

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.

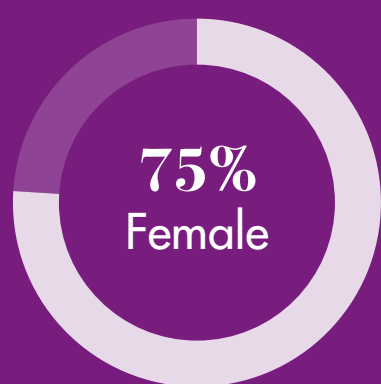
EDITORIAL LEADERSHIP



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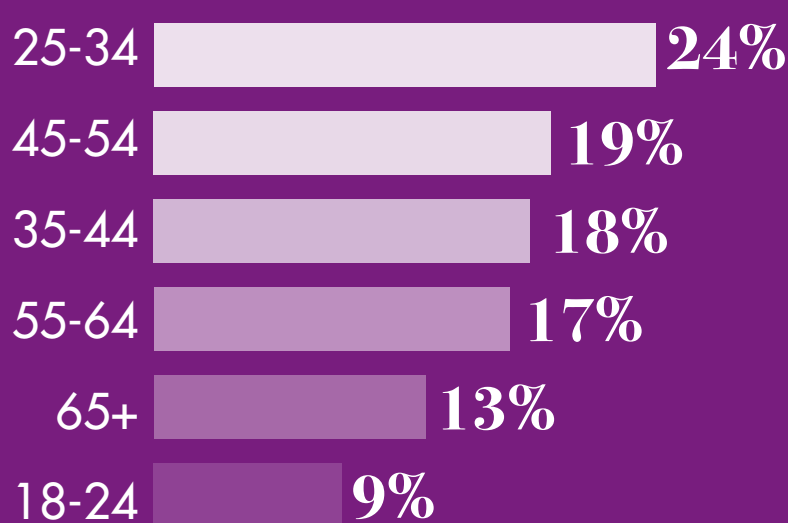
WHO WE REACH:

GENDER



25%
Male

AGE



DANCE BUSINESS WEEKLY SUBSCRIBERS INCLUDE:

- Dance Teachers
- 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 DIGITAL STATS

17K

Newsletter Subscribers

15.2%

Newsletter Open Rate

GLOBAL

43K

Website Users



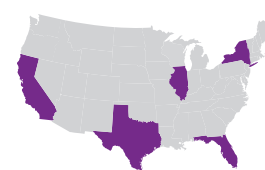
6K

Avg Mo. Page Views

US

35K

Website Users



CA, NY, TX,
FL, IL

4K

US Avg
Mo. Visits

53K

Sessions



3.4K

Followers



876

Followers



501

Followers

209

Monthly Post
Engagements

115

Average
Virtual Event
Attendance