

dancemedia 2025

ALL DANCE ALL THE TIME

Dance Media activates the dance world

SPONSORSHIP + AUDIENCE 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:

95%

attended a dance performance in the past 12 months

85%

own dance shoes

65%

of users are involved in purchasing decisions

40%

sought out information on an advertised product or service

PASSIONATE:



take action after engaging with Dance Media content

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



120K

Newsletter subscribers

DANCE

magazine

GLOBAL:

70K

Avg mo. Website Users

109K

Avg mo. page views

90K

Avg mo. sessions

PRINT:

54K

Total readership

NEWSLETTER:

21K

Total subscribers

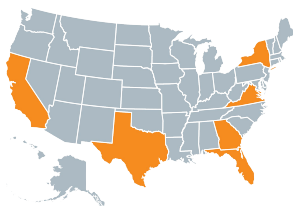
75%

Read the print edition of the magazine

68%

Engage with the *Dance Magazine* website

TOP US STATES:



CA, FL, GA, NY, TX, VA

TOP COUNTRIES:



TOP OVERALL CONTENT :



Guides

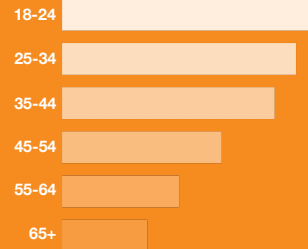


News



Interviews

AGE*



*Data not collected for 18 and under



58%

Mobile/Tablet



42%

Desktop



474K

Followers



142K

Followers



3.6K

Subscribers



5K

Followers



5K

Followers

Sources: MRI Simmons Research Audience Study 2025. Website, demographic (from GA4 & newsletter data monthly average from Jan-Dec 2024. Website annual users Jan-Dec 2024. Social media numbers as of Jan 2025. Top performing articles from Jan-Dec 2024, with page views as of Jan 2025.



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.

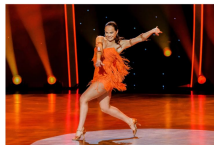
TOP PERFORMING ARTICLES:



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

36K

Page views



NEWS
'Do You Think You Can Dance' Season 18 Kicks Off With a Show of Changes

11K

Page views



ENTERTAINMENT
Introducing Our 2024 "25 to Watch"

11K

Page views

OUR AUDIENCE:



On average spent reading print



Engage with contemporary



Choreographers



Dance Patrons



67%

Find Dance Media influential in the purchase decision of higher education training



68%

Find Dance Media influential in the purchase decision of cross training/recovery

DANCELive

magazine

25 To Watch

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. Taking place in Spring 2025 - audiences will see a sampling of dance performances and be witness to a lively conversation between these skyrocketing talents, all gathering for the first time.



SPONSORSHIP OPPORTUNITIES INCLUDE:

- Logo placement/ branding on all 25 to Watch event marketing pre/ during/ post including digital ads, step and repeat, and signage on site
- Contact info for all attendees to 25 to Watch event
- Product distribution to all 25 to Watch honorees
- Be noted/ thanked as sponsor by event host
- Post event follow up dedicated email sent to all attendees
- Inclusion in event write-up published on *Dance Magazine* and distributed to event attendees

Approximately 125+ attendees and representation from approx half the 2025 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.



April 28, 2025

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 in December 2025 with performances and presentations for each honoree.



SPONSORSHIP OPPORTUNITIES INCLUDE:

- Logo inclusion on all Dance Magazine awards promotional material and signage at the event including step and repeat which is photographed
- List of all Dance Magazine Awards attendees
- Banner ads for one month on dancemagazine.com
- One Dance Magazine newsletter ad
- Tickets to attend the Dance Magazine Awards cocktail party and awards
- Option to provide items for attendee goody bags



December 2025

Sold out audience of 250 attendees. Connect with the greater dance community during this unique and content rich experience! Align your messaging alongside the Dance Magazine Awards and Honorees.

POINTE+

GLOBAL:

56K

Avg mo. Website
Users

189K

Avg mo. page views

69K

Avg mo. sessions

NEWSLETTER:

24K

Total subscribers

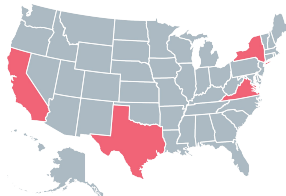
84%

Would travel for
dance performances

77%

Purchased
performance tickets
in the past 12 months

TOP US STATES:



TOP COUNTRIES:



TOP OVERALL CONTENT :



News

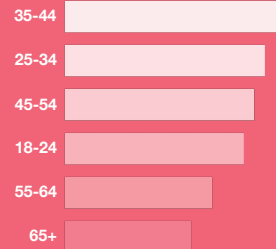


Interviews



Tips

AGE*



*Data not collected for 18 and under



65%

Mobile/Tablet



35%

Desktop



557K

Followers



141K

Followers



1K

Followers



4K

Subscribers



7K

Followers



1K

Followers

Sources: MRI Simmons Research Audience Study 2025. Website, demographic (from GA4 & newsletter data monthly average from Jan-Dec 2024. Website annual users Jan-Dec 2024. Social media numbers as of Jan 2025. Top performing articles from Jan-Dec 2024, with page views as of Jan 2025.

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:

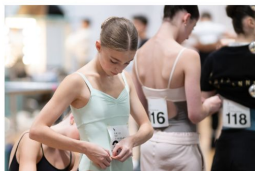


TBT

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

130K

Page views



News
Meet the 10 Americans Competing at the 2024 Prix de Lausanne

36K

Page views



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

30K

Page views

OUR AUDIENCE:



29%

Dance Student



87%

Engage with ballet



69%

Find Dance Media influential in the purchase decision of dance performances



66%

Find Dance Media influential in the purchase decision of summer intensive training



57%

Find Dance Media influential in the purchase decision of dance accessories



46%

Engage with pointe

POINTELive

Classes & Conversations

Through the *Pointe* Live Classes & Conversations event sponsorship opportunities you can reach, influence and communicate with today's most committed ballet students and supporters. Anticipating 195 ballet students.

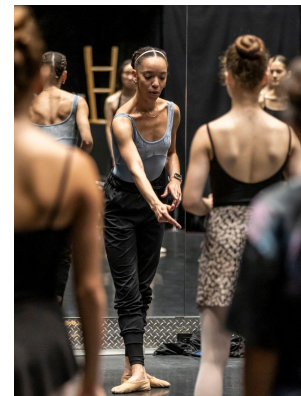
NEW!
2nd Location
in Chicago this
August



- Variety of Three Different classes
- Panel Discussion
- Conversation, branding, and custom marketing opportunities woven throughout day and event components

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Your logo placement included on all promotional materials
- Branding and exposure at event
- Option to distribute product to all attendees
- Receive all attendee registration info
- Mix and mingle with the ballet community
- One *Pointe* Facebook post, One *Pointe* newsletter ad, and Banner ads on pointemagazine.com



July 2025 - New York
August 2025 - Chicago

DANCE SPIRIT

GLOBAL:

33K

Avg mo. Website
Users

52K

Avg mo. page views

42K

Avg mo. sessions

NEWSLETTER:

17K

Total subscribers

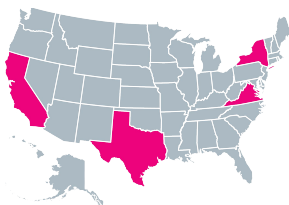
46%

Engage
with jazz

38%

Engage with
musical theater

TOP US STATES:



CA, NY, VA, TX

TOP COUNTRIES:



TOP OVERALL CONTENT :



Guides

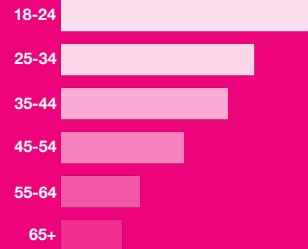


Interviews



Tips

AGE*



*Data not collected for 18 and under



64%

Mobile/Tablet



36%

Desktop



456K

Followers



101K

Followers



3K

Followers



2.4K

Subscribers



8K

Followers



565

Followers

Sources: MRI Simmons Research Audience Study 2025. Website, demographic (from GA4 & newsletter data monthly average from Jan-Dec 2024. Website annual users Jan-Dec 2024. Social media numbers as of Jan 2025. Top performing articles from Jan-Dec 2024, with page views as of Jan 2025.

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

56K

Page views



TAP

13 of the Best Tap Dancers of All Time

12K

Page views



How Christopher Scott Choreographed the Film "Winos"

11K

Page views

OUR AUDIENCE:



29%

Dance Student



26%

Engage with hip hop



33%

Engage with tap



54%

Find Dance Media influential in the purchase decision of competitions



57%

Find Dance Media influential in the purchase decision of dance accessories



59%

Find Dance Media influential in the purchase decision of conventions

DanceTeacher+

GLOBAL:

13K

Avg mo. Website Users

63K

Avg mo. page views

17K

Avg mo. sessions

NEWSLETTER:

7K

Total subscribers

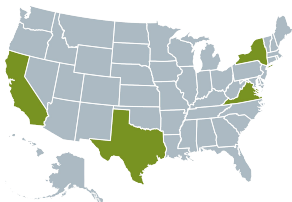
50%

Dance Teachers

63

Average number of students

TOP US STATES:



TOP COUNTRIES:



TOP OVERALL CONTENT:



Teaching Tools

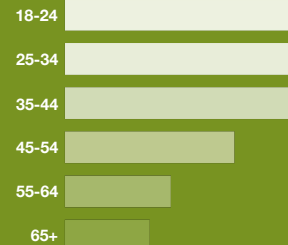


Interviews



Guides

AGE*



*Data not collected for 18 and under



36%

Mobile/Tablet



64%

Desktop



92K

Followers



19K

Followers



2K

Subscribers



5K

Followers



1K

Followers

Sources: MRI Simmons Research Audience Study 2025. Website, demographic (from GA4 & newsletter data monthly average from Jan-Dec 2024. Website annual users Jan-Dec 2024. Social media numbers as of Jan 2025. Top performing articles from Jan-Dec 2024, with page views as of Jan 2025.

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.

INCLUDED IN DT+:

- | | | |
|---|--------------------------------------|--|
| • Lesson plans | • Members-only events | • Expert insight and advice from industry leaders |
| • History Lessons | • with industry experts | • Deals from DanceTeacher+ partner brands |
| • Curated Playlists | • Printer-friendly articles | • Our DanceTeacher+ content vault will only keep growing |
| • Technique and artistry columns and videos | • Exclusive twice-monthly newsletter | |
| • Health and body tips | | |

OUR AUDIENCE:



Visited an advertiser's website after viewing an ad



52%

Find Dance Media influential in the purchase decision of dance shoes



54%

Find Dance Media influential in the purchase decision of competitions



59%

Find Dance Media influential in the purchase decision of conventions



Do not engage with competitor publications



61%

Find Dance Media influential in the purchase decision of food/nutrition

DanceTeacherLive

WORKSHOPS & AWARDS

Celebrate the extraordinary educators who are shaping the next generation of dancers at the 2025 **DANCE TEACHER AWARDS**

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Sponsor one of the content sessions to bring your company or product directly to your target audience and engage with the dance teacher community
- Branding and exposure at event, attended by *Dance Teacher* audience of teachers, studio owners, students and industry leaders
- Mix and mingle with the *Dance Teacher* community
- Logo placement included on promotional materials
- One *Dance Teacher* Facebook post and one month of banner ads on dance-teacher.com
- Tickets to attend the event
- Receive list of all attendee registration information
- Inclusion in post event write up to live on dance-teacher.com
- Option to provide items for attendee gift bags



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.

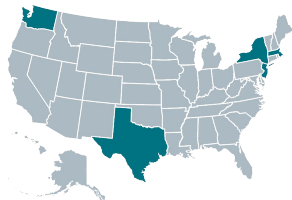


August 2025

Anticipated Teacher Attendance: 100+

dance retailer news

TOP US STATES:



MA, NJ, NY, TX, WA

TOP COUNTRIES:

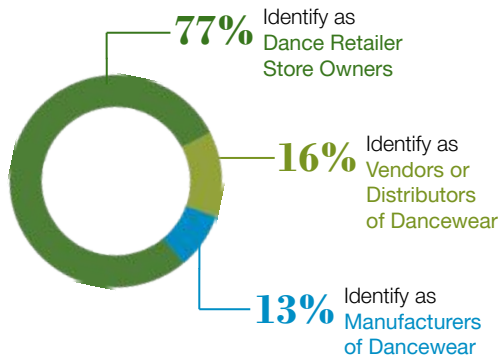


NEWSLETTER:



3.3K

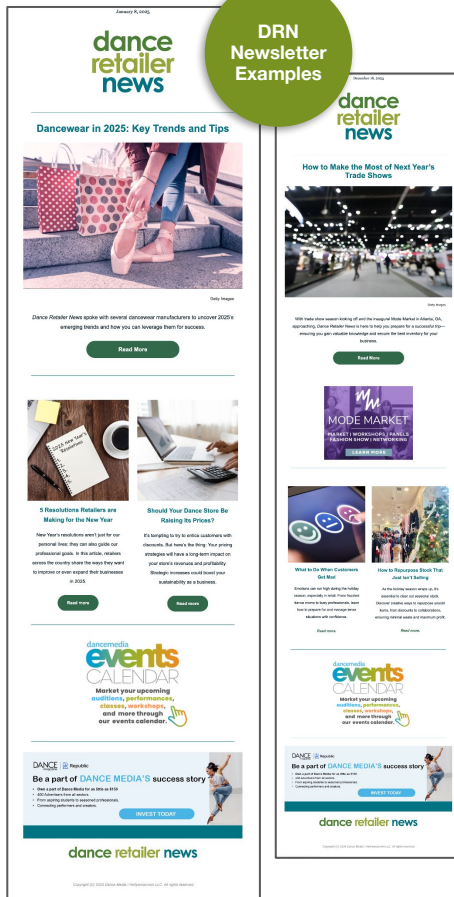
Email
Subscribers



Dance Retailer News is back!

The dance retail market is thriving once again, and *Dance Retailer News* is here to cover it from both a dance and small business perspective. This bi-weekly newsletter reaches the dance retailers throughout the country who are selling the latest dancewear and shoe styles on the front line. We're bringing you fresh insights, trends, and updates that we hope will be helpful and inspiring as you navigate your dance retail industry.

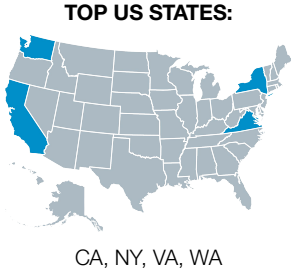
DRN
Newsletter
Examples





WHO WE ARE: The news moving the dance world • Daily Email

NEWSLETTER:
50K
Total readership



The Dance Edit Newsletter Takeover (examples)

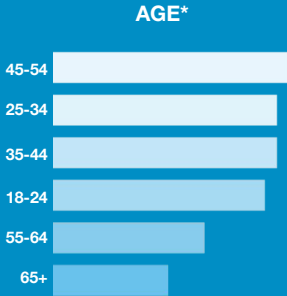
The Dance Edit Review

A curated collection of the week's notable dance reviews every Saturday!

600
Followers

9K
Followers

500
Followers



*Data not collected for 18 and under

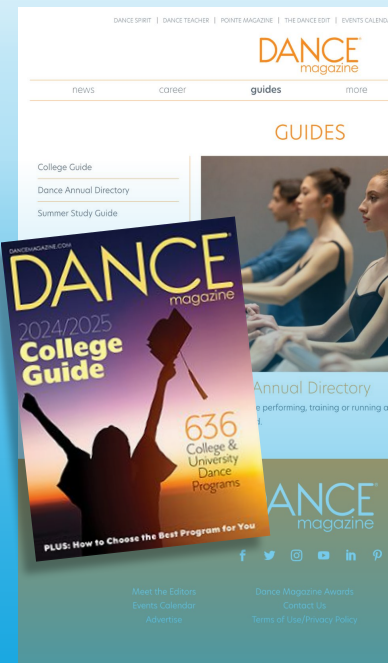
10%
Mobile/Tablet

90%
Desktop

Sources: MRI Simmons Research Audience Study 2025. Website, demographic (from GA4 & newsletter data monthly average from Jan-Dec 2024. Website annual users Jan-Dec 2024. Social media numbers as of Jan 2025. Top performing articles from Jan-Dec 2024, with page views as of Jan 2025.

ANNUAL GUIDES

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.v



**Materials due in October
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



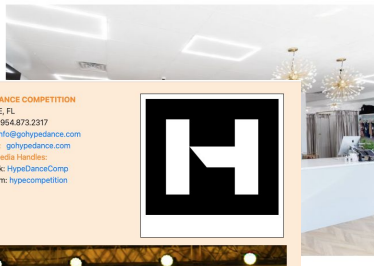
DANCE ANNUAL DIRECTORY

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.



**Materials due in April
Published in July/August**

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: 954.973.2317
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.



**Materials due in April
Published in August**

THE JULLIARD SCHOOL
Julliard Dance Division
60 Lincoln Center Plaza
New York, NY 10023
Department Head: Alicia Graf Mack
Phone: 212.799.5000 x223
Email: danceadmissions@julliard.edu
Website: julliard.edu
Social Media Handles:
facebook: thejulliardschool
instagram: julliardschool



DANCE College Guide



SPONSORED PROFILE OPPORTUNITIES



COMPETITION & CONVENTION PROFILE

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

dancespirit



Chicago Royal Theatre School's Pre-Professional Division Trains the Next Generation of Professionals



Adrenaline Dance Convention is Bringing Its Dance Family to You

Adrenaline Dance Convention is Bringing Its Dance Family to You



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.



Chicago Royal Theatre School's Pre-Professional Division Trains the Next Generation of Professionals



Adrenaline Dance Convention is Bringing Its Dance Family to You



Adrenaline Dance Convention is Bringing Its Dance Family to You



Adrenaline Dance Convention is Bringing Its Dance Family to You



DANCE magazine dancespirit POINTE

PROFESSIONAL DEVELOPMENT PROFILE

Your profile reaches 58k average monthly *Dance Teacher* readers, over 700 DT+ newsletter subscribers and 80k Facebook followers.

DanceTeacher



Chicago Royal Theatre School's Pre-Professional Division Trains the Next Generation of Professionals



Adrenaline Dance Convention is Bringing Its Dance Family to You



Adrenaline Dance Convention is Bringing Its Dance Family to You



Adrenaline Dance Convention is Bringing Its Dance Family to You



POINTE SHOE PROFILE

Pointe Shoe Profile lives on pointemagazine.com accessing 98k average monthly sessions.

POINTE



Chicago Royal Theatre School's Pre-Professional Division Trains the Next Generation of Professionals



Adrenaline Dance Convention is Bringing Its Dance Family to You



Adrenaline Dance Convention is Bringing Its Dance Family to You



Adrenaline Dance Convention is Bringing Its Dance Family to You



Adrenaline Dance Convention is Bringing Its Dance Family to You

*mockup may vary from the actual profile








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.

Showcase your event and reach over 8M on the only national calendar for dance, targeted to an audience of dancers and dance lovers.

YOUR POSTING INCLUDES:

-  Event Title
-  Event Description
-  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)
-  Event Type: (select "performance", "audition", "virtual event", "class/workshop", "festival" or "conference")



Dance Magazine Awards 2024

December 2 @ 7:00 pm - 11:00 pm

DANCE magazine Awards 2024

Join us for the 67th Annual Dance Magazine Awards at Baryshnikov Arts, Jerome Robbins Theater on Monday, December 2, 2024, at 7:00 pm.

Established in 1954, the Dance Magazine Awards celebrate the outstanding achievements of individuals and organizations in the dance industry and are one of the most prestigious honors in dance.

The \$250 VIP Ticket - With a limited number of VIP tickets available, this exclusive option grants you access to the awards, and lavish cocktail reception starting at 6:00 pm.


The \$80 Standard Admission Ticket - Join us for a memorable night at the Dance Magazine Awards 2024 with our Standard Admission ticket. This includes entry to the main awards show, where you'll witness the celebration of dance excellence.

The \$40 Student Ticket - Designed for students eager to experience the Dance Magazine Awards 2024! This ticket is available to university students with a valid university email. Be prepared to show your student ID at the door to enjoy a night of dance celebration.

FOR MORE INFORMATION

[Add to calendar](#)

DETAILS	VENUE
Date: December 2	Baryshnikov Arts, Jerome Robbins Theater
Time: 7:00 pm - 11:00 pm	400 W 31st St, New York, New York 10014, United States (Google Map)
Event Category: Performance	Phone: (845) 731-3000
Website: https://www.dancemedia.com/	View Venue Website



 Photo

 Contact

 Website

The DANCE EDIT


Special offer for *The Dance Edit* daily newsletter "On the Calendar" section:

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

The Dance Edit:
50k subscribers

Sponsored

On the Calendar



BalletCollective presents *The Fluidity of Time*, November 2-3. Featuring two world premieres with dancers from New York City Ballet, Marthe Graham, and Julliard in a beautiful new space in lower Manhattan. [Click here](#) for in-person tickets, and for information about the live livestream on November 3rd.

(Live Livestream photographed by Barbara Bland)

2025 EDITORIAL CALENDAR

Issue	Dance Magazine	Pointe	Dance Spirit	Dance Teacher
January	Summer Study & 25 To Watch	Summer Study	Summer Study, UDA Finals	Summer Study
February	Auditions	Auditions	Auditions & Competitions	Auditions
March	(March/April Print) Broadway	Pre-Pro Training	Nutrition, SYTYCD	Music
April		Competitions	Broadway & NYC	Choreography
May	(May/June Print) Choreography	Artistry & Performance	Body Positivity	Teacher Appreciation Week, Recitals
June		Summer Intensives	Summer Intensives	Teaching at Summer Intensives
July	(July/August Print) Competition & Conventions Dance Annual Directory	Trainee Programs & Second Companies	Competitions & Conventions	Competitions & Conventions
August		Health & Wellness, Pre-Season Prep	L.A. & Hollywood	DT Awards, Back-to-School
September	Season Preview	Higher Ed	Higher Ed, DWTS	Higher Ed
October	Higher Ed	Pointe Shoes	Social Media	Nutrition
November	Technology & Entrepreneurship	Careers/Competition Prep	Costumes & Shoes	Costumes & Shoes
December	Dance Magazine Awards	Nutcracker	End-of-Year Performances	Studio Business

dancemedia

Joanna Harp
917-553-2810
jharp@dancemedia.com