

DANCE SPIRIT®



WHO WE ARE:

Dance Spirit is always on the beat!

We're your source for up-to-the-minute information about the teen dance world, featuring profiles of your favorite dancers, smart takes on the latest dance trends, deep dives into dance techniques of all styles, and gorgeous photos and videos.



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TOP PERFORMING ARTICLES:



Getty Images
JUST FOR FUN
20 Compliments for Dancers to Celebrate National Compliment Day

37K
Page views



TAP
13 of the Best Tap Dancers of All Time

15K
Page views



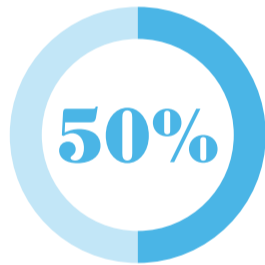
COVER STORY
Lizzo's Leading Ladies: Meet the Big Grrrls

11K
Page views

WHO WE REACH/READER STATS:



Would travel for dance



Affiliated with private studio

Dance Spirit readers are ambitious students and in the next five years plan to be:



At college or university

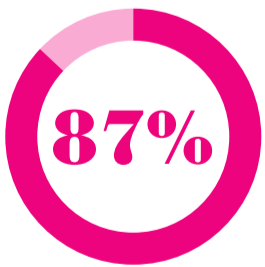


In a professional dance company

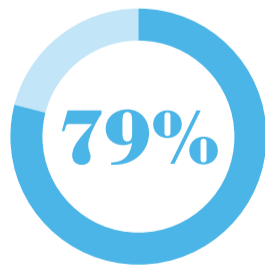


In the commercial dance world

DANCE-RELATED PURCHASING HABITS:



Involved in decisions



Find *Dance Spirit* influential



\$1,660
Annual spending

DANCE SPIRIT DIGITAL STATS:

GLOBAL

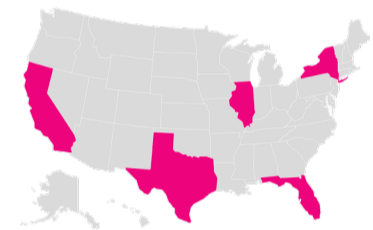
65K
Website users

94K
Average monthly page views

76K
Average monthly visits



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



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



462K
Followers



100K
Followers



76K
Followers



3K
Followers



8K
Followers



2K
Subscribers

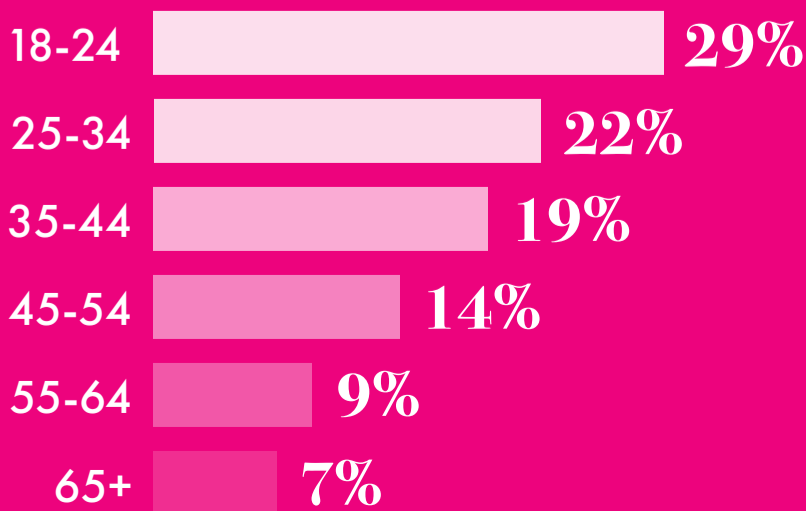


507
Followers



20K
Newsletter subscribers

AGE*



*Data not collected for 18 and under



74%
Mobile/Tablet



26%
Desktop