



WHO WE ARE:

Dance Spirit is always on the beat!

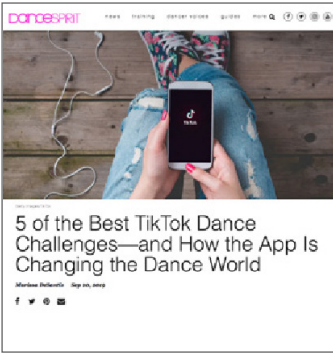
We're your source for up-to-the-minute information about the teen dance world, featuring profiles of your favorite dancers, smart takes on the latest dance trends, deep dives into dance techniques of all styles, and gorgeous photos and videos.

EDITORIAL LEADERSHIP

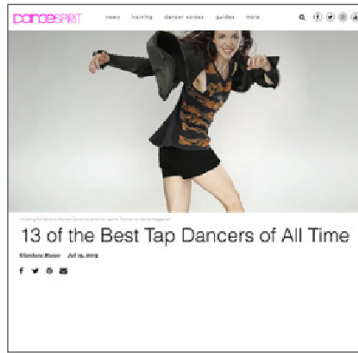


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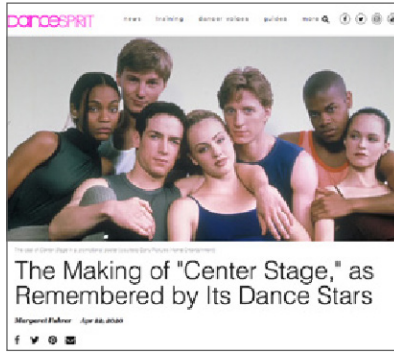
TOP PERFORMING ARTICLES



920K
Page Views



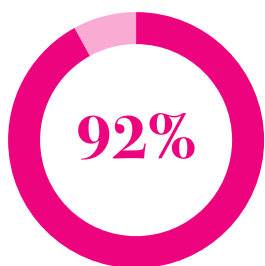
710K
Page Views



640K
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



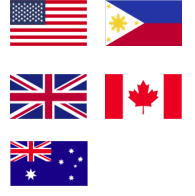
In the Commercial Dance World

DANCE SPIRIT DIGITAL STATS

GLOBAL

2.2M

Website Users



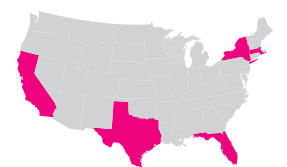
1.5M

Avg Mo. Page Views

US

1.5M

Website Users



CA, NY, TX, FL, MA

200K

US Avg Mo. Visits

2.9M

Sessions

21K

Newsletter Subscribers



467K

Followers



102K

Followers



78K

Followers



2K

Subscribers



7K

Followers



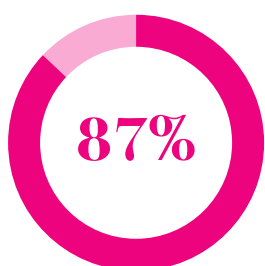
90

Followers

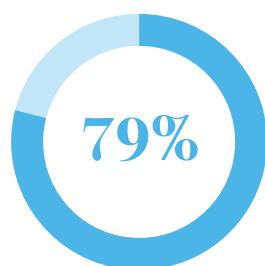
10K

Monthly Post Engagement

DANCE-RELATED PURCHASING HABITS



Involved in Decisions



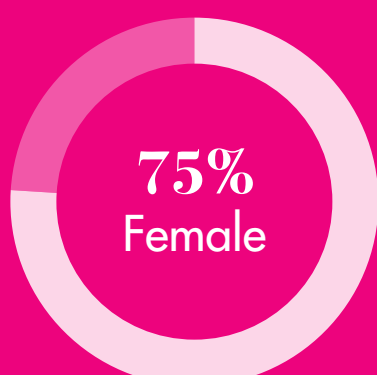
Find *Dance Spirit* Influential



\$1,660

Annual Spending

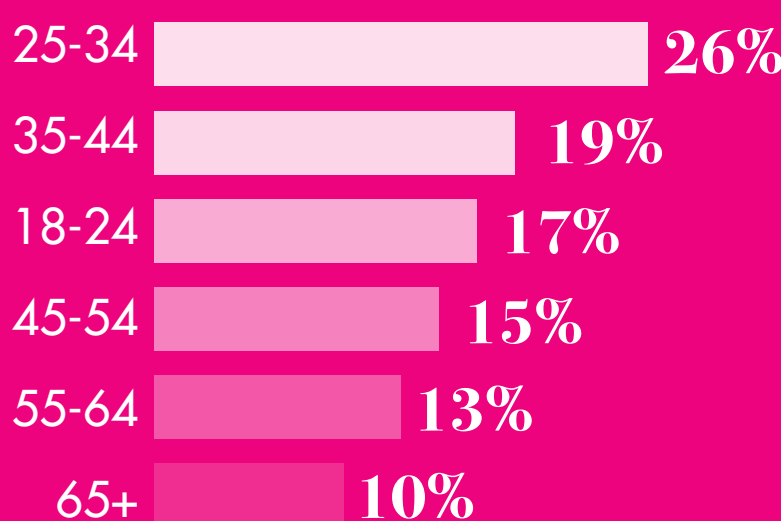
GENDER



75% Female

25% Male

AGE



74%
Mobile/Tablet



26%
Desktop