



## WHO WE ARE:

Move and be moved with *Dance Magazine*. The *Dance Magazine* audience is composed of dance enthusiasts, students, teachers, choreographers and professional dancers.

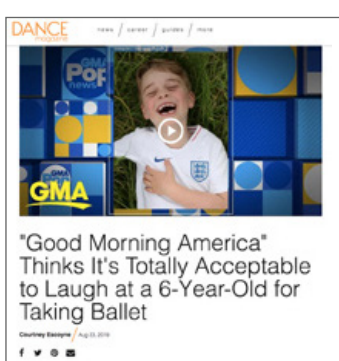
With profiles of today's most exciting dance artists, insider takes on breaking dance news, and expert advice on everything from nutrition to technique to entrepreneurship, we've been inspiring, informing and engaging professional dancers, students and dance lovers since 1927. *Dance Magazine* honors 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*.

## EDITORIAL LEADERSHIP

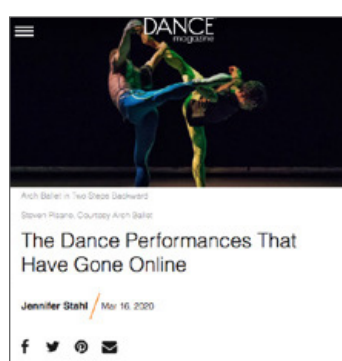


**Jennifer Stahl**  
Editor in Chief, *Dance Magazine*  
Content Director, Dance Media  
jstahl@dancemedia.com

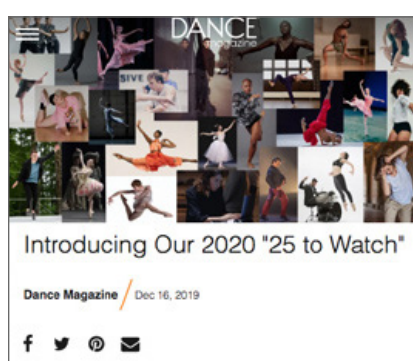
## TOP PERFORMING ARTICLES



**2.9M**  
Page Views



**875K**  
Page Views



**870K**  
Page Views

## TIME SPENT WITH *DANCE MAGAZINE* PER WEEK



Print



Digital



Facebook



Instagram

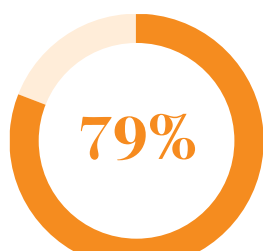


Newsletter

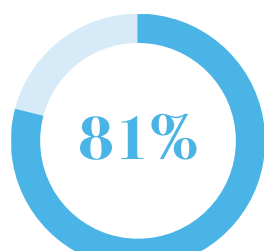


Twitter

## DANCE-RELATED PURCHASING HABITS



Involved in Decisions



Find *Dance Magazine* Influential



**\$1,300**  
Annual Spending

## *DANCE MAGAZINE* DIGITAL & PRINT STATS

### GLOBAL

**3.9M**

Website Users



**4.4M**

Avg Mo. Page Views

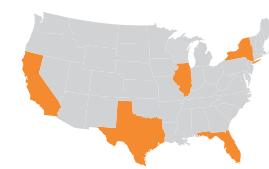
### US

**72K**

Total Readership

**2.4M**

Website Users



CA, NY, TX, FL, IL

**341K**

US Avg Mo. Visits

**5M**

Sessions

**26K**

Newsletter Subscribers



**486K**

Followers



**131K**

Followers



**126K**

Followers



**2.1K**

Subscribers



**4.9K**

Followers



**187**

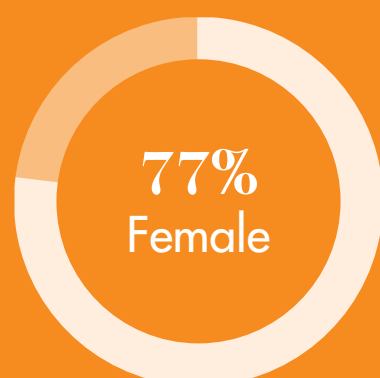
Followers

**36K**

Monthly Post Engagements

## WHO WE REACH:

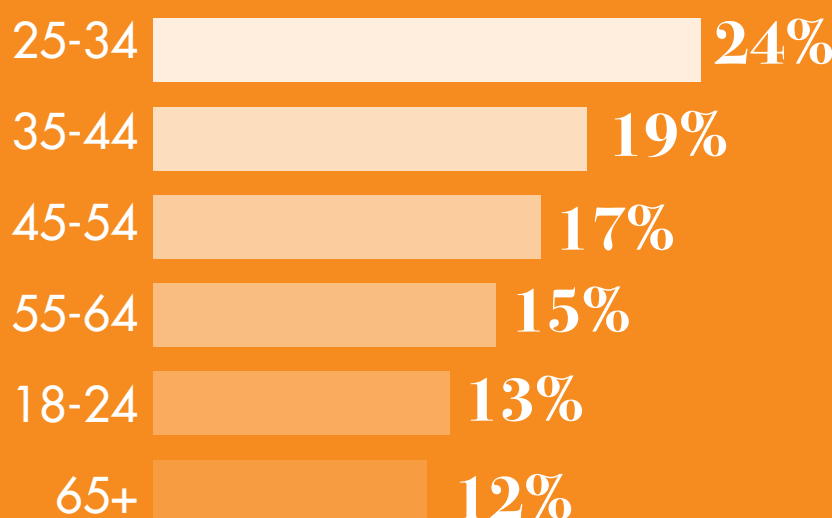
### GENDER



77%  
Female

23%  
Male

### AGE



**74%**  
Mobile/Tablet



**26%**  
Desktop