stay on top of the important dance stories. [5 stars]

—PODCAST REVIEWER NICOLEEZAC

Thanks for another episode that informs, inspires, entertains, and provokes thought.

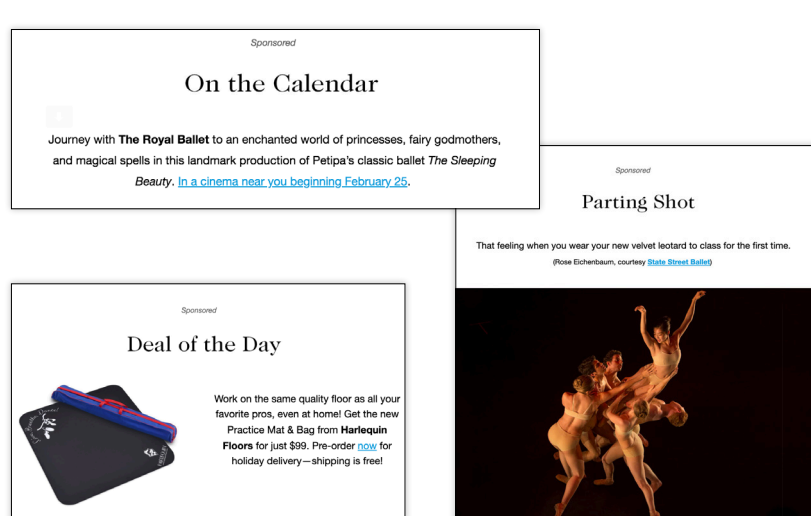
—WRITER GAVIN LARSEN

Really interesting conversation about the most relevant topics in dance now.

—BALLET RISING

## HOW TO GET THEIR ATTENTION THROUGH THE DANCE EDIT PRODUCTS:

PARTING SHOT  
ON THE CALENDAR  
DEAL OF THE DAY  
QUOTE OF THE DAY  
TAKEOVERS  
PODCAST AUDIO



**Jennifer Stahl**

Content Director, Dance Media, [jstahl@dancemedia.com](mailto:jstahl@dancemedia.com)

**Margaret Fuhrer**

Editor in Chief and Producer, *The Dance Edit* and *The Dance Edit Podcast*, [mfuhrer@dancemedia.com](mailto:mfuhrer@dancemedia.com)

**Joanna Harp**

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**Suzi Schmitt**

Ad Director, Dance Media, [sschmitt@dancemedia.com](mailto:sschmitt@dancemedia.com)

Sources: Demographic data (from MailChimp) as of 11/3/2020. Newsletter data as of 12/10/2020. Newsletter subscriber data as of 12/1/2020, subscribers could select multiple identities. Podcast data (from Transistor) as of 11/2/2020. Social media numbers as of 11/2/2020.

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# DanceTeacher

## WHO WE ARE:

**Dance Teacher is for dance educators everywhere**—from K–12 to private studios, conservatories to universities. We bring teachers everything they need to nurture the next generation of dancers: expert advice on creating a healthy learning environment; best practices for managing a strong business; the latest trends in costumes and choreography; and tips for communicating with both dancers and their parents.

## DANCE TEACHER DIGITAL STATS



**258K**  
Monthly  
Page Views



**86K**  
Followers



**78K**  
Monthly  
Sessions



**59K**  
Monthly  
Users



**28K**  
Followers



**15K**  
*Dance Business*  
Weekly Newsletter  
Subscribers



**12K**  
Followers



**1K**  
Subscribers

## TOP PERFORMING ARTICLES



**130,917**  
page views



**38,918**  
page views



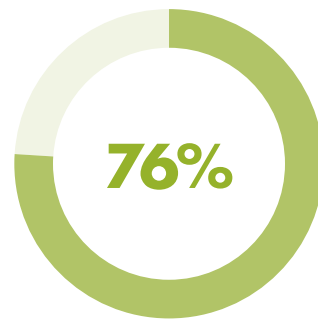
**38,006**  
page views

## WHO WE REACH:

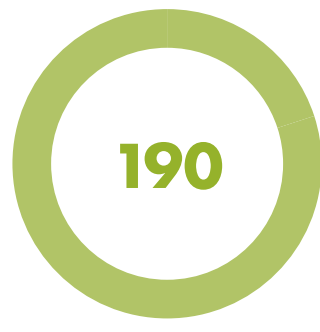
### READER STATS



**Dance teachers**

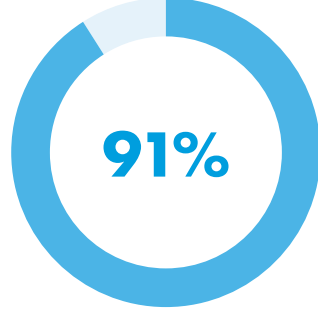


**Affiliated with private studio**

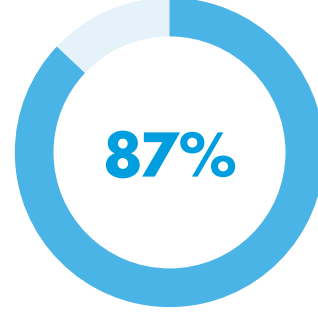


**Average number of students**

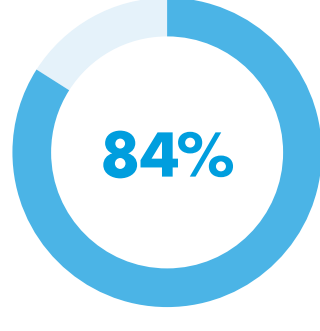
## DANCE-RELATED PURCHASING HABITS



**Involved in purchasing decisions**

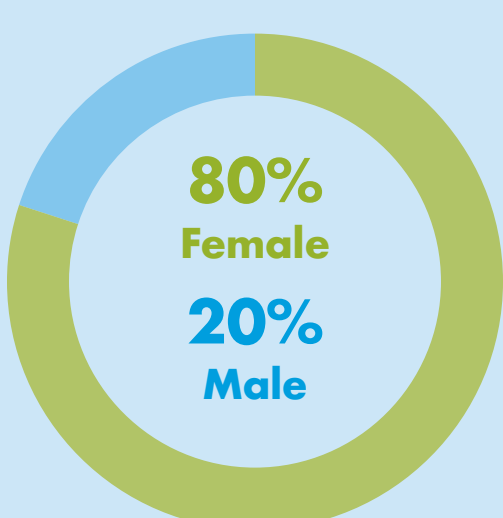


**Brand-loyal**

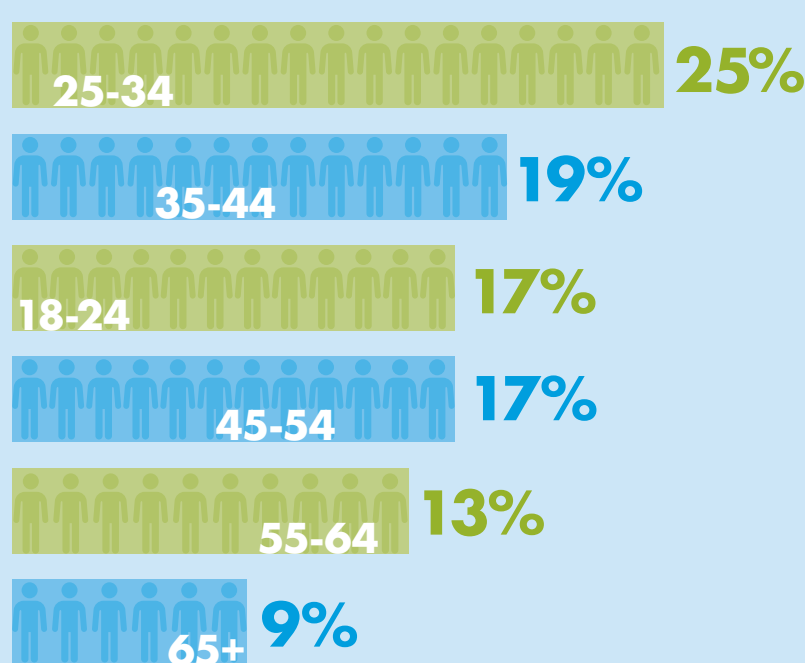


**Find *Dance Teacher* influential in dance purchases**

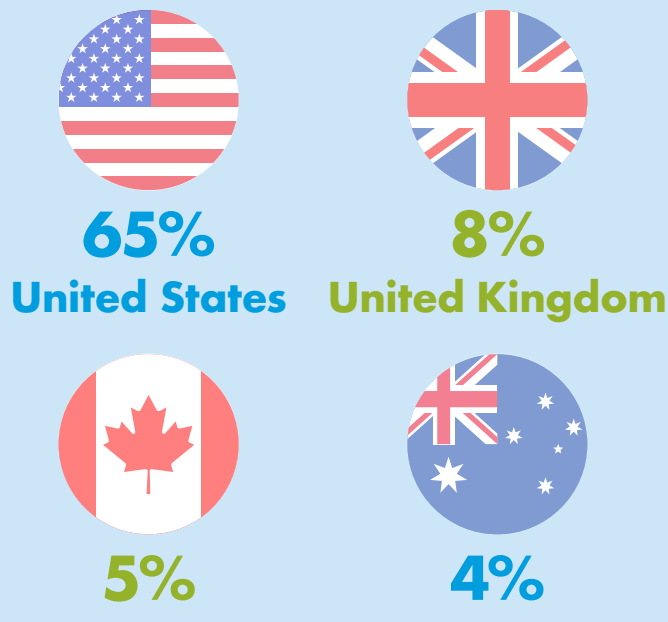
### GENDER



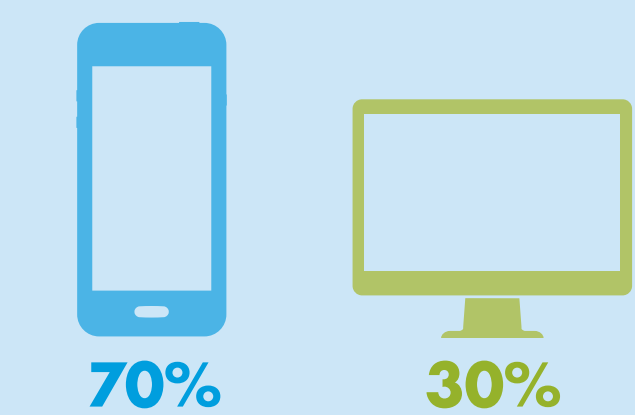
### AGE



### LOCATION



### DEVICE



## HOW TO GET THEIR ATTENTION THROUGH DANCE TEACHER PRODUCTS:

### SPONSORED CONTENT

### DEDICATED EMAILS

### INSTAGRAM

### FACEBOOK

### TWITTER

### NEWSLETTER

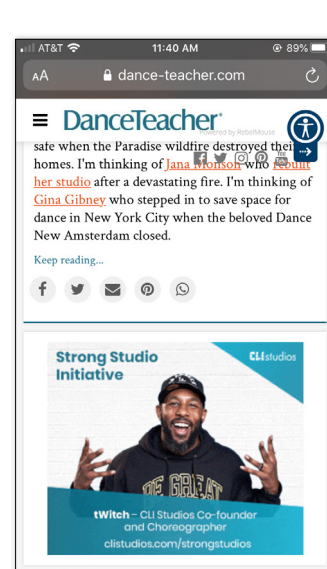
### WEBSITE BANNER ADVERTISING

### GIVEAWAYS

### WEBINARS

### EVENTS

### LISTINGS & GUIDES



Celebrate the extraordinary educators who are shaping the next generation of dancers

### Jennifer Stahl

Content Director, Dance Media, [jstahl@dancemediamedia.com](mailto:jstahl@dancemediamedia.com)

### Lauren Wingenroth

Editor in Chief of *Dance Teacher* and *Dance Business Weekly*, [lwingenroth@dancemediamedia.com](mailto:lwingenroth@dancemediamedia.com)

### Joanna Harp

Publisher and Chief Revenue Officer, Dance Media, [jharp@dancemediamedia.com](mailto:jharp@dancemediamedia.com)

### Suzi Schmitt

Ad Director, Dance Media, [sschmitt@dancemediamedia.com](mailto:sschmitt@dancemediamedia.com)

Sources: Harvey Research Audience Study 2019. Website, demographic (from Google Analytics) & newsletter data monthly average from Jan-Oct 2020. Social media numbers as of 11/2/2020. Top performing articles from July 2020, with page views as of 11/3/2020.

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DANCE BUSINESS WEEKLY

[dancemediamedia.com](http://dancemediamedia.com)









# DANCE BUSINESS WEEKLY

## WHO WE ARE:

**Dance Business Weekly** brings dance retailers, studio owners, dancewear manufacturers and other industry leaders the trends, tools and tactics they need to keep their dance businesses thriving. Every week, we bring of-the-moment content to your inbox—from marketing advice to financial tips to social media trends and more—all dedicated to keeping the small dance business economy strong.

### DANCE BUSINESS WEEKLY DIGITAL STATS

 <b>15K</b> Newsletter Subscribers	 <b>15.2%</b> Open Rate	 <b>2.8K</b> Followers	 <b>300</b> Followers
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### DANCE BUSINESS WEEKLY SUBSCRIBERS INCLUDE:

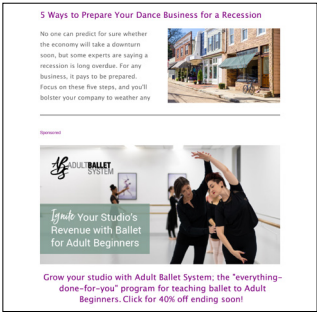

<b>DANCE TEACHERS</b>	<b>HEADS OF MARKETING</b>	<b>DANCE RETAILERS</b>
<b>EXECUTIVE DIRECTORS</b>	<b>MARKETING DIRECTORS</b>	<b>STUDIO OWNERS</b>
<b>OPERATIONS MANAGERS</b>	<b>COMPANY OWNERS</b>	<b>DANCEWEAR MANUFACTURERS</b>
<b>DIRECTORS OF DEVELOPMENT</b>	<b>CHIEF MARKETING OFFICERS</b>	

## HOW TO GET THEIR ATTENTION THROUGH DANCE BUSINESS WEEKLY PRODUCTS:

**NEWSLETTER**

**WEBINARS**

**EVENTS**



**Jennifer Stahl**  
Content Director, Dance Media, [jstahl@dancemedia.com](mailto:jstahl@dancemedia.com)

**Lauren Wingenroth**  
Editor in Chief of *Dance Teacher* and *Dance Business Weekly*, [lwingenroth@dancemedia.com](mailto:lwingenroth@dancemedia.com)

**Joanna Harp**  
Publisher and Chief Revenue Officer, Dance Media, [jharp@dancemedia.com](mailto:jharp@dancemedia.com)

**Suzi Schmitt**  
Ad Director, Dance Media, [sschmitt@dancemedia.com](mailto:sschmitt@dancemedia.com)

Sources: Demographic data (from Magazine Manager) as of 11/3/2020. Newsletter data monthly average from Jan-Oct 2020. Social media numbers as of 11/4/2020.

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(L to R) Ben Cook, Riza Takahashi, and Kamille Upshaw, photographed for Dance Spirit by Erin Balano

## GUIDE & LISTING OPPORTUNITIES

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

### 4M+ TOTAL AUDIENCE



\*Website data monthly average from Jan-Oct 2020



\*online formats may vary

### SUMMER STUDY GUIDE

January Dance Magazine

Online beginning in December at [pointemagazine.com](http://pointemagazine.com), [dancespirit.com](http://dancespirit.com), [dance-teacher.com](http://dance-teacher.com), [dancemagazine.com](http://dancemagazine.com)

An annual targeted resource for students, teachers, and parents to learn about summer program opportunities.

Rates starting at \$275

Submission deadline: October Print, Rolling Online

### AUDITIONS GUIDE

February Dance Magazine

Year-round guide informing the dance world of audition opportunities.

Rates starting at \$500

Submission deadline: November Print, Rolling Online

### DANCE ANNUAL DIRECTORY

June Dance Magazine

Online beginning in June for one year at [dancemagazine.com](http://dancemagazine.com) and [dance-teacher.com](http://dance-teacher.com)

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.

The Directory is the place our readers go to stay up-to-date on the leaders in the industry.

Rates starting at \$250

Submission deadline: February Print, Rolling Online

### COMPETITION & CONVENTION GUIDE

July Dance Magazine

Online beginning in July at [dancemagazine.com](http://dancemagazine.com), [dance-teacher.com](http://dance-teacher.com), and [dancespirit.com](http://dancespirit.com)

Dance Media's go-to guide for planning an award-winning competitive season.

Packages starting at \$525

Submission deadline: April Print, Rolling Online

### DANCE MAGAZINE COLLEGE GUIDE

August in Print

Online beginning in August for one year at [dancemagazine.com](http://dancemagazine.com), [dance-teacher.com](http://dance-teacher.com), and [dancespirit.com](http://dancespirit.com)

Annual print guide with features on the college search, program comparison charts, geographic listings, and spotlight feature section.

Digital College Search Comprehensive online search for college programs.

Prospective students can search by degree, area of emphasis, tuition, location, scholarship opportunities, and more.

Print rates starting at \$475

Digital rates starting at \$675

Submission deadline: March Print, Rolling Online

### BUSINESS OF DANCERS

September Dance Magazine

Features the businesses owned, founded, operated by dancers.

- Fitness instructors/Personal Trainers
- Makeup artists
- Photographers
- Podcast Hosts
- Apparel designers
- Small business owners
- Other

Rates starting at \$250

Submission deadline: July Print, Rolling Online

### COSTUME GUIDE

November Dance Magazine

Online beginning in September at [dancespirit.com](http://dancespirit.com), [dance-teacher.com](http://dance-teacher.com), and [dancemagazine.com](http://dancemagazine.com)

Essential info on costume brands.

Rates starting at \$235

Submission deadline: August Print, Rolling Online

### VIRTUAL DANCE OPPORTUNITIES

Online year-round at [dancemagazine.com](http://dancemagazine.com) and [dance-teacher.com](http://dance-teacher.com)

Rates beginning at \$250

Submission deadline: Rolling Online

### DANCE RETAILER DIRECTORY

Appears on [dancebusinessweekly.com](http://dancebusinessweekly.com) and [dance-teacher.com](http://dance-teacher.com)

Submission deadline: Rolling Online



## LISTING ENHANCEMENTS

Ways to brand your company and make your listing stand out from the rest!

#### LOGO:

Creates brand recall value and establishes your company's identity, who you are, what you do, and why you do what you do.

#### VIDEO:

Easy to digest, entertaining, and engaging.

Builds customer rapport, and promotes your brand, services, or products.

#### TAGLINE/COMPANY DESCRIPTION:

A memorable, meaningful, and concise statement that captures the essence of your brand. A tagline and/or description helps businesses convey what they are trying to solve for their customers.

#### NEWSLETTERS:

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

#### SOCIAL MEDIA:

Share a photo to action, story, video, and more with our highly engaged social media audiences.

#### PHOTO:

Photos help to tell a story and convey the emotion you want customers to feel surrounding your business.

## 2021 LISTINGS SUBMISSION DEADLINES

JANUARY	FEBRUARY	MARCH
<div>27 28 29 30 31 1 2</div> <div>3 4 5 6 7 8 9</div> <div>10 11 12 13 14 15 16</div> <div>17 18 19 20 21 22 23</div> <div>24 25 26 27 28 29 30</div> <div>31 1 2 3 4 5 6</div>	<div>31 1 2 3 4 5 6</div> <div>7 8 9 10 11 12 13</div> <div>14 15 16 17 18 19 20</div> <div>21 22 23 24 25 26 27</div> <div>28 1 2 3 4 5 6</div>	<div>31 1 2 3 4 5 6</div> <div>7 8 9 10 11 12 13</div> <div>14 15 16 17 18 19 20</div> <div>21 22 23 24 25 26 27</div> <div>28 29 30 31 1 2 3</div>
APRIL	MAY	JUNE
<div>28 29 30 31 1 2 3</div> <div>4 5 6 7 8 9 10</div> <div>11 12 13 14 15 16 17</div> <div>18 19 20 21 22 23 24</div> <div>25 26 27 28 29 30 1</div>	<div>31 1 2 3 4 5 6 7</div> <div>8 9 10 11 12 13 14</div> <div>15 16 17 18 19 20 21</div> <div>22 23 24 25 26 27 28</div> <div>29 30 31 1 2 3 4 5</div>	<div>30 31 1 2 3 4 5</div> <div>6 7 8 9 10 11 12</div> <div>13 14 15 16 17 18 19</div> <div>20 21 22 23 24 25 26</div> <div>27 28 29 30 1 2 3</div>
JULY	AUGUST	SEPTEMBER
<div>27 28 29 30 31 1 2 3</div> <div>4 5 6 7 8 9 10</div> <div>11 12 13 14 15 16 17</div> <div>18 19 20 21 22 23 24</div> <div>25 26 27 28 29 30 31</div>	<div>1 2 3 4 5 6 7</div> <div>8 9 10 11 12 13 14</div> <div>15 16 17 18 19 20 21</div> <div>22 23 24 25 26 27 28</div> <div>29 30 31 1 2 3 4</div>	<div>29 30 31 1 2 3 4</div> <div>5 6 7 8 9 10 11</div> <div>12 13 14 15 16 17 18</div> <div>19 20 21 22 23 24 25</div> <div>26 27 28 29 30 1 2</div>
OCTOBER	NOVEMBER	DECEMBER
<div>28 29 30 31 1 2</div> <div>3 4 5 6 7 8 9</div> <div>10 11 12 13 14 15 16</div> <div>17 18 19 20 21 22 23</div> <div>24 25 26 27 28 29 30</div> <div>31 1 2 3 4 5 6</div>	<div>31 1 2 3 4 5 6</div> <div>7 8 9 10 11 12 13</div> <div>14 15 16 17 18 19 20</div> <div>21 22 23 24 25 26 27</div> <div>28 29 30 1 2 3 4</div>	<div>30 31 1 2 3 4</div> <div>5 6 7 8 9 10 11</div> <div>12 13 14 15 16 17 18</div> <div>19 20 21 22 23 24 25</div> <div>26 27 28 29 30 31 1</div>

\*\*deadlines subject to change

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## DIGITAL RATES:

### SOCIAL MEDIA

	FACEBOOK					INSTAGRAM
	1X	3X	6X	9X	12X	FEED OR STORY 1X*
<i>Dance Magazine</i>	\$2,430	\$2,310	\$2,190	\$2,065	\$1,945	\$2,580
<i>Dance Spirit</i>	\$2,350	\$2,235	\$2,115	\$2,000	\$1,880	\$2,060
<i>Pointe</i>	\$2,890	\$2,745	\$2,600	\$2,460	\$2,310	\$2,760
<i>Dance Teacher</i>	\$860	\$820	\$775	\$730	\$690	\$600

\*available after a \$15K investment with Dance Media

### SPONSORED CONTENT

	PACKAGE RATE
<i>Dance Magazine</i>	\$12,330
<i>Dance Spirit</i>	\$9,200
<i>Pointe</i>	\$11,385
<i>Dance Teacher/Dance Business Weekly</i>	\$6,000

### NEWSLETTERS

	1X	3X	6X	9X	12X
<i>Dance Magazine</i>	\$2,400	\$2,280	\$2,160	\$2,040	\$1,920
<i>Dance Spirit</i>	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600
<i>Pointe</i>	\$3,400	\$3,230	\$3,060	\$2,890	\$2,720
<i>Dance Business Weekly</i>	\$2,945	\$2,800	\$2,650	\$2,505	\$2,355

### THE DANCE EDIT

	RATE
Per Opportunity	\$750
Weekly Sponsorship - Per Opportunity	\$2,750
Per Day Sponsorship	\$2,500

### WEBSITE BANNER ADVERTISING

	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
dancemagazine.com	\$4,830	\$4,590	\$4,350	\$4,105	\$3,865
dancespirit.com	\$2,750	\$2,615	\$2,475	\$2,340	\$2,200
pointemagazine.com	\$2,810	\$2,670	\$2,530	\$2,390	\$2,250
dance-teacher.com	\$1,560	\$1,480	\$1,405	\$1,325	\$1,250

### DEDICATED EMAILS

	RATE PER EMAIL*
<i>Dance Magazine</i>	\$6,000
<i>Dance Spirit</i>	\$4,000
<i>Pointe</i>	\$6,800
<i>Dance Teacher/Dance Business Weekly</i>	\$6,000

### GIVEAWAYS

	PACKAGE RATE
<i>Dance Magazine</i>	\$19,910
<i>Dance Spirit</i>	\$15,490
<i>Pointe</i>	\$19,930
<i>Dance Teacher</i>	\$10,390

### PODCAST

	3 MONTHS - 15 SECONDS	3 MONTHS - 30 SECONDS
<i>The Dance Edit Podcast</i>	\$2,000	\$3,500

### WEBINARS

	PACKAGE RATE
<i>Dance Magazine</i>	\$12,560
<i>Dance Spirit</i>	\$10,110
<i>Pointe</i>	\$14,890
<i>Dance Teacher/Dance Business Weekly</i>	\$10,530

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## PRINT RATES:

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

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

## COLLEGE GUIDE\*

AD SIZE	12X
Spotlight feature	\$1,350
2-page spread	\$7,800
full-page	\$3,900
1/2-page color	\$2,900
1/3-page color	\$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.

## PRINT DEADLINES:



## DANCE MAGAZINE 2021

ISSUE	AD SPACE DEADLINE	MATERIAL DUE
January	Nov 9, 2020	Dec 7, 2020
February	Dec 7, 2020	Jan 4
March	Jan 4	Jan 25
April	Feb 1	Feb 22
May	Mar 1	Mar 22
June	Mar 29	Apr 19
July	May 3	May 24
August	Jun 1	Jun 21
September	Jul 6	Jul 26
October	Aug 2	Aug 23
November	Sep 7	Sep 27
December	Oct 4	Oct 25
January 2022	Nov 1	Nov 22



## DANCE ANNUALS 2021

ISSUE DATE	AD SPACE DEADLINE	MATERIAL DUE
College Guide	Jun 7	Jun 28

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