



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**.

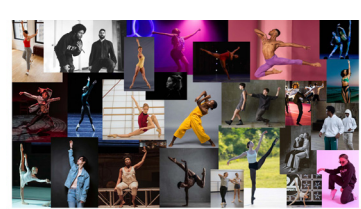


Caitlin Sims
Content Director, Dance Media,
Editor in Chief of *Dance Magazine*
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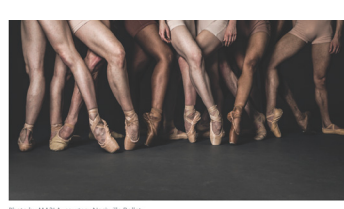
TOP PERFORMING ARTICLES:



37K
Page views



32K
Page views

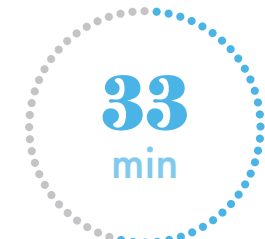


11K
Page views

TIME SPENT WITH *DANCE MAGAZINE* PER WEEK:



Print



Digital



Facebook



Instagram

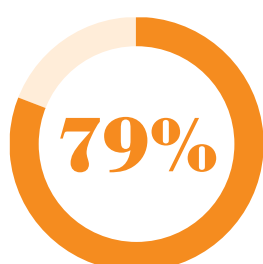


Newsletter

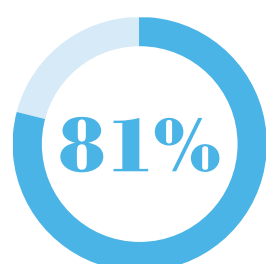


Twitter

DANCE-RELATED PURCHASING HABITS:



Involved in decisions



Find *Dance Magazine* influential



Annual spending

DANCE MAGAZINE DIGITAL & PRINT STATS:

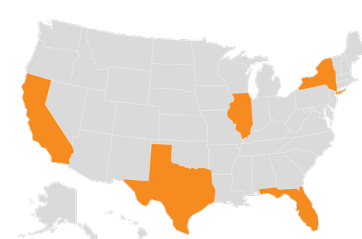
GLOBAL
94K
Website users

150K
Average monthly page views

116K
Average monthly visits



Top countries:
United States, United Kingdom, Canada, Australia, India



Top US states:
NY, CA, TX, IL, FL

72K
Total print readership

486K
Followers

134K
Followers

125K
Followers

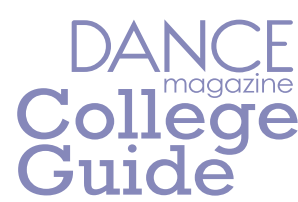
3K
Subscribers

5K
Followers

826
Followers

24K
Newsletter subscribers

DANCE MAGAZINE COLLEGE GUIDE:



Digital College Search: Comprehensive online search for college programs.
Annual print guide with features on the college search, program comparison charts, geographic listings, and spotlight feature section.

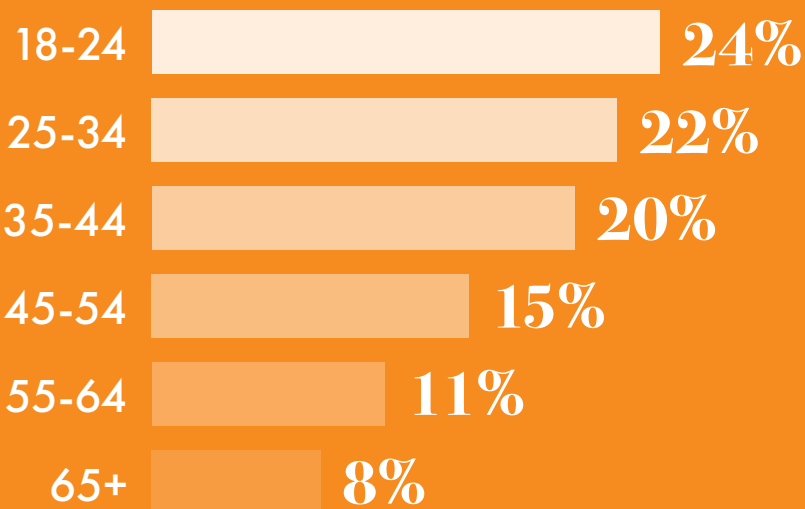
DANCE MAGAZINE AWARDS:



The **Dance Magazine Awards** celebrate those whose outstanding contributions have made our field even stronger. We honor the artistry, the integrity and the resiliency these artists have demonstrated.

WHO WE REACH:

AGE*



*Data not collected for 18 and under

74%
Mobile/Tablet

26%
Desktop