

dancemedia 2024

# 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:**

**246K**

average monthly users

**312K**

average monthly sessions

**551K**

average monthly page views

**30**

minutes average time spent

**DIVERSE:**



**1.6M**

Facebook



**400K**

Instagram



**300K**

Twitter



**125K**

Newsletter subscribers



GLOBAL:

89K

Website users

138K

Avg mo. page views

117K

Avg mo. sessions

PRINT:

54K

Total readership



Top countries

40%



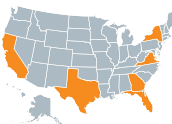
Increase in pages visited since 3/20

28%



Increase in time spent since 3/20

TOP US STATES:



CA, NY, VA, TX, FL, GA

TOP OVERALL CONTENT :



Listings



Interviews



Products/Tips



23K

Newsletter subscribers



480K

Followers



135K

Followers



120K

Followers



3.5K

Subscribers



5K

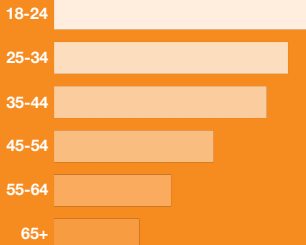
Followers



1,250

Followers

AGE\*



\*Data not collected for 18 and under



60%

Mobile/Tablet



38%

Desktop

DANCE  
magazine

## 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.

## TOP PERFORMING ARTICLES



TRAINING  
Got a Sprained Ankle That Won't Heal? What It Might Mean, and What To Do

52.6K

Page views



SHOWS  
Introducing Our 2023 "25 to Watch"

13.6K

Page views



VIDEO COVERS  
"Naatu Naatu" Dances into the Oscars

9K

Page views

TIME SPENT WITH DANCE  
MAGAZINE PER WEEK

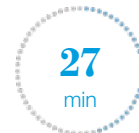
Print



Digital



Facebook



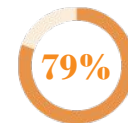
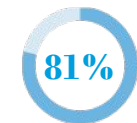
Instagram



Newsletter



Twitter

DANCE-RELATED  
PURCHASING HABITSInvolved in  
decisionsFind Dance  
Magazine influential

\$1,300

Annual  
spending



# DANCE magazine 25 To Watch LIVE!

*Dance Magazine's 25 To Watch, the longstanding prestigious list of rising stars in the dance world, will be brought to life through an in-person performance and event.*



Audiences will see a sampling of dance performances and rehearsals, and be witness to a lively conversation between these skyrocketing talents, all gathering for the first time. Anticipating 100+ paid attendees and representation from approx half the 2024 list. Aligning with these diverse dancers, choreographers and companies, speaks to the cutting edge of the dance field today, with sponsorship opportunities that authentically support your brand and these artists.



July 2024\*  
New York City

# DANCE magazine awards 2024

*Dance Magazine celebrates today's living legends at the 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. Join us to celebrate this outstanding group with performances and presentations for each honoree.

**Connect with the greater dance community during this unique and content rich experience!** Align your messaging alongside the Dance Magazine Awards and Awardees.



December 2024\*  
New York City

## GLOBAL:

54K

Website users

76K

Avg mo. page views

65K

Avg mo. sessions



Top countries

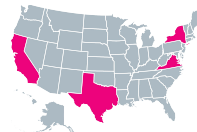
57%

Increase in pages  
visited since 3/20

23%

Increase in time  
spent since 3/20

## TOP US STATES:



CA, VA, NY, TX

## TOP OVERALL CONTENT :



Listings



Interviews



Products/Tips



19K

Newsletter subscribers



455K

Followers



100K

Followers



75K

Followers



3K

Followers



2.5K

Subscribers



8K

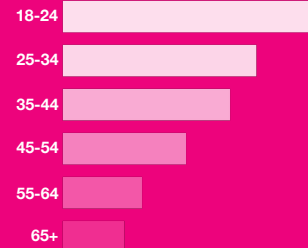
Followers



550

Followers

## AGE\*



\*Data not collected for 18 and under



66%

Mobile/Tablet



32%

Desktop

DanceSPIRIT

**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.

**TOP PERFORMING ARTICLES**

Getty Images  
JUST FOR FUN

20 Compliments for Dancers to Celebrate National Compliment Day

**85.9K**

Page views



TAP

13 of the Best Tap Dancers of All Time

**23.8K**

Page views

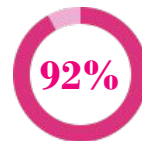


DANCER VOICES

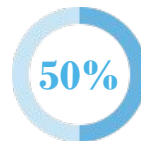
Why Do Dancers Say "Merde"?

**12.4K**

Page views

**WHO WE REACH :**

Would travel  
for dance



Affiliated with  
private studio

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



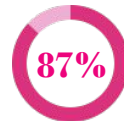
At college or  
university



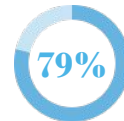
In a professional  
dance company



In the commercial  
dance world

**DANCE-RELATED  
PURCHASING HABITS**

Involved in  
decisions



Find Dance Spirit  
influential



**\$1,660**  
Annual  
spending



## POINTE+



## GLOBAL:

76K

Website users

256K

Avg mo. page views

98K

Avg mo. sessions



Top countries

POINTE+  
396

TOTAL MEMBERS

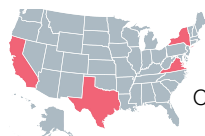
30%

Increase in  
pages visited  
since 3/20

8%

Increase in  
time spent  
since 3/20

## TOP US STATES:



CA, NY, TX, VA

## TOP OVERALL CONTENT :



Tips/Wellness



Informative



Interviews



26K

Newsletter subscribers



565K

Followers



140K

Followers



62K

Followers



500

Followers



4K

Subscribers



7K

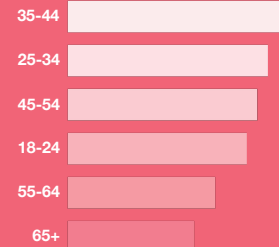
Followers



570

Followers

## AGE\*



\*Data not collected for 18 and under



64%

Mobile/Tablet



32%

Desktop

# POINTE+



## POINTE+

Exclusive behind-the-scenes access to favorite ballet stars, in-depth training and career advice, expert health insights, and cross-training how-tos to take your dancing to the next level.

### 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.

### TOP PERFORMING ARTICLES



TBT

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

**327.4K**

Page views

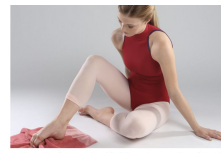


TRAINING

The History of Pointe Shoes: The Landmark Moments That Made Ballet's Signature Shoe What It Is Today

**23.5K**

Page views



Good news: Your foot strength and flexibility can improve with careful training. All photos by Jeremy Thornton. Modeled by Corinne Chowdhury of Maryland Manhattan College.

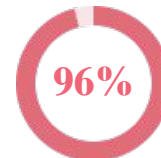
HEALTH & BODY

12 Exercises for Stronger, More Supple Feet

**22.4K**

Page views

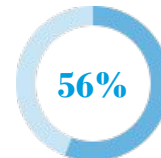
### WHO WE REACH :



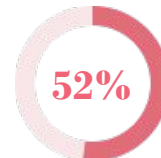
Would travel for dance



Students take 6 classes per week

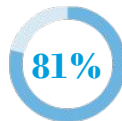


Would travel for dance



Affiliated with dance studio

### DANCE-RELATED PURCHASING HABITS



Involved in decisions



13 pairs of pointe shoes annually



**\$1,365**

Annual spending





Through the Pointe Live Classes & Conversations event sponsorship opportunities you can reach, influence and communicate with today's most committed ballet students and supporters.



- Master classes taught by current working professionals
- Panel Discussion with the masterclass teachers and additional dancers
- Conversation, branding, and custom marketing opportunities woven throughout day and event components



July 2024\*  
New York City

## DanceTeacher+

## GLOBAL:

25K

Website users

78K

Avg mo. page views

30K

Avg mo. sessions

DanceTeacher+

833

TOTAL MEMBERS



Top countries

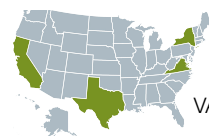
19%

Increase in  
pages visited  
since 3/20

35%

Increase in  
time spent  
since 3/20

## TOP US STATES:



VA, CA, NY, TX

## TOP OVERALL CONTENT:



Studio Content



Interviews



Listings



7.2K

Newsletter subscribers



92K

Followers



17K

Followers



29K

Followers



2K

Subscribers



5K

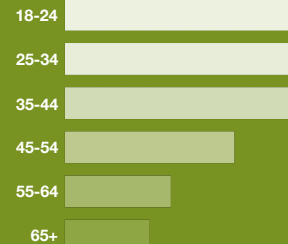
Followers



710

Followers

## AGE\*



\*Data not collected for 18 and under



41%

Mobile/Tablet



58%

Desktop

## DanceTeacher+



## DanceTeacher+

**DanceTeacher+ is the membership for dance educators, studio owners and dance team directors. Whether you teach in a studio, school, conservatory, K–12 or higher ed, our mission is to support and celebrate you.**

## WHO WE ARE:

*Dance Teacher* is for dance educators everywhere — from K–12 to private studios, conservatories to universities. We bring teachers everything they need to nurture the next generation of dancers: expert advice on creating a healthy learning environment; best practices for managing a strong business; the latest trends in costumes and choreography; and tips for communicating with both dancers and their parents.

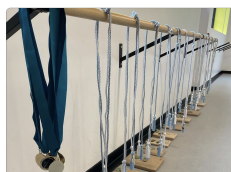
## TOP PERFORMING ARTICLES



Health & body | member exclusive  
3 Super Seeds You Must Add to Your Diet

95.6K

Page views



news | teacher stories  
National Honor Society for Dance Arts Helps Teachers Advocate for Dance Education in Schools and Studios Everywhere

19.5K

Page views



Health & body  
3 Strengthening Exercises to Correct and Prevent Pronation

8K

Page views

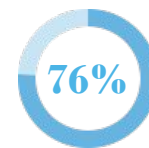
## WHO WE REACH :

## READER STATS



78%

Dance teachers



76%

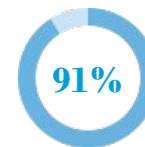
Affiliated with private studio



190

Average number of students

## DANCE-RELATED PURCHASING HABITS



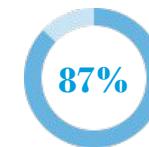
91%

Involved in decisions



84%

Find the Dance Teacher brand influential



87%

Brand loyal



# DanceTeacher AWARDS

Celebrate the extraordinary educators who are shaping the next generation of dancers at the 2024 Dance Teacher Awards



**Connect with dance teachers and studio owners during this unique and content rich experience.** Align your messaging alongside the Dance Teacher Awardees and the Dance Teacher brand. Be part of engaging conversations and thought leadership.

**Anticipated Teacher Attendance: 125+**

Proceeds from the cocktail party fund the Dance Teacher Scholarship at MOVE|NYC|.



August 2024\*  
New York City

# The DANCE EDIT



**50K**

Newsletter subscribers



**177K**

Podcast downloads



**500**

Followers



**7K**

Followers



**2K**

Followers



**500**

Followers

## GLOBAL:

**2K**

Website users

**3K**

Avg mo. page views

**2K**

Avg mo. sessions



Top countries

## TOP OVERALL CONTENT:



Podcast

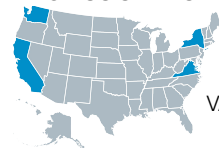


Class Content



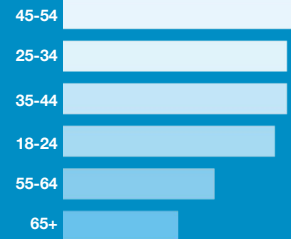
Interviews

## TOP US STATES:



VA, CA, WA, NY

## AGE\*



\*Data not collected for 18 and under



**16%**

Mobile/Tablet



**83%**

Desktop



# The DANCE EDIT

**WHO WE ARE:** The news moving the dance world • Daily Email • Weekly Podcast • Comprehensive Website



The news moving the dance world

Brought to you by dancemedia

---

*Quote of the Day*

"We're all gonna be dancers. And while presentations are useful for placement, they ultimately don't have the music, the velocity of a work."  
—choreographer [David La Touche](#) in her new book

---

**"Q" New Podcast Episode Out Now "Q"**

Available now on [Apple Podcasts](#), [Spotify](#), or wherever you like to listen.

---

*Top Dance Stories*

- [Julie Kunt](#) will step down as artistic director of The Washington Ballet at the end of this season, and will [reunite](#) with his first wife on artistic director [Julie Kunt](#) (Continued)
- Ten senior members of the global arts community have been [named](#) in the wake of allegations of competition being and cheating. [Link Independent](#)

---

*Deal of the Day*

Last chance! [DanceUSA](#) is offering a membership sale. First time members who join by April 30th receive a discount. Dance artists can join for \$40, and dance organizations for 40 percent off. [Discover a part of the DanceUSA member community today!](#)

These artists and professionals at a recent [DanceUSA](#) event. Photo by Christopher Tappin

---

*Employment Opportunity*

**SMU Meadows School of the Arts**

Southern Methodist University's division of dance seeks an individual to join its dance faculty for a three-year renewable contract. The candidate will be a significant partner in shaping a dynamic, comprehensive, and holistic program in dance performance. [Learn more and apply today.](#)

---

*Parting Shot*

Starting this week, [Electronic Arts](#) (sponsored by [Dance Magazine](#))

The news moving the dance world

Brought to you by dancemedia and GIBNEY

---

*Quote of the Day*

"Inevitably, there's something that the artists themselves bring to the process. I feel it's my job to not ignore that."  
— [Yin Yue](#) on her new work for [Gibney](#) Company's Up Close season

---

*Deal of the Day*

Don't miss [Gibney](#) Company's upcoming season at New York Live Arts, with world premieres by renowned choreographers [Yin Yue](#), [Gustavo Ramirez Sansano](#), and [Rena Butler](#)! Save 15 percent on tickets with code [Dance15](#). [Get tickets here.](#)

(Gibney Company artistic associate [Joe Hung Corrie](#) (Shaw). Photo by [Neil Aris](#))

Sponsored

*On the Calendar*

Join [Gibney](#) for the final performance of the Spring 2022 [Gibney](#) Presents series: [ANIRAYA/Verdy](#) [Jahan](#), June 23-25 at [Gibney Center](#) and online! The Women Gather is a performance by eight women from five countries creating sound and movement together live.  
(Photo of The Women Gather by Fabio Mignozzi)

---

Sponsored

*Parting Shot*

[Gibney](#) Company artistic associates [Kevin Pajarilla](#) and [Jaka Tribus](#) rehearse [Rena Butler](#)'s new work for the company, [Re \(But\)](#) Construct. [See it this June at New York Live Arts](#)  
(Photo by [Joseph D'Amico](#))

The Dance Edit Newsletter Takeover (example)



The news moving the dance world

Brought to you by dancemedia

---

THE DANCE EDIT - EPISODE 133  
**Broadway Controversies, Misty's Film, and Life Sans Social Media**

00:00 / 19:50

SUBSCRIBE SHARE MORE INFO

Transcript



# ANNUAL GUIDE 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.

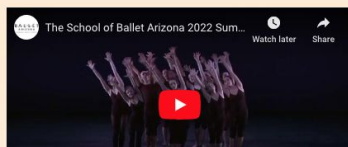
 **Published in January**

**Ballet Arizona**  
The School of Ballet Arizona  
Director: Maria Simonetti  
816.536.8634  
lfowler@balletaz.org  
balletaz.org/summer-programs/audition-tour

facebook: [school.baz](#)  
instagram: [schoolofballetarizona](#)



The School of Ballet Arizona Summer Intensive  
Phoenix, AZ  
Jun 10 - Jul 19  
Classes: ballet, choreography, conditioning, flamenco, injury prevention, jazz, men's classes, nutrition, Pilates, pointe, repertoire, stretch, variations, yoga  
Ages: 11-20  
Levels: Intermediate, Advanced  
Tuition: TBD  
Auditions required, Video accepted, Scholarships available, Performance opportunities available, Housing options available

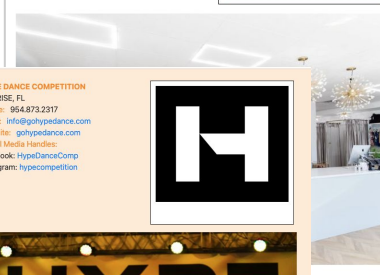


## DANCE ANNUAL DIRECTORY

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.

 **Published in June**

**Attitude Dance & Active Wear**  
Norwalk, CT  
Phone: 203.838.4002  
Email: [info@attitudenorwalk.com](mailto:info@attitudenorwalk.com)  
Website: [attitudenorwalk.com](http://attitudenorwalk.com)  
Social Media Handles:  
facebook: [Attitudenorwalk](#)  
instagram: [Attitudenorwalk](#)  
linkedin: [KristinRuggieri](#)



**HYPE DANCE COMPETITION**  
SUNRISE, FL  
Phone: 954.973.2217  
Email: [info@gohypedance.com](mailto:info@gohypedance.com)  
Website: [gohypedance.com](http://gohypedance.com)  
Social Media Handles:  
facebook: [HypeDanceComp](#)  
instagram: [hypecompetition](#)



## COLLEGE GUIDE

The Dance Magazine Annual College Guide effortlessly navigates high school dancers, their parents, and their teachers by providing every option available. Reach all dancers making decisions on their higher education.

 **Published in August**

**THE JUILLIARD SCHOOL**  
Juilliard Dance Division  
60 Lincoln Center Plaza  
New York, NY 10023  
Department Head: Alicia Graf Mack  
Phone: 212.799.5000 x223  
Email: [dancedmissions@juilliard.edu](mailto:dancedmissions@juilliard.edu)  
Website: [juilliard.edu](http://juilliard.edu)  
Social Media Handles:  
facebook: [thejuilliardschool](#)  
instagram: [juilliardschool](#)



**DANCE College Guide**

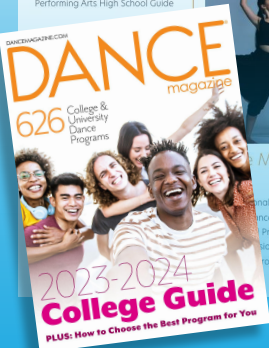


### GUIDES

- College Guide
- Dance Annual Directory
- Summer Study Guide
- Performing Arts High School Guide



Magazine's 2022



al Profiles Click below to learn  
Dance Education's Academy Progra  
Professional Life Sharpen Your  
Personal Training Division Preps Sta  
Program Preps Dancers for [...]



## EVENTS CALENDAR OPPORTUNITIES

Market any and all events and opportunities in and for the dance field, to the widest reach of dance professionals, through Dance Media's Events Calendar.

**Don't miss the chance to showcase your event with the most engaged audience in the dance market!**

**Rate: Basic Listing \$350 for 30 days or less**

### Your posting includes:

- Event Title
- Event Description
- Event Type  
(select "performance", "audition", "virtual event", "class/workshop", "festival" or "conference")
- Event Times and Dates  
(multiple dates/recurring events can be listed but they have to be at the same venue and for the same event title)
- Photo
- Website
- Email

### Add-on package (\$150):

- + Logo
- + Video
- + Social Media Handles

The screenshot shows a detailed event listing for the "2024 Dance Teacher Awards" on August 18. It includes the event title, date, location (The Sheen Center for Thought & Culture in New York City), and a description of the awards ceremony. A large blue circular badge on the right side of the listing states "10 MILLION COMBINED WEBSITE USERS ACROSS 6 BRANDS". Below the listing, there are logos for "DANCE magazine", "DanceSPIRIT", "POINTE", "POINTE+", "DanceTeacher", and "DanceTeacher+". At the bottom, there are links to "Google Calendar" and "iCal Export".

## The DANCE EDIT

**Special offer for  
The Dance Edit daily  
newsletter "On the  
Calendar" section  
(\$500 per date selected):**

This uses the event description, photo and website provided for your event listing.

**The Dance Edit:  
50k subscribers**

The screenshot shows the "On the Calendar" section of The Dance Edit newsletter. It features a photograph of a dancer in a red leotard. To the right of the photo, there is text announcing a performance by BalletCollective, titled "The Fluidity of Time, November 2-3", featuring two world premieres with dancers from New York City Ballet, Marika Graham, and Juliette. It mentions a beautiful new space in lower Manhattan and provides a link for in-person tickets and information about the live stream on November 3rd. At the bottom, it says "(Live! Unleashed photographed by Barbara B. Berman)".

# 2024 EDITORIAL CALENDAR

Issue	Dance Magazine	Bonus Distribution
January	Summer Study & 25 To Watch	APAP, Retail Shows, IABD
February	Auditions & Black History Month	Auditions
March	Choreography	ACDA Conferences
April	Broadway & NYC	ACDA Conferences
May	Pre-Professional Programs	ACD Festival
June	Dance Annual Directory	ABT Gala
July	Competition & Conventions	25 To Watch Pointe Event
August	Wellness Products Roundup & Retailer Guide	Dance Teacher Awards
September	Season Preview	Performance distribution (Season Preview, features)
October	Higher Ed & Scholarship Guide	UDMA/Dance Wave/IADMS
November	Shoes special	Dance Reflections
December	Dance Magazine Awards	Dance Magazine Awards

**NEW!**

# dancemedia

Joanna Harp  
917-553-2810  
[jharp@dancemedia.com](mailto:jharp@dancemedia.com)