

dancemedia

All dance, all the time. With our five multichannel brands—*Dance Magazine*, *Dance Spirit*, *Pointe*, *Dance Teacher*, and *The Dance Edit*—Dance Media delivers engaging content to the most dancers, dance professionals and dance lovers.

Across our digital, social and print platforms, **Dance Media** reaches an audience of **10 million** consisting of professional dancers, dance students, dance teachers, dance studio and business owners, artistic directors, choreographers, dance parents, dance enthusiasts, executive directors, dance administrators, and all those who make up the ecosystem of dance.



Sources: Harvey Research Audience Study 2019. Website, demographic (from GA4 & newsletter data monthly average from Jan-Nov 2023. Website annual users Jan-Nov 2023. Social media numbers as of Nov 2023. Top performing articles from Jan-Nov 2023, with page views as of Nov 2023.)

DANCE MEDIA DIGITAL & PRINT STATS:

10M
Total audience

246K
Website users

312K
Average
monthly sessions

551K
Average monthly
page views



2.4M
Social followers



54K
Total readership



125K
Newsletter subscribers



177K
Podcast downloads

DANCE
magazine

DANCE SPIRIT

POINTE

DanceTeacher

The
DANCE
EDIT

dancemedia
Live!

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EVENTS CALENDAR

DANCE
magazine
College
Guide