

POINTE®



WHO WE ARE:

Since 2000, **Pointe** has been your insider's guide to all things ballet. With valuable training and career advice, health and wellness tips, and behind-the-scenes access to top companies and stars, we keep serious students and young professionals inspired and in the know by showcasing ballet at its best.



Amy Brandt
Editor in Chief of *Pointe* and *Pointe+*
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TOP PERFORMING ARTICLES:



#TBT: Watch Baryshnikov Do 11 Pirouettes in "White Nights"

23K
Page views



TRAINING
Grooming and Sexual Abuse in Ballet: Why Dancers Are Especially Vulnerable

13K
Page views



HEALTH & BODY
12 Exercises for Stronger, More Supple Feet

10K
Page views

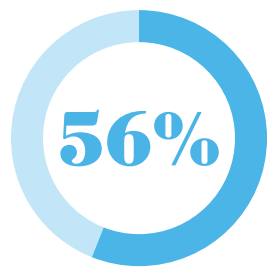
WHO WE REACH/READER STATS:



Would travel for dance



Students take 6 classes per week

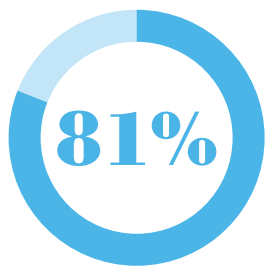


Anticipate being college-bound or affiliated with a professional company in the next five years



Affiliated with dance studio

DANCE-RELATED PURCHASING HABITS:



Involved in decisions



13 pairs of pointe shoes annually



\$1,365

Annual spending

POINTE 22ND ANNIVERSARY:



Through the **Pointe 22nd Anniversary** event sponsorship opportunities you can reach, influence and communicate with today's most committed ballet students and supporters.

POINTE DIGITAL STATS:

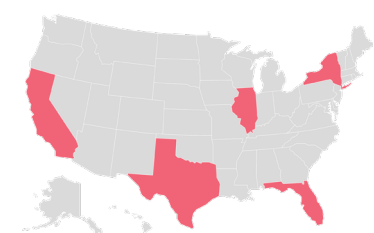
GLOBAL
85K
Website users

154K
Average monthly page views

115K
Average monthly visits



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



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



570K
Followers



136K
Followers



63K
Followers



4K
Subscribers



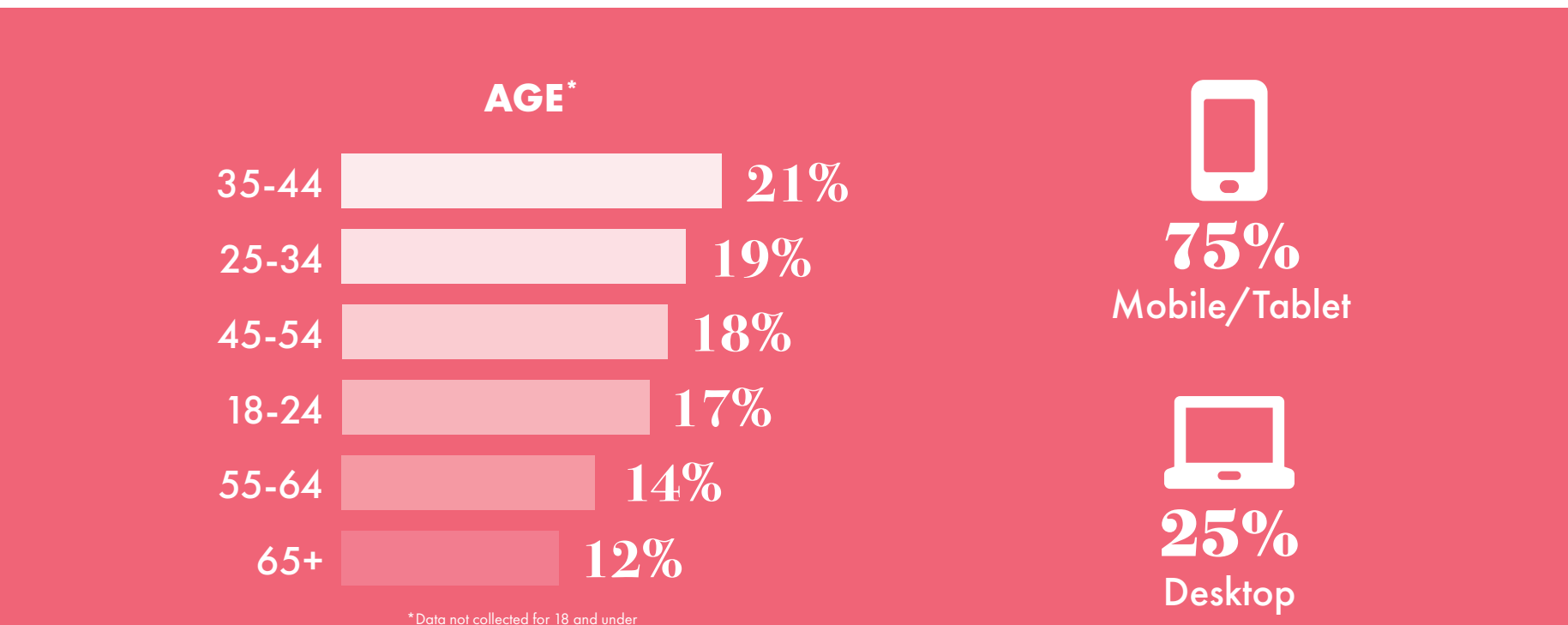
7K
Followers



455
Followers



30K
Newsletter subscribers



*Data not collected for 18 and under