

dancemedia

# TAP INTO THE PASSION OF DANCE

*Connect with Audience Emotions*

SPONSORSHIP + SALES KIT





DANCE MEDIA **INSPIRES**  
AND **INFORMS** AN AUDIENCE OF  
**10 MILLION**

PASSIONATE, ENGAGED AND  
MOTIVATED **DANCE CONSUMERS**

Dance Media is the only media company addressing all sectors of the dance industry, reaching dancers and lovers of dance with award-winning content, across media channels.

Celebrating all styles, disciplines, ages, origins, learning environments and members of the dance community, Dance Media is All Dance, All the Time.



## DANCE MEDIA'S AUDIENCE IS:

**21%**

of global consumers are in the top

**10%**

household income bracket

**79%**

of users are involved in purchasing decisions

### PASSIONATE:



of users are influenced by Dance Media partner brands

### ENGAGED:

**848K**

average monthly unique visitors

**1.2M**

average monthly visits

**7.2M**

average monthly page views

**30**

minutes average time spent

### DIVERSE:



**1.6M**

Facebook



**381K**

Instagram



**293K**

Twitter



**154K**

Newsletter  
Subscribers



**225**

Podcast  
subscribers

**DANCE**20  
magazine  
awards

### Dance Magazine Awards -

a tradition since 1954, the awards have long celebrated living legends who've made a lasting impact on dance.

# HIGHLIGHTS AND GROWTH

dancemedia

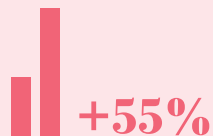
The entire umbrella of Dance Media brands has grown from a traditional media audience of ~4M to 6.6M in 2018 when we implemented a digital/social/video strategy for our online audience, and has continued to expand through 2021 with a current reach of almost 10M.

**2018**

Total Reach:

**6,600,366**

Total Engagement:

**30,316,458****POINTE**website sessions  
2018 - 2019**DANCE**  
magazineunique visitors  
2019 - 2020**DanceSPIRIT**new social followers  
2019 - 2020**2021**

Total Reach:

**9,989,532****+50%**  
Since 2018

Total Engagement:

**69,413,926****+128%**  
Since 2018

# DANCE<sup>®</sup>

magazine

2020 FOLIO:  
EDDIE  
OZZIE  
AWARDS  
WINNER

## GLOBAL:

3.9M

Website Users

4.4M

Avg mo. page views



## TOP OVERALL CONTENT:



Listicles



Interviews



Products/Tips

## US:

72K

Total Readership



CA, NY, TX,  
FL, IL

2.4M

Website Users

341K

US Avg mo. visits

5M

Sessions

40%



Increase in pages  
visited since 3/20

28%



Increase in time  
spent since 3/20



26K

Newsletter  
Subscribers



36K

monthly post  
engagement



486K

Followers



131K

Followers



126K

Followers



2.1K

Subscribers



4.9K

Followers



187

Followers

## AFFINITY:



Books, Movies, Arts & Theatre, Value  
Shoppers, Food & Dining/Cooking

## IN MARKET:



Employment, Home & Garden, Women's  
Apparel, Post-Secondary Education,  
Primary & Secondary Education

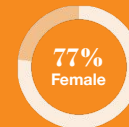
## OTHER:

Celebrity & Entertainment  
News, TV & Video/Online  
Video, Cooking & Recipes,  
Law & Government, Job  
Change

## TOP 5 SEARCHES:

- Education
- Footwear
- Events
- Apparel
- Performing Arts School

## GENDER



23%  
Male

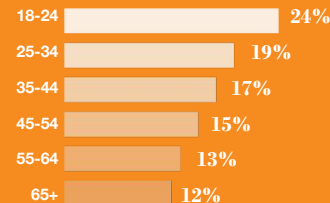


26%  
desktop



74%  
mobile only

## AGE



DanceSPIRIT



#### GLOBAL:

2.2M

Website Users

1.5M

Avg mo. page views



#### TOP OVERALL CONTENT:



Listicles



Interviews



Products/  
Tips

#### US:



CA, NY, TX,  
FL, MA

1.5M

US Website  
users

200K

Avg mo. visits

2.9M

Sessions

57%

Increase in pages  
visited since 3/20

23%

Increase in time  
spent since 3/20



21K

Newsletter  
Subscribers



10K

monthly post  
engagement



467K

Followers



102K

Followers



78K

Followers



2K

Subscribers



7K

Followers



90

Followers

#### AFFINITY:



Movies, Value Shoppers, Books, Food &  
Dining/Cooking, Arts & Theatre

#### IN MARKET:



Women's Apparel, Employment, Home Decor,  
Post-Secondary Education, Apparel & Accessories

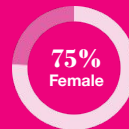
#### OTHER:

Celebrity & Entertainment  
News, TV & Video/Online  
Video, Cooking & Recipes,  
Job Change, TV Reality  
Shows

#### TOP 5 SEARCHES:

- Local Business
- Footwear Store
- Company
- Competition
- Apparel Distributor

#### GENDER



25%  
Male



26%

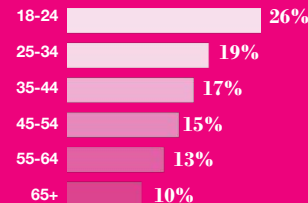
desktop



74%

Mobile/Tablet

#### AGE



# POINTE

## GLOBAL:

1.7M

Website Users

1.5M

Avg mo. page views



## TOP OVERALL CONTENT:



Tips/Wellness



Informative



Interviews

## US:



CA, NY, TX,  
FL, MA

1.1M

US Website  
users

169K

Avg mo. visits

1.9M

Sessions

30%



Increase in pages  
visited since 3/20

8%



Increase in time  
spent since 3/20



33K

Newsletter  
Subscribers



61K

monthly post  
engagement



576K

Followers



138K

Followers



62K

Followers



3K

Subscribers



7K

Followers



64

Followers

## AFFINITY:



Book, Movies, Food & Dining/Cooking,  
Arts & Theatre, Value Shoppers

## IN MARKET:



Women's Apparel, Employment, Home Decor,  
Post-Secondary Education, Apparel & Accessories

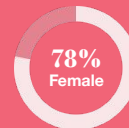
## OTHER:

Celebrity & Entertainment  
News, TV & Video/Online  
Video, Cooking & Recipes,  
Law & Government,  
Performing Arts

## TOP 5 SEARCHES:

- Footwear Store
- Performing Arts School
- Dance Company
- Dance Studio
- Magazines

## GENDER



78%  
Female

22%  
Male



25%

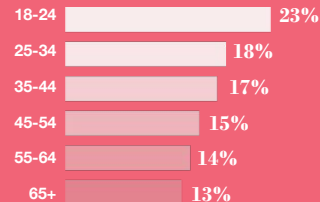
desktop



75%

Mobile/Tablet

## AGE





## DanceTeacher

## GLOBAL:

676K

Website Users

57K

Avg mo. page views



## TOP OVERALL CONTENT:



Studio Content



Interviews



Listicles

## US:

CA, NY, TX,  
FL, VA

440K

US Website  
users

57K

Avg mo. visits



17K

Newsletter Subscribers  
(Dance Business Weekly)

19%

Increase in pages  
visited since 3/20

35%

Increase in time  
spent since 3/20

819K

Sessions



7K

monthly post  
engagement

87K

Followers



12.9K

Followers



28K

Followers



1K

Subscribers



4.6K

Followers



57

Followers

## AFFINITY:

Movies, Books, Arts & Theatre, Food &  
Dining/Cooking, Fashionistas

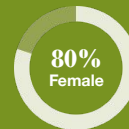
## IN MARKET:

Employment, Women's Apparel, Home  
Decor, Primary & Secondary Education  
(K-12), Post-Secondary Education

## OTHER:

Celebrity & Entertainment News,  
TV & Video/Online Video,  
Performing Arts, Cooking &  
Recipes, Job Change

## GENDER

20%  
Male

30%

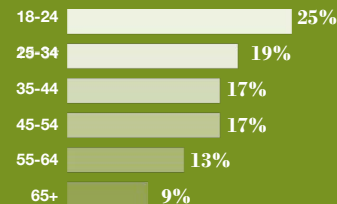
desktop



70%

Mobile/Tablet

## AGE

TOP 5  
SEARCHES:

- Business Service
- Education Website
- Education
- Consulting Agency
- Product / Service

# DANCE BUSINESS WEEKLY



## GLOBAL:

**43K**

Website Users

**6K**

Avg mo. page views



## TOP OVERALL CONTENT:



Product  
Information



Studio  
Content



Industry  
Information

## US:



CA, NY, TX,  
FL, IL

**35K**

US Website  
users

**4K**

Avg mo. visits

**53K**

Sessions

**115**

Avg Virtual Event  
Attendance



**17K**

Newsletter Subscribers



**15.2%**

Newsletter Open Rate



**3.4K**



**876**



**501**

Followers



**209**

monthly post  
engagement

## AFFINITY:



Value Shoppers, Arts & Theatre, Books,  
Movies, Green Living

## IN MARKET:

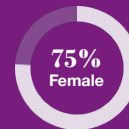


Women's Apparel, Employment, Advertising & Marketing  
Services, Home Decor, Apparel & Accessories

## OTHER:

Celebrity & Entertainment News, Performing  
Arts, TV & Video/Online Video, Dictionaries &  
Encyclopedias, Cooking & Recipes

## GENDER



25%  
Male



**69%**

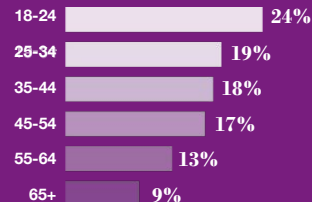
Desktop  
& mobile



**31%**

Mobile only

## AGE





# the DANCE EDIT



## GLOBAL:

# 35K

Website Users

# 37K

Avg mo. page views



## TOP OVERALL CONTENT:



Podcast



Class Content



Interviews

## US:

CA, NY, TX,  
NC, NJ

# 31K

US Website  
users

# 37K

Sessions



# 56K

Newsletter Subscribers



# 9%

Newsletter  
Open Rate

# 235

Podcast  
Subscribers

# 54K

Podcast  
Downloads

# 381K

Followers



# 3.6K

Followers



# 1,187

Followers



# 76

Followers



# 92

monthly post engagements

## AFFINITY:

Arts & Theatre, Green Living, Books,  
Movies, Value Shoppers

## IN MARKET:

Women's Apparel, Post-Secondary Education,  
Advertising & Marketing Services, Home Decor,  
Performing Arts Tickets

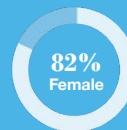
## OTHER:

Dance, Celebrity & Entertainment  
News, Dictionaries &  
Encyclopedias, TV & Video/Online  
Video, Cooking & Recipes

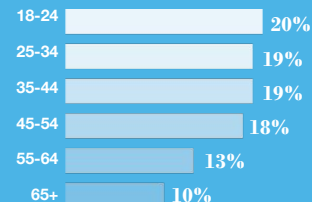
## TOP 5 SEARCHES:

- Education
- Footwear
- Events
- Apparel
- Performing Arts School

## GENDER

18%  
Male

## AGE



# GUIDE & LISTING OPPORTUNITIES

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



## SUMMER STUDY GUIDE

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

## AUDITIONS GUIDE

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

## DANCE ANNUAL DIRECTORY

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.

## COMPETITION & CONVENTION GUIDE

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

## DANCE MAGAZINE COLLEGE GUIDE

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.

## PRE-PROFESSIONAL GUIDE

The one stop shop for a list of conservatories and company academies offering rigorous pre-professional ballet programs.

## COSTUME GUIDE

Essential info on costume brands.

## VIRTUAL DANCE OPPORTUNITIES

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

## DANCE RETAILER DIRECTORY

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

# INTEGRATED PROGRAMS, EXPERTLY CHOREOGRAPHED TO MEET YOUR GOALS



## PRINT

Showcase your messaging alongside our flagship print content.



## SPONSORED CONTENT

Tell an engaging story through a native-content piece on our sites, written by Dance Media.



## LISTINGS & COLLEGE GUIDE

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



## WEBSITES

Align your call to action alongside relevant content for your target audience.



## NEWSLETTERS

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



## DEDICATED EMAILS

Reach our audience through a custom email solely dedicated to you and your goals, created with Dance Media.



## SOCIAL MEDIA

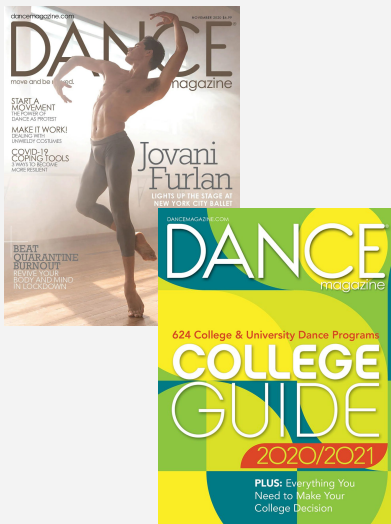
Share a call to action, story, video and more on our most-followed social media pages.



## GIVEAWAYS

Give away an enticing prize package and receive email and social lead generation.

## DANCE MAGAZINE



## PRINT AD SPECS &amp; MATERIAL REQUIREMENTS

AD SIZE	TRIM	BLEED
<b>2-PAGE SPREAD — BLEED</b>	16" x 10.875"	0.125"
<b>2-PAGE SPREAD — NONBLEED</b>	15.5" x 10.375"	0"
<b>FULL PAGE — BLEED</b>	8" x 10.875"	0.125"
<b>FULL PAGE — NONBLEED</b>	7.5" x 10.375"	0"
<b>2/3 VERTICAL</b>	4.625" x 10.1875"	0"
<b>1/2 HORIZONTAL</b>	7" x 5.0625"	0"
<b>1/2 VERTICAL</b>	3.5" x 10.1875"	0"
<b>1/3 HORIZONTAL</b>	4.625" x 5.0625"	0"
<b>1/3 VERTICAL</b>	2.25" x 10.1875"	0"
<b>1/6 HORIZONTAL</b>	4.625" x 2.25"	0"
<b>1/6 VERTICAL</b>	2.25" x 5.0625"	0"

- Make sure all ads are built correctly to spec and scaled at 100%.
  - All support files—fonts and images—must be linked.
  - All images must be CMYK. No RGB images accepted. (Convert all images to CMYK in Photoshop before placing them in your layout program.)
  - All images must be high-res. Images at 150 dpi or less will not be accepted.
  - Maximum ink density should be set to standard 300% or less on all images.
  - No Pantone colors (convert to process).
  - No spot colors (convert to process).
  - Make sure "White" type is NOT set to overprint.
  - If using InDesign, set your "Appearance of black" preference to both display and output blacks "Accurately."
  - Crop marks should be ON for partial ads.
  - Please label your PDF accordingly: title/year/month/ad size/client.
- Example: dancemagazine1901\_13V\_ballet.pdf
- Artwork: If new ad material has not been received by the published material deadline, artwork on file will be picked up.

All ads must be submitted online. To create your account, please visit [dancemedia.sendmyad.com](https://dancemedia.sendmyad.com)

Need help? Please email:

[adportalhelp@dancemedia.com](mailto:adportalhelp@dancemedia.com)

# dancemedia

Joanna Harp  
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[jharp@dancemedia.com](mailto:jharp@dancemedia.com)