

# 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.

## EDITORIAL LEADERSHIP



**Reanne Rodrigues**  
 Editor in Chief of *Dance Teacher*  
 and *Dance Business Weekly*  
 rrodrigues@dancemedia.com

## TOP PERFORMING ARTICLES



**130K**  
 Page Views



**38K**  
 Page Views



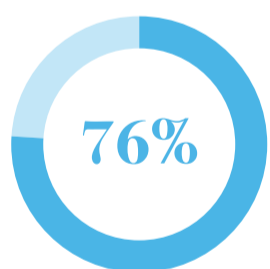
**38K**  
 Page Views

## WHO WE REACH:

### READER STATS



Dance Teachers

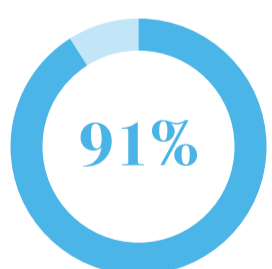


Affiliated with Private Studio

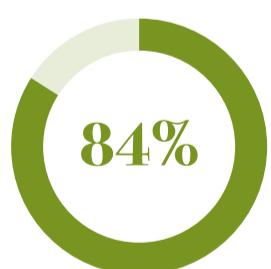


Average Number of Students

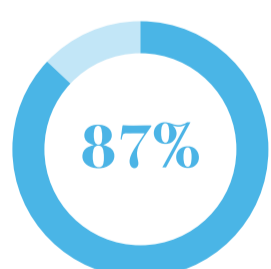
## DANCE-RELATED PURCHASING HABITS



Involved in Decisions



Find the *Dance Teacher* Brand Influential



Brand Loyal

## DANCE TEACHER DIGITAL STATS

### GLOBAL

**676K**

Website Users



**57K**

Avg Mo. Page Views

### US

**440K**

Website Users



CA, NY, TX, FL, VA

**57K**

US Avg Mo. Visits

**819K**

Sessions



**17K**

Newsletter Subscribers (*Dance Business Weekly*)



**87K**

Followers



**12.9K**

Followers



**28K**

Followers



**1K**

Subscribers



**4.6K**

Followers



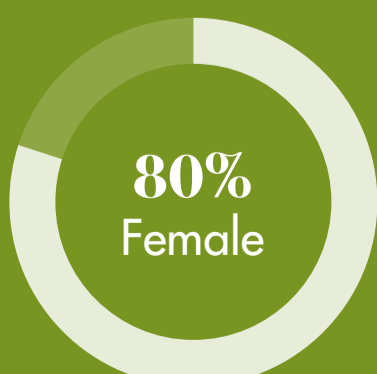
**57**

Followers

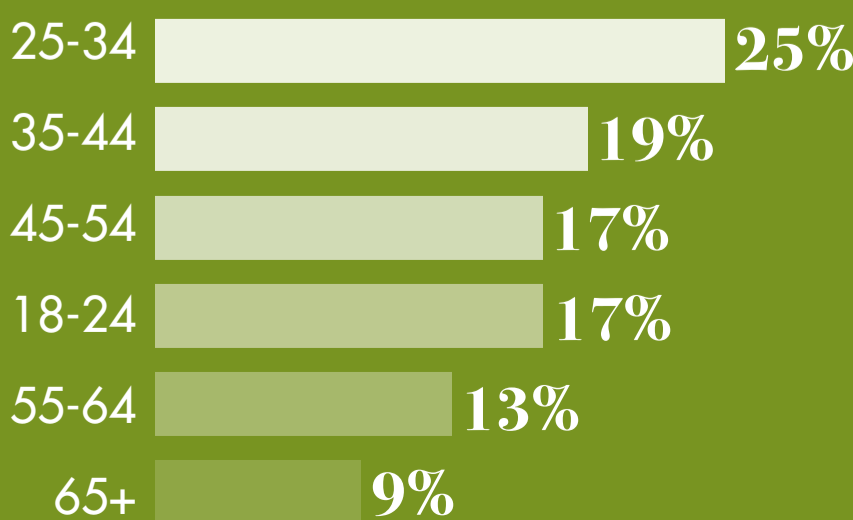
**7K**

Monthly Post Engagements

## GENDER



## AGE



**70%**

Mobile/Tablet



**30%**

Desktop