

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

DANCE magazine



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

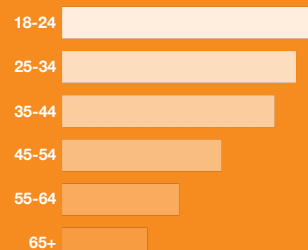
5K

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



ARTISTS
Introducing Our 2023 "25 to Watch"

13.6K
Page views



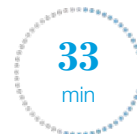
OSCAR MOMENT
"Naatu Naatu" Dances into the Oscars

9K
Page views

TIME SPENT WITH DANCE MAGAZINE PER WEEK



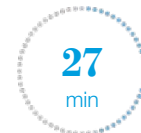
Print



Digital



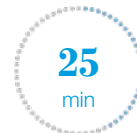
Facebook



Instagram

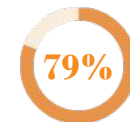


Newsletter

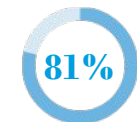


Twitter

DANCE-RELATED PURCHASING HABITS



Involved in decisions



Find 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.

DANCE SPIRIT



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

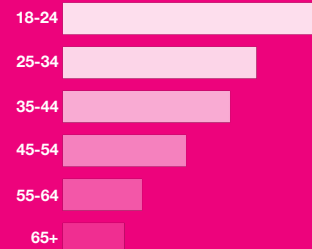
8K

Followers

550

Followers

AGE*



*Data not collected for 18 and under



74%

Mobile/Tablet



26%

Desktop

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 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.

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



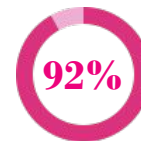
DANCER VOICES

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

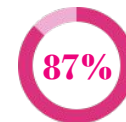


In a professional dance company



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

POINTE+
396

TOTAL MEMBERS



30%

Increase in pages visited since 3/20

8%

Increase in time spent since 3/20

TOP US STATES:



TOP OVERALL CONTENT :



Tips/Wellness



Informative



Interviews



26K

Newsletter subscribers



565K

Followers



140K

Followers



62K

Followers



500

Followers



4K

Subscribers



7K

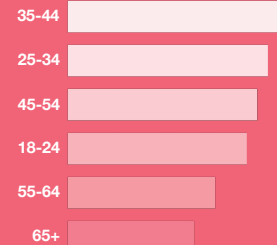
Followers



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



HEALTH & BODY
12 Exercises for Stronger, More Supple Feet

22.4K
Page views

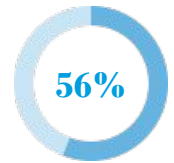
WHO WE REACH :



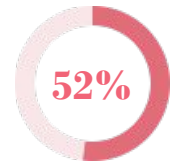
Would travel for dance



Students take 6 classes per week

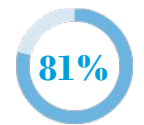


Would travel for dance



Affiliated with dance studio

DANCE-RELATED PURCHASING HABITS



Involved in decisions



13 pairs of pointe shoes annually



\$1,365
Annual spending

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..

POINTELive
Classes and
Conversations
Ballet at Its Best

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

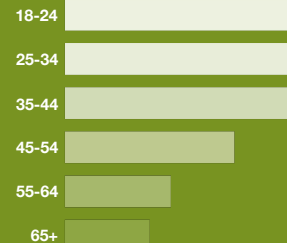
Followers



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

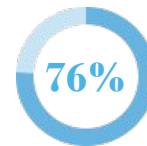
WHO WE REACH :

READER STATS



78%

Dance teachers



76%

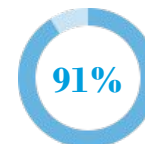
Affiliated with private studio



190

Average number of students

DANCE-RELATED PURCHASING HABITS



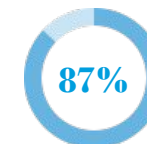
91%

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|.

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



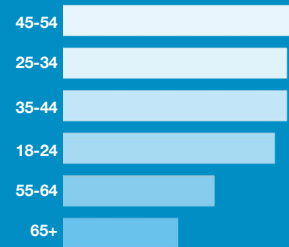
Interviews

TOP US STATES:



CA, NY, VA, WA

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 DANCE EDIT
The news moving the dance world

BRUNNEN | THE DANCE EDIT

Quote of the Day

"We're as generous dancers. And while practitioners are used for placement, they ultimately don't have the muscle, the velocity of a work."
—photographer [Justin B. Flanagan](#) in her new book

90% New Podcast Episode Out Now 90%

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

Top Dance Stories

- [Julie Kerst will step down as artistic director of The Washington Ballet at the end of this season, and will transition Ballet on its first ever as artistic director next July.](#) [View Article](#)
- [Ten senior members of the grand jury that governs \[Ballet USA\]\(#\) resigned in the wake of allegations of corruption being and cheating.](#) [View Article](#)

Deal of the Day

Last chance! [DanceUSA](#) is offering a membership sale. First-time members who join by Aug. 31st receive a discount. Dance artists can join for \$40, and dance organizations for 40 percent off. [Click here to join the \[DanceUSA\]\(#\) membership sale!](#)

These articles are published as a part of [Dancemedia](#) News. Photo by [Christoph Toppa](#)


Employment Opportunity


SMU
Meadows School of the Arts

Southern Methodist University's division of dance seeks an artist-in-residence to join [Dance](#) for a three-year renewable contract. The candidate will be a significant partner in shaping a dynamic, comprehensive, and holistic program in dance performance. [Click here to apply.](#)

Parting Shot

Parting the scene.
[Elizabeth Cliney](#) photographed by [Carmel Whelan](#) for [Dance Magazine](#)





The DANCE EDIT
The news moving the dance world

BRUNNEN | THE DANCE EDIT

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 Connor](#) (Photo by [Nir Arzi](#))



Sponsored

On the Calendar



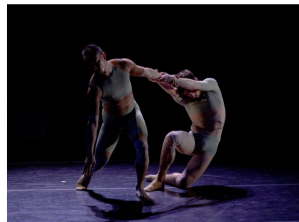
Join [Gibney](#) for the final performance of the Spring 2022 [Gibney](#) Presents series: [ANUSAVA/Misty/Josh](#) June 23-25 at [Gibney Center](#) and online! The [Women Gather](#) is a performance by eight women from five countries creating sound and movement together live.
(Photo of the [Women Gather](#)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

Sponsored

Parting Shot

[Gibney](#) Company artistic associates [Kevin Pajaritaga](#) and [Jake Tribus](#) rehearse [Rena Butler](#)'s new work for the company, [Re | Buter | Construct](#). [See it this June at \[New York Live Arts\]\(#\)](#)

(Photo by [Joseph DiGiovanni](#))



The Dance Edit Newsletter Takeover (example)





THE DANCE EDIT - EPISODE 133

Broadway Controversies, Misty's Film, and Life Sans Social Media

08:00 | 19:50

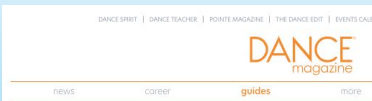
Transistor

SUBSCRIBE SHARE MORE INFO

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..

ANNUAL GUIDE OPPORTUNITIES

Include your company in targeted, themed lists our audience relies on for decision making and reference



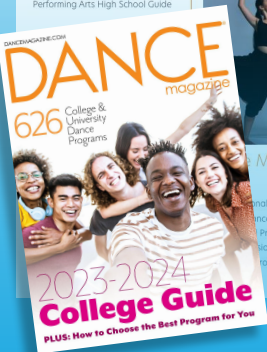
GUIDES

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



Magazine's 2022

Profiles Click below to learn more about the following: Dance Education's Academy Program, Professional Life, Sharpen Your Professional Training Division Preps Stage Program Preps Dancers for [...]



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, repertory, stretch, variations, yoga
Ages: 11-20
Levels: Intermediate, Advanced
Tuition: TBD
Auditions required, Video accepted, Scholarships available, Performance opportunities available, Housing options available

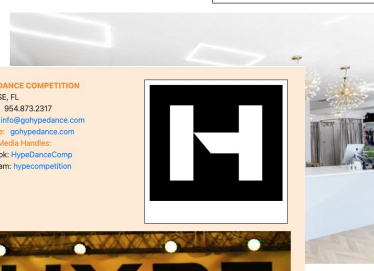


DANCE ANNUAL DIRECTORY

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
Website: attitudenorwalk.com
Social Media Handles:
facebook: Attitudenorwalk
instagram: Attitudenorwalk
linkedin: KristinRuggieri



HYPE DANCE COMPETITION
SUNRISE, FL
Phone: 954.873.2217
Email: info@gohypedance.com
Website: 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: danceadmissions@juilliard.edu
Website: juilliard.edu
Social Media Handles:
facebook: thejuilliardschool
instagram: juilliardschool



DANCE College Guide



SPONSORED PROFILE OPPORTUNITIES

COMPETITION & CONVENTION PROFILE

Access 2.8+ million website users on dancespirit.com and dance-teacher.com

DanceSPIRIT



TRAILER
Dance DCS is Ready to Dazzle Dancers for its 25th Season

Sponsored by Dance DCS

January 15, 2022

After 25 years, Dance DCS is excited to announce that the best part of competing isn't just the trophies... it's the people you meet and the opportunities you discover. A follow-up video from the 2021 season is now live! Click on the link to watch the video.

Have you ever seen the live broadcast of the show? Click on the link to watch the show.

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DanceTeacher



PHOTO BY SYDNEY CARROLLS. COURTESY OF ADRENALINE ADVENURE FAMILY FITNESS NICK BASS & CAITLIN LARSS JONES

news | studio owners

Adrenaline Dance Conventions Is Bringing Its Dance Family to You

DT SPONSORED BY ADRENALINE DANCE CONVENTION AND CONVENTION

JAN 25, 2022

Is your heart racing? We know why. [Adrenaline Dance](http://adrenaline.com) is bringing to its 19th season, and it's ready to bring the excitement of its live dance convention experience to you, too.



PRE-PROFESSIONAL PROFILE

Pre-professional profiles live on dancemagazine.com, pointemagazine.com, or dancespirit.com. Your profile reaches 94k *Dance Magazine* website users, 85k *Pointe* website users, or 65k *Dance Spirit* website users.



PHOTO BY JESSICA BROWN. COURTESY OF PITTSBURGH BALLET THEATRE SCHOOL'S PRE-PROFESSIONAL DIVISION

Pittsburgh Ballet Theatre School's Pre-Professional Division Trains the Next Generation of Professionals

DT SPONSORED BY PITTSBURGH BALLET THEATRE SCHOOL

November 6, 2022

By Jessica Brown | The Pittsburgh Ballet Theatre School's Pre-Professional Division is a unique and exciting program that provides dancers with the opportunity to train with professional dancers and receive feedback from industry professionals.

The program is open to dancers aged 15-18 who are currently training at a ballet studio and have a minimum of 10 years of ballet experience.

The program is a year-long program that includes classes in ballet, pointe, and contemporary dance.

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DANCE magazine Dancespirit POINTE

Pointe D

PHOTO BY JESSICA BROWN. COURTESY OF PITTSBURGH BALLET THEATRE SCHOOL'S PRE-PROFESSIONAL DIVISION

Pittsburgh Ballet Theatre School's Pre-Professional Division Trains the Next Generation of Professionals

DT SPONSORED BY PITTSBURGH BALLET THEATRE SCHOOL

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PHOTO BY JESSICA BROWN. COURTESY OF PITTSBURGH BALLET THEATRE SCHOOL'S PRE-PROFESSIONAL DIVISION

Pittsburgh Ballet Theatre School's Pre-Professional Division Trains the Next Generation of Professionals

DT SPONSORED BY PITTSBURGH BALLET THEATRE SCHOOL

November 6, 2022

By Jessica Brown | The Pittsburgh Ballet Theatre School's Pre-Professional Division is a unique and exciting program that provides dancers with the opportunity to train with professional dancers and receive feedback from industry professionals.

The program is open to dancers aged 15-18 who are currently training at a ballet studio and have a minimum of 10 years of ballet experience.

The program is a year-long program that includes classes in ballet, pointe, and contemporary dance.

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NDEO Makes Professional Development Educational, Enjoyable, And Affordable For Busy Dance Teachers

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JAN 10, 2022

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NDEO offers a variety of professional development options, including live-streamed virtual professional development events, on-demand virtual professional development events, and in-person professional development events. NDEO is a virtual conference series that is designed to be a one-stop-shop for dance teachers looking for professional development opportunities.

Education isn't only about the steps, but it's also about the people you meet and the opportunities you discover. NDEO is a virtual conference series that is designed to be a one-stop-shop for dance teachers looking for professional development opportunities.

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Virtual Professional Development Day

Engage in high-quality, affordable, live and on-demand professional development through just one year's worth of subscription fees. You can enjoy the best of both worlds: the convenience of virtual and the benefits of in-person. The National Dance Education Association is proud to announce that it has launched a new virtual conference series called NDEO. NDEO is a virtual conference series that is designed to be a one-stop-shop for dance teachers looking for professional development opportunities.



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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/June	Pre-Professional Programs	ACD Festival
July/August	Competition & Conventions Dance Annual Directory	25 To Watch Pointe Event 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!

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