



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.

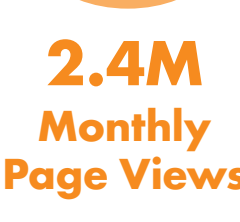


DANCE[®] magazine

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

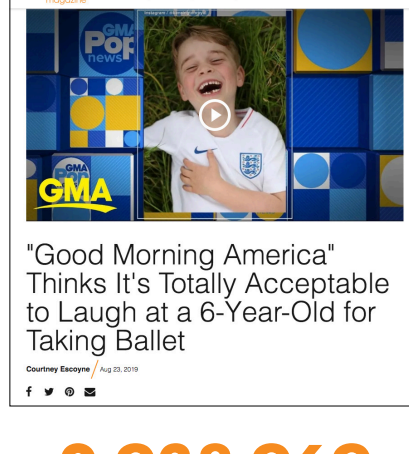


24K
Newsletter
Subscribers

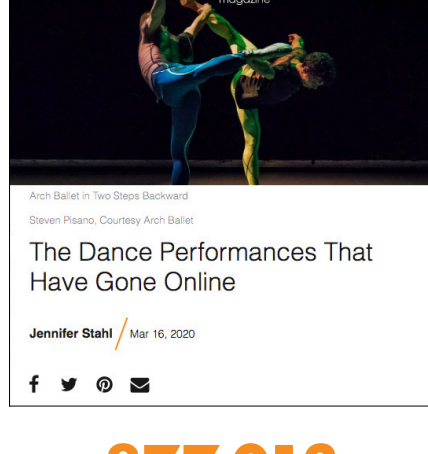


2.5K
Subscribers

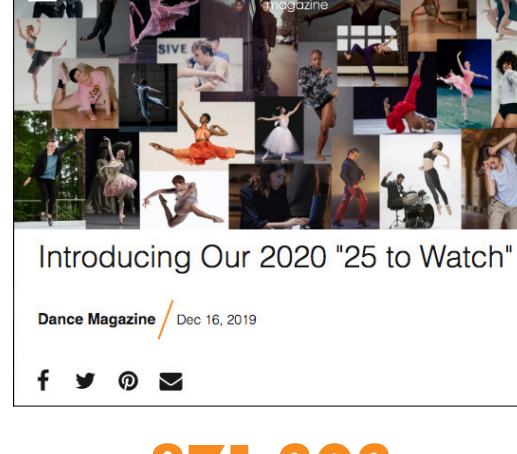
TOP PERFORMING ARTICLES



2,938,969
page views



877,013
page views



871,303
page views

WHO WE REACH:

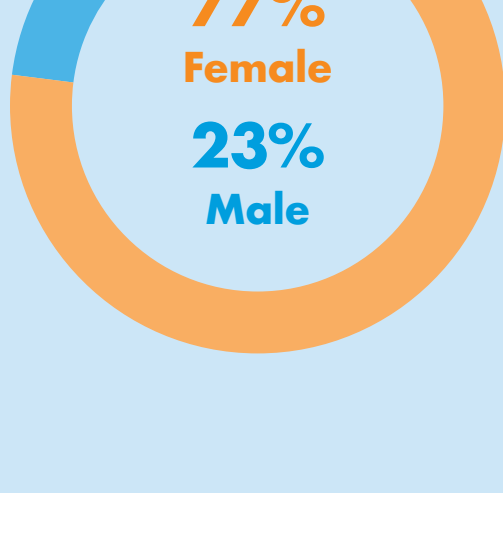
TIME SPENT WITH *DANCE MAGAZINE* PER WEEK



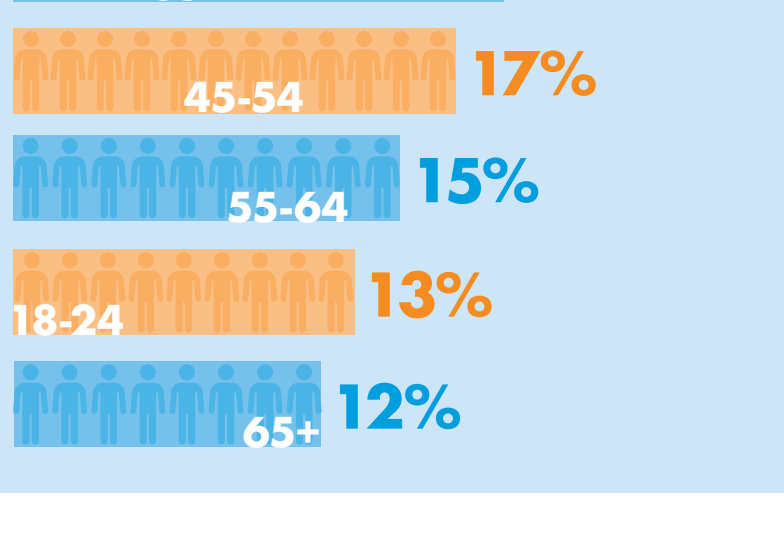
DANCE-RELATED PURCHASING HABITS



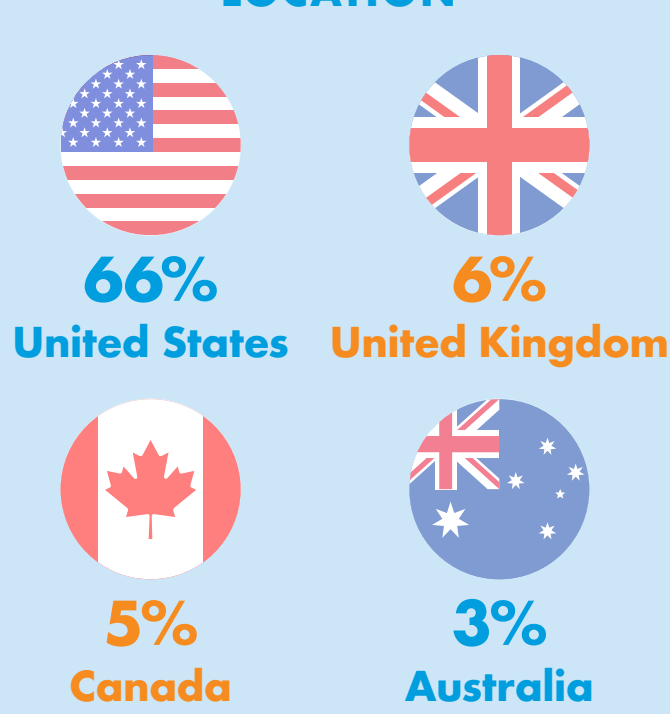
GENDER



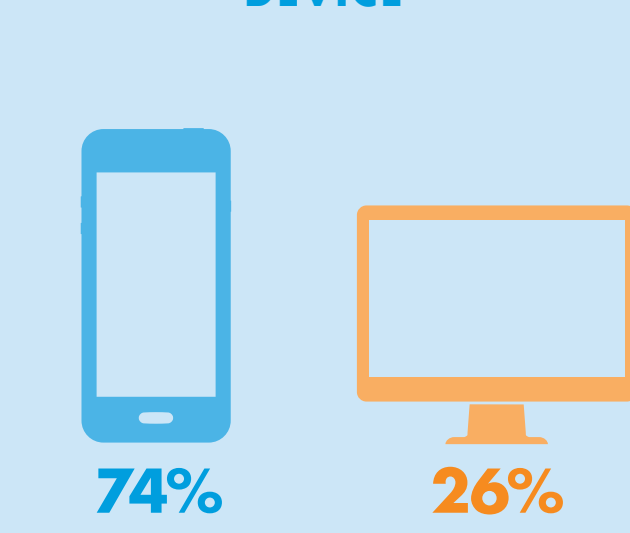
AGE



LOCATION



DEVICE



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

SPONSORED CONTENT

DEDICATED EMAILS

INSTAGRAM

FACEBOOK

TWITTER

NEWSLETTER

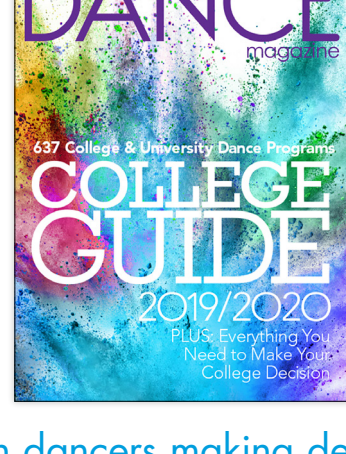
WEBSITE BANNER ADVERTISING

GIVEAWAYS

WEBINARS

LISTINGS & GUIDES

EVENTS/AWARDS



Reach dancers making decisions
on their higher education

dancemedia FOUNDATION presents

DANCE²⁰ magazine awards²⁰

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

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Joanna Harp

Publisher and Chief Revenue Officer, Dance Media, jharp@dancemedia.com

Suzi Schmitt

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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



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

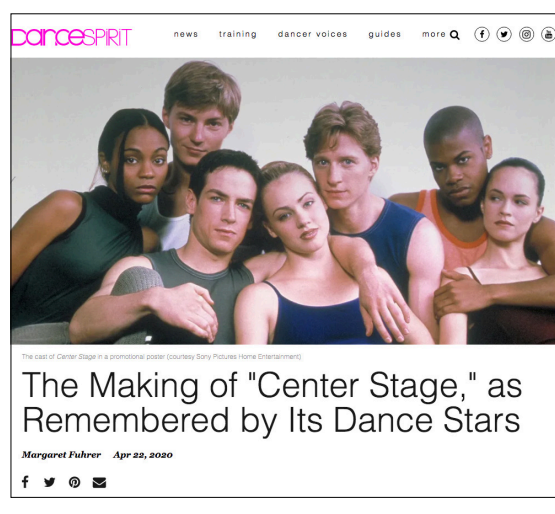


2K
Subscribers

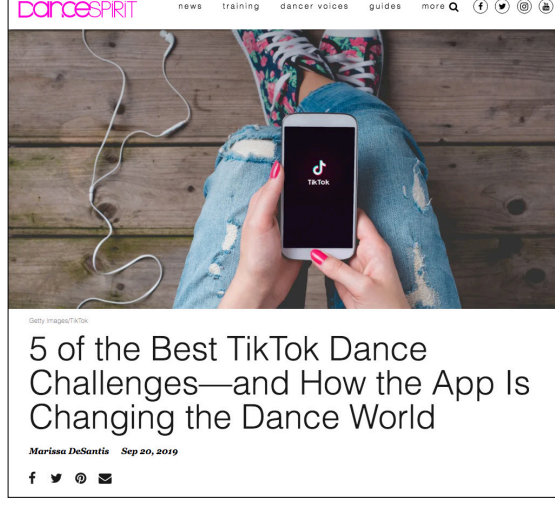


2K
Subscribers

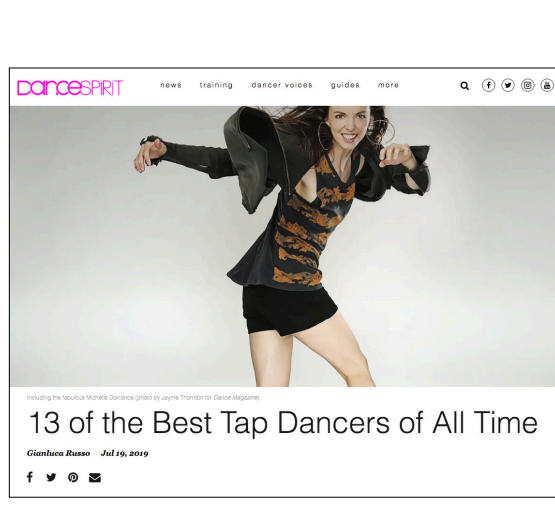
TOP PERFORMING ARTICLES



923,484
page views



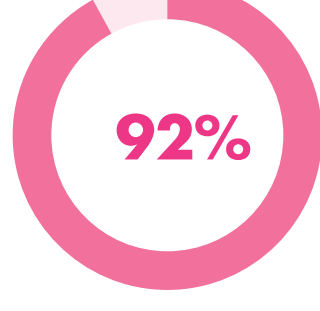
711,095
page views



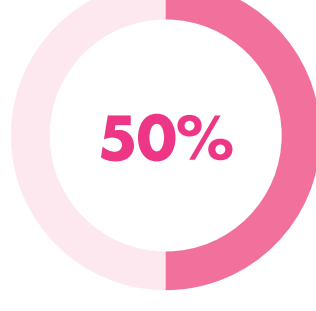
641,614
page views

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**

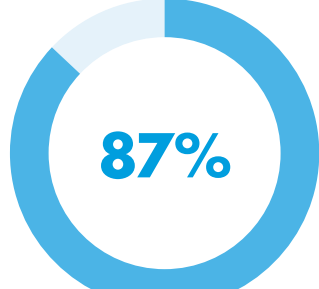


**In a professional
dance company**

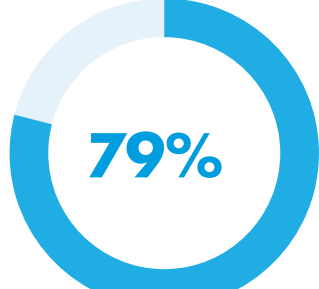


**In the commercial
dance world**

DANCE-RELATED PURCHASING HABITS



**Involved in
purchasing decisions**

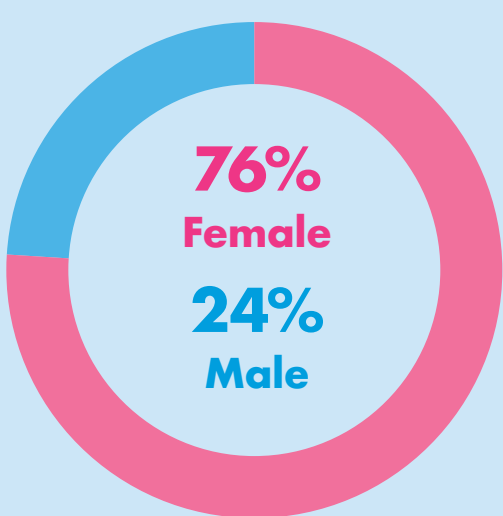


**Find *Dance Spirit*
influential in
dance purchases**

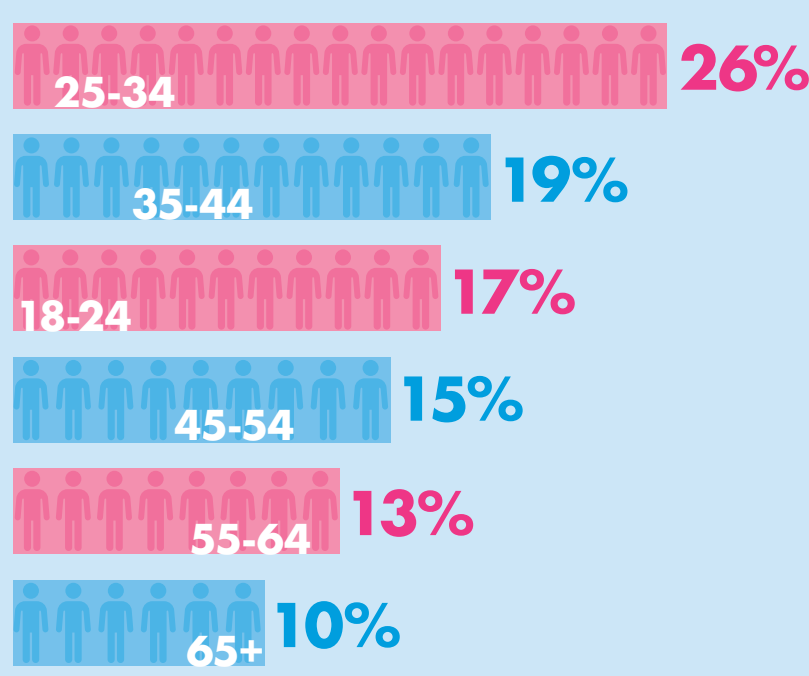


**Annual
spending**

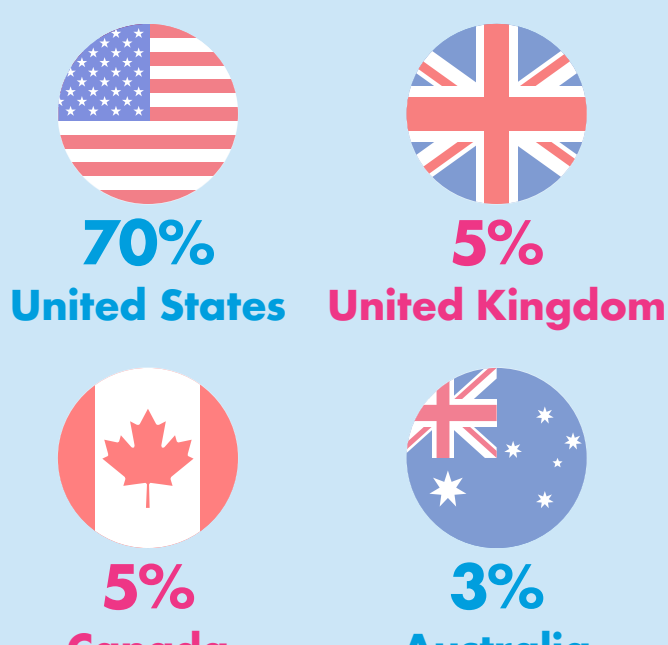
GENDER



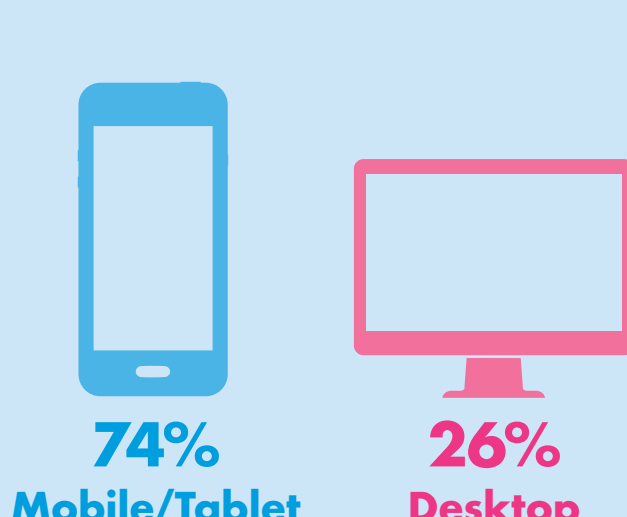
AGE



LOCATION



DEVICE



HOW TO GET THEIR ATTENTION THROUGH DANCE SPIRIT PRODUCTS:

SPONSORED CONTENT

DEDICATED EMAILS

INSTAGRAM

FACEBOOK

TWITTER

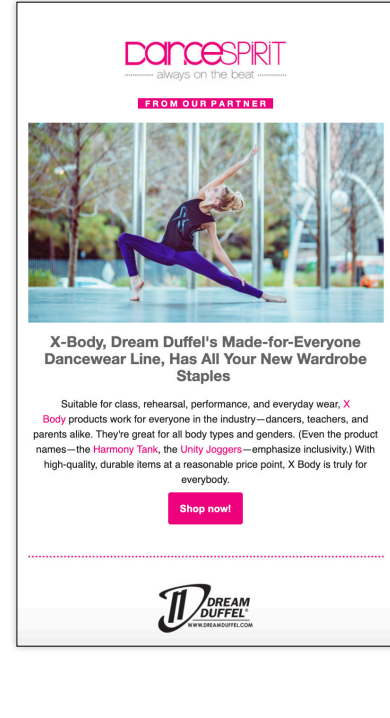
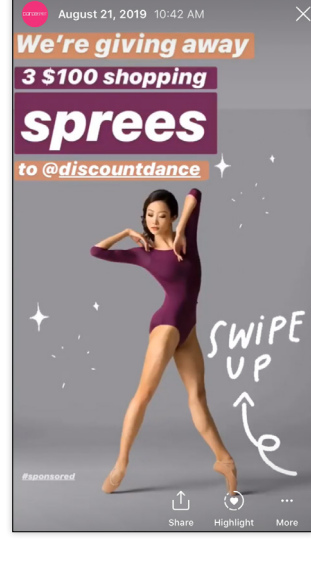
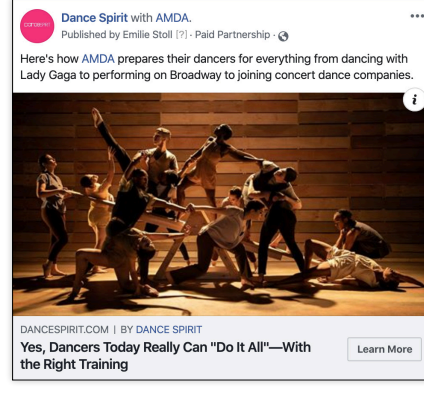
NEWSLETTER

WEBSITE BANNER ADVERTISING

GIVEAWAYS

WEBINARS

LISTINGS & GUIDES



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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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the
DANCE
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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

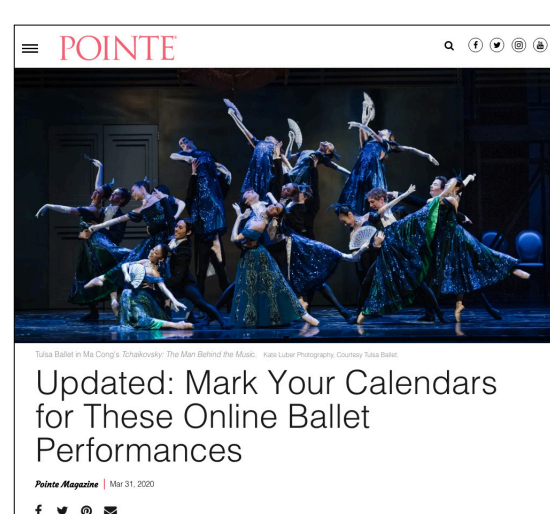


34K
Newsletter
Subscribers

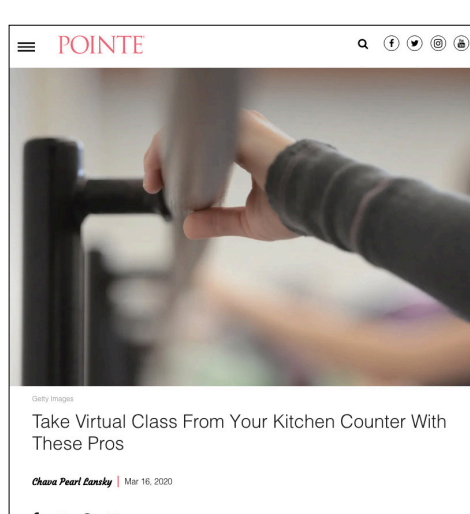


2.8K
Subscribers

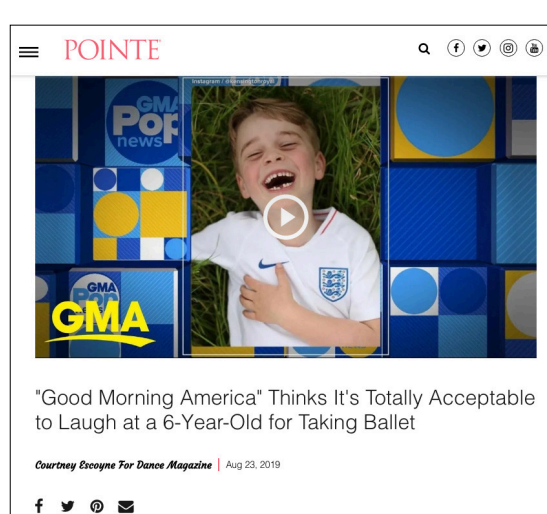
TOP PERFORMING ARTICLES



1,101,416
page views



403,671
page views



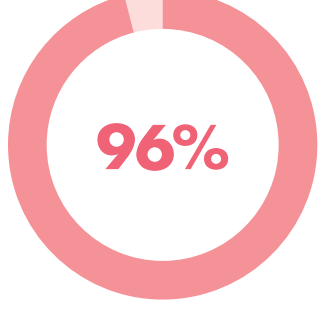
307,826
page views

WHO WE REACH:

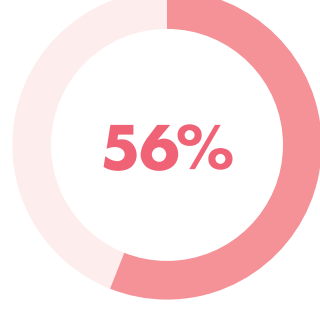
READER STATS



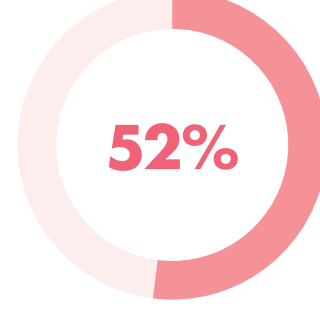
312
Students
take three
hundred and
twelve classes
per year



96%
Would travel
for dance

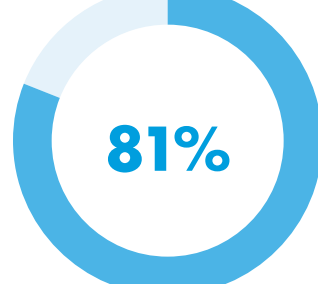


56%
Anticipate being
college-bound
or affiliated with
a professional
company in the
next five years

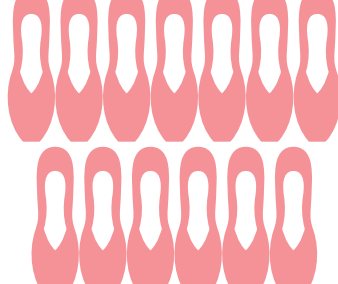


52%
Affiliated
with private
studio

DANCE-RELATED PURCHASING HABITS



81%
Involved in
purchasing decisions

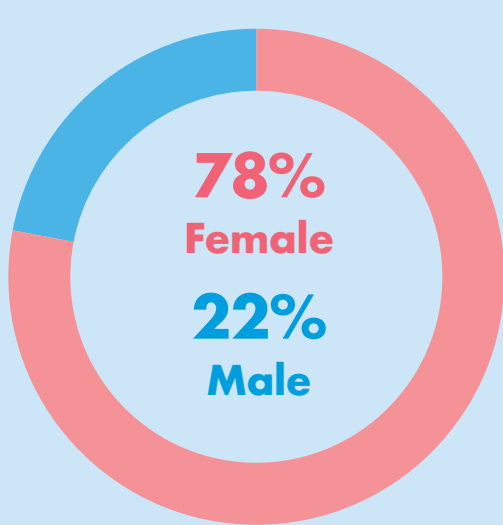


13 pairs of pointe
shoes annually



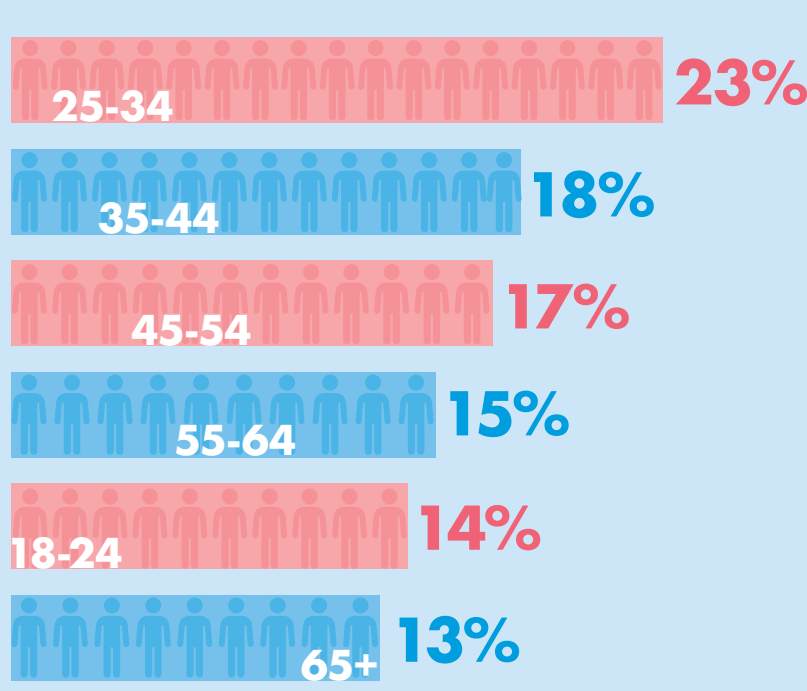
\$1,365
Annual
spending

GENDER

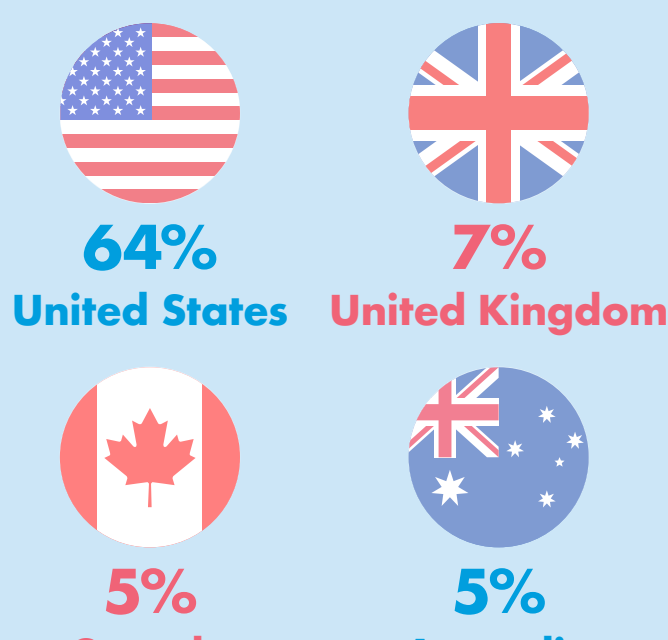


78%
Female
22%
Male

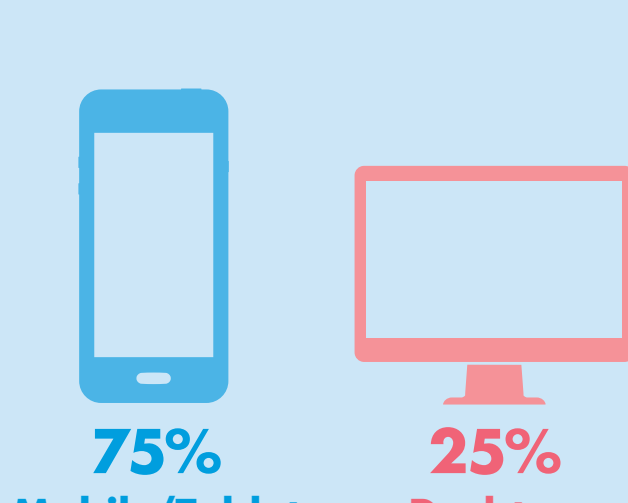
AGE



LOCATION

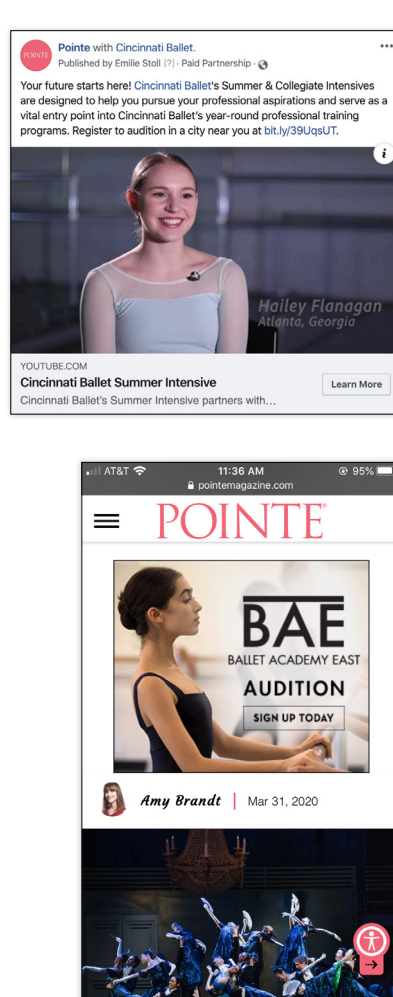


DEVICE



HOW TO GET THEIR ATTENTION THROUGH *POINTE* PRODUCTS:

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



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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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POINTE

DanceTeacher

the DANCE EDIT

DANCE BUSINESS WEEKLY

dancemedia.com



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 PRODCAST DIGITAL STATS



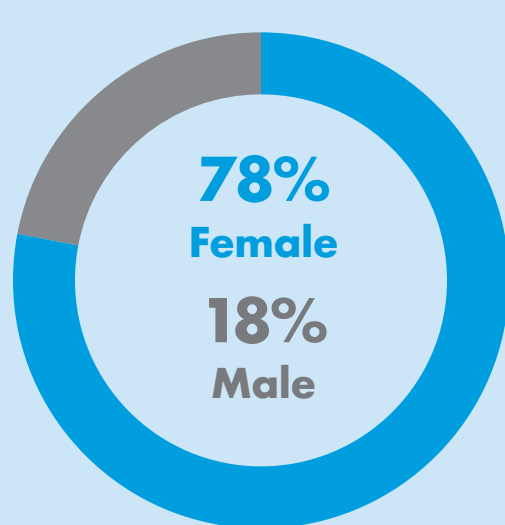
27K
Podcast Downloads



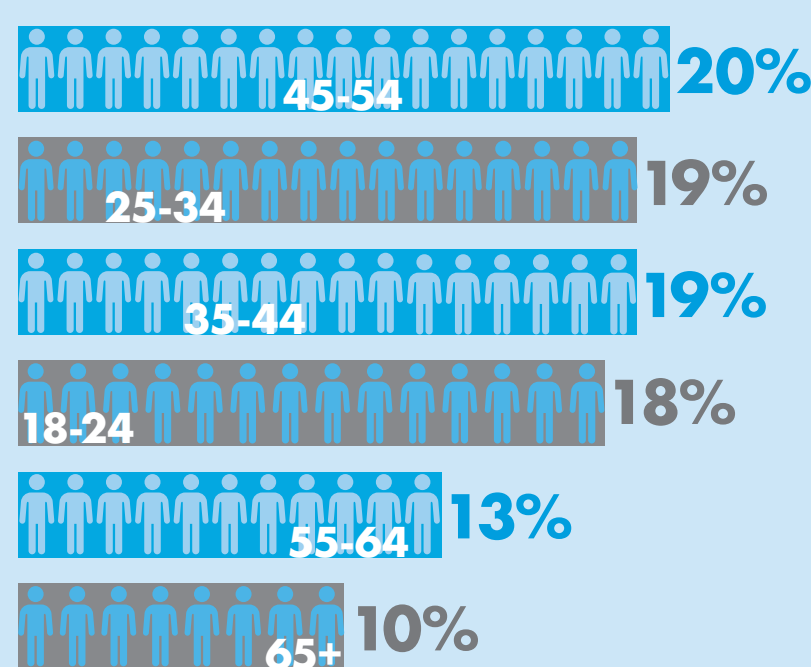
260
Podcast Subscribers

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.

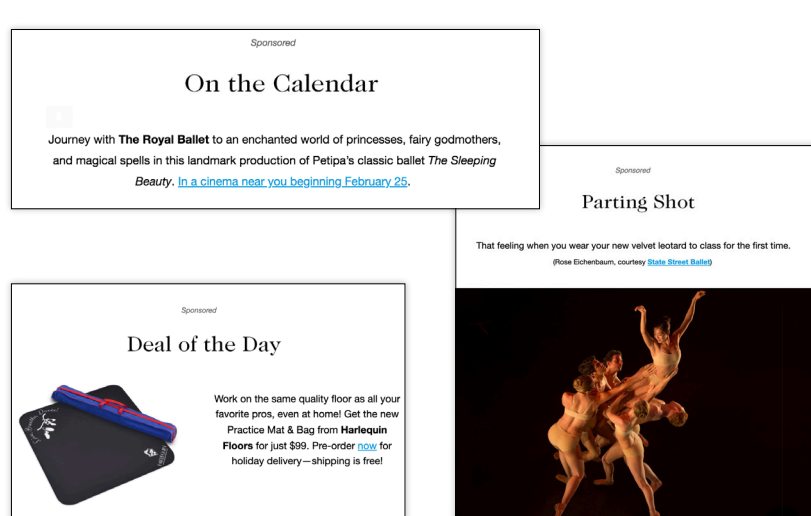
—WRITER GAVIN LARSEN

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



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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



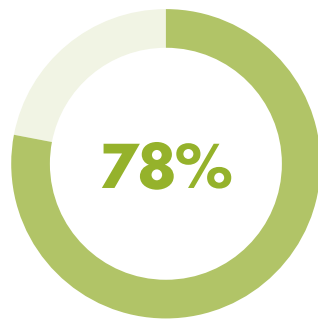
38,918
page views



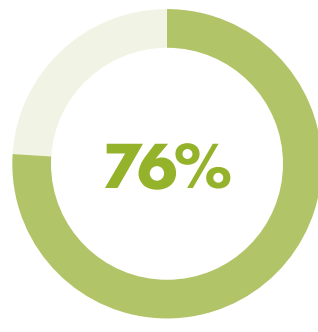
38,006
page views

WHO WE REACH:

READER STATS



Dance teachers

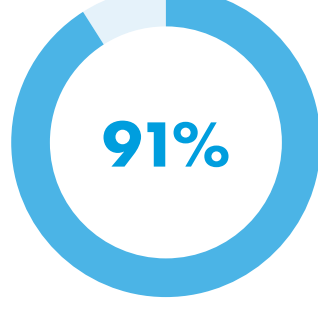


Affiliated with private studio

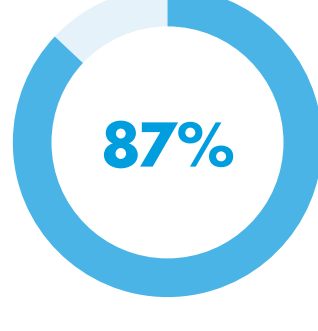


Average number of students

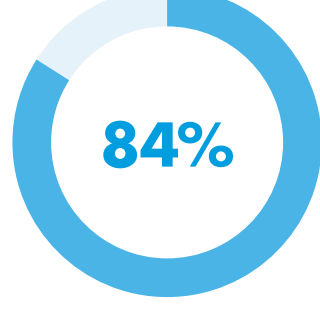
DANCE-RELATED PURCHASING HABITS



Involved in purchasing decisions

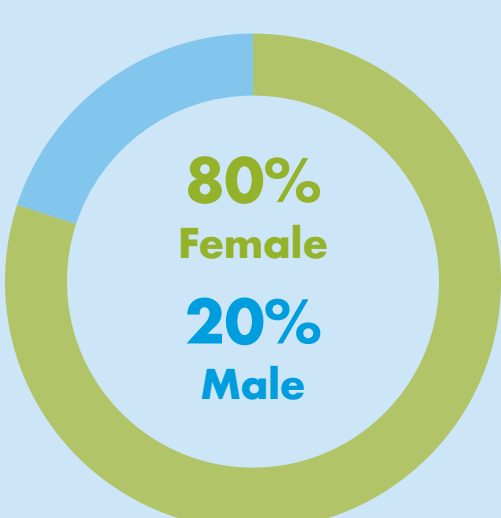


Brand-loyal

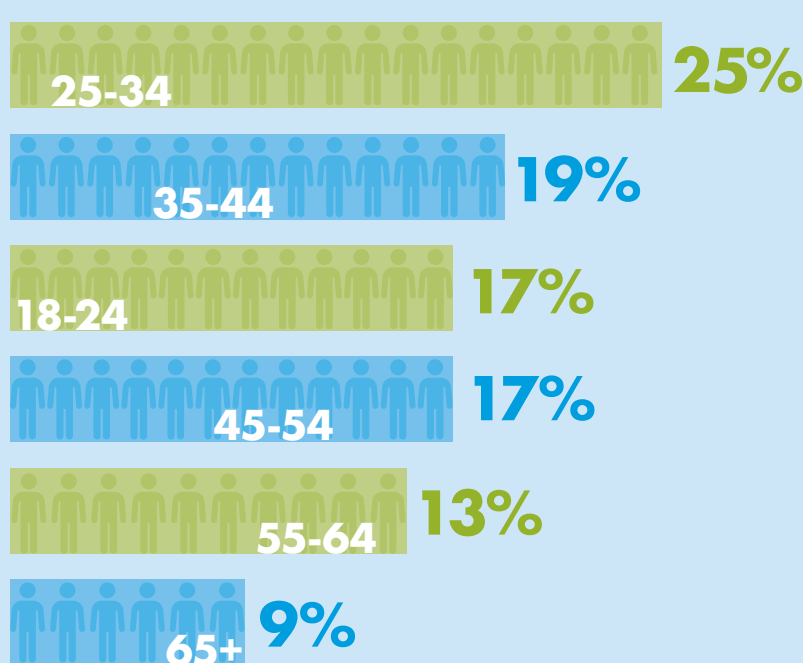


Find *Dance Teacher* influential in dance purchases

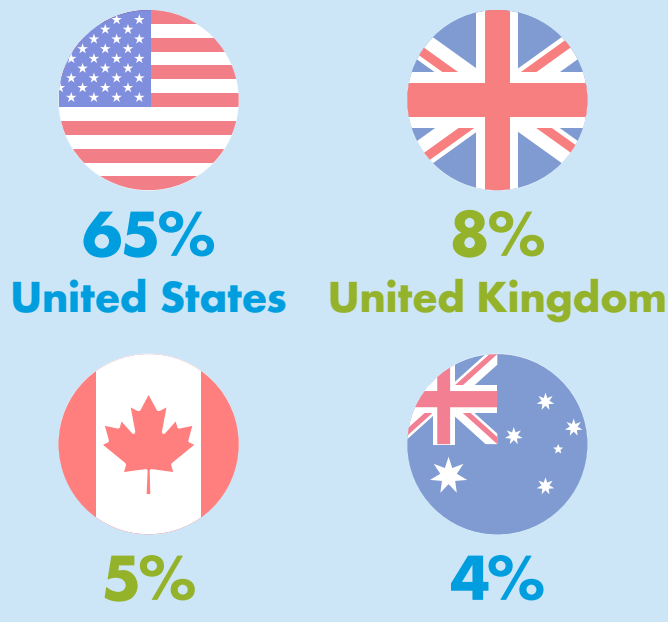
GENDER



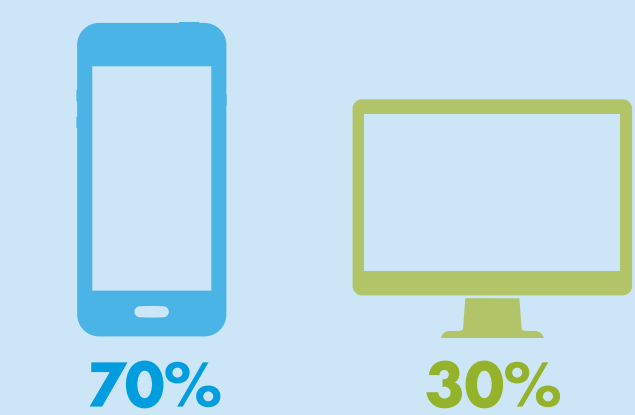
AGE



LOCATION



DEVICE



HOW TO GET THEIR ATTENTION THROUGH DANCE TEACHER PRODUCTS:

SPONSORED CONTENT

DEDICATED EMAILS

INSTAGRAM

FACEBOOK

TWITTER

NEWSLETTER

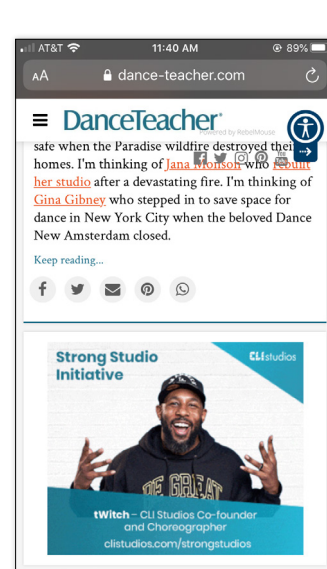
WEBSITE BANNER ADVERTISING

GIVEAWAYS

WEBINARS

EVENTS

LISTINGS & GUIDES



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

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dancesPRIT

POINTE

DanceTeacher

the DANCE EDIT

DANCE BUSINESS WEEKLY

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.


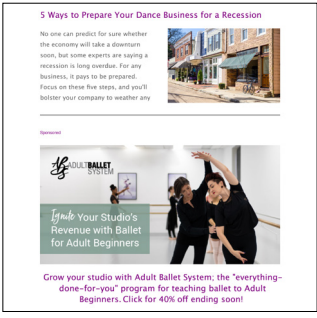
DANCE BUSINESS WEEKLY DIGITAL STATS

 15K Newsletter Subscribers	 15.2% Open Rate	 2.8K Followers	 300 Followers
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DANCE BUSINESS WEEKLY SUBSCRIBERS INCLUDE:

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

HOW TO GET THEIR ATTENTION THROUGH DANCE BUSINESS WEEKLY PRODUCTS:

NEWSLETTER WEBINARS EVENTS		
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Jennifer Stahl
Content Director, Dance Media, jstahl@dancemedia.com

Lauren Wingenroth
Editor in Chief of *Dance Teacher* and *Dance Business Weekly*, lwingenroth@dancemedia.com

Joanna Harp
Publisher and Chief Revenue Officer, Dance Media, jharp@dancemedia.com

Suzi Schmitt
Ad Director, Dance Media, 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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DANCE DancesPIRiT POINTE DanceTeacher the DANCE EDIT DANCE BUSINESS WEEKLY

dancemedia.com

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DIGITAL RATES:

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

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

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

NEWSLETTERS					
	1X	3X	6X	9X	12X
Dance Magazine	\$2,400	\$2,280	\$2,160	\$2,040	\$1,920
Dance Spirit	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600
Pointe	\$3,400	\$3,230	\$3,060	\$2,890	\$2,720
Dance Business Weekly	\$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*
Dance Magazine	\$5,000
Dance Spirit	
Pointe	
Dance Teacher	
Dance Business Weekly	

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

GIVEAWAYS	
	PACKAGE RATE
Dance Magazine	\$19,910
Dance Spirit	\$15,490
Pointe	\$19,930
Dance Teacher	\$10,390

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

WEBINARS	
	PACKAGE RATE
Dance Business Weekly	\$8,455

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DANCE magazine

dancespirit

POINTE

DanceTeacher

the DANCE EDIT

DANCE BUSINESS WEEKLY

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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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DANCE magazine

DANCE SPIRIT

POINTE

DanceTeacher

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