

dancemedia 2023

# 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.

**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:**

**292K**

average monthly users

**366K**

average monthly visits

**523K**

average monthly page views

**30**

minutes average time spent

**DIVERSE:**



**2M**

Facebook



**391K**

Instagram



**290K**

Twitter



**135K**

Newsletter subscribers



**271**

Podcast subscribers



Celebrating all styles, disciplines, ages, origins, learning environments and members of the dance community, Dance Media is All Dance, All the Time.



**Dance Magazine Awards -**

a tradition since 1954, the awards have long celebrated living legends who've made a lasting impact on dance.

# DANCE magazine



**GLOBAL:**

**94K**

Website users

**150K**

Avg mo. page views

**116K**

Avg mo. visits

**PRINT:**

**72K**

Total readership



**40%**

Increase in pages visited since 3/20

**28%**

Increase in time spent since 3/20

**TOP US STATES:**



NY, CA, TX, IL, FL

**TOP OVERALL CONTENT :**



Listings



Interviews



Products/Tips



**24K**

Newsletter subscribers

**f** **486K**  
Followers

**134K**  
Followers

**125K**  
Followers

**3K**  
Subscribers

**5K**  
Followers

**826**  
Followers

**AFFINITY:**



Books, Movies, Arts & Theatre, Value Shoppers, Food & Dining/Cooking

**IN MARKET:**



Employment, Home & Garden, Women's Apparel, Post-Secondary Education, Primary & Secondary Education

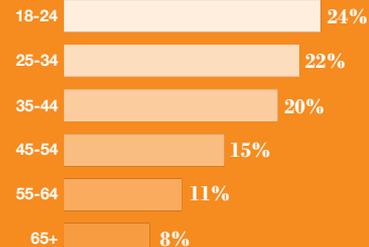
**OTHER:**

Celebrity & Entertainment News, TV & Video/Online Video, Cooking & Recipes, Law & Government, Job Change

**TOP 5 SEARCHES:**

- Education
- Footwear
- Events
- Apparel
- Performing Arts School

**AGE\***



\*Data not collected for 18 and under



**74%**  
Mobile/Tablet



**26%**  
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

**37K**  
Page views



25 TO WATCH  
Introducing Our 2022 \*25 to Watch\*

**32K**  
Page views



PIES TO SLICE  
Nashville Ballet Says Goodbye to "Ballet Pink"

**11K**  
Page views

## TIME SPENT WITH DANCE MAGAZINE PER WEEK



## DANCE-RELATED PURCHASING HABITS



# DANCE magazine College Guide



## ANNUAL COLLEGE GUIDE

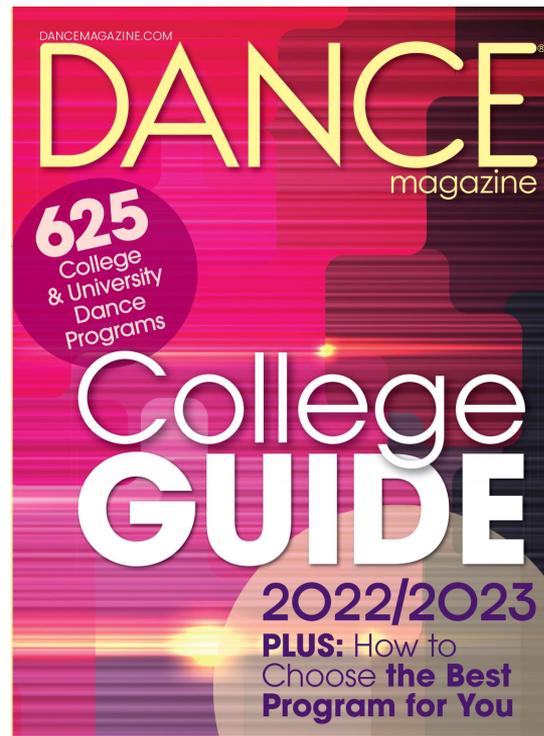
The only comprehensive source of all higher education dance programs.

### Annual Print Guide:

Features on the college search, program comparison charts, geographic listings, and a spotlight feature section.

### Digital College Search:

Comprehensive online search for college programs.



**\*Ask us about our lead-generating Hosted Conversations!**

## DANCE College Guide

Whether you're performing, training or running an arts organization, this is your guide to resources across the field.

view all degree location finances other

### ADELPHI UNIVERSITY

Department of Dance  
One South Ave  
Garden City, NY 11530  
Department Head: Orion Duckstein  
Phone: 516.877.4250  
Fax: 516.877.3929  
Email: [trisk-fox@adelphi.edu](mailto:trisk-fox@adelphi.edu)  
Website: [academics.adelphi.edu](http://academics.adelphi.edu)



FOR MORE >

### ALONZO KING LINES BALLET BFA AT DOMINICAN UNIVERSITY OF CALIFORNIA

Music, Dance and Performing Arts  
50 Acacia Ave  
San Rafael, CA 94901  
Department Head: Marina Hotchkiss  
Phone: 415.863.3040 x281  
Fax: 415.863.1190  
Email: [marina@linesballet.org](mailto:marina@linesballet.org)  
Website: [linesballet.org/education/bfa-...](http://linesballet.org/education/bfa-...)



FOR MORE >

\*Online format subject to change

# DANCESPIRIT

## GLOBAL:

**65K**

Website users

**94K**

Avg mo. page views

**76K**

Avg mo. visits



Top countries

## TOP US STATES:



CA, NY, TX, IL, FL

**57%**

Increase in pages visited since 3/20

**23%**

Increase in time spent since 3/20

## TOP OVERALL CONTENT:



Listings



Interviews



Products/Tips



**462K**

Followers



**100K**

Followers



**76K**

Followers



**20K**

Newsletter subscribers



**3K**

Followers



**2K**

Subscribers



**8K**

Followers



**507**

Followers

## AFFINITY:



Movies, Value Shoppers, Books, Food & Dining/Cooking, Arts & Theatre

## IN MARKET:



Women's Apparel, Employment, Home Decor, Post-Secondary Education, Apparel & Accessories

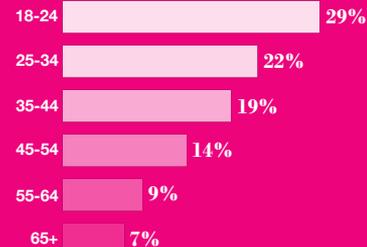
## OTHER:

Celebrity & Entertainment News, TV & Video/Online Video, Cooking & Recipes, Job Change, TV Reality Shows

## TOP 5 SEARCHES:

- Local Business
- Footwear Store
- Company
- Competition
- Apparel Distributor

## AGE\*



\*Data not collected for 18 and under



**74%**

Mobile/Tablet



**26%**

Desktop



# 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

**37K**  
Page views



TAP

13 of the Best Tap Dancers of All Time

**15K**  
Page views



COVER STORY

Lizzo's Leading Ladies: Meet the Big Grrrls

**11K**  
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:

**85K**

Website users

**154K**

Avg mo. page views

**115K**

Avg mo. visits



## TOP US STATES:



CA, NY, TX, FL, IL

**30%**

Increase in pages visited since 3/20

**8%**

Increase in time spent since 3/20

## TOP OVERALL CONTENT:



Tips/Wellness



Informative



Interviews



**570K**

Followers



**136K**

Followers



**63K**

Followers



**30K**

Newsletter subscribers



**4K**

Subscribers



**7K**

Followers



**455**

Followers

## AFFINITY:



Book, Movies, Food & Dining/Cooking, Arts & Theatre, Value Shoppers

## IN MARKET:



Women's Apparel, Employment, Home Decor, Post-Secondary Education, Apparel & Accessories

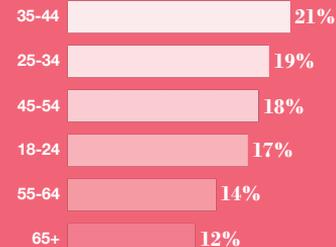
## OTHER:

Celebrity & Entertainment News, TV & Video/Online Video, Cooking & Recipes, Law & Government, Performing Arts

## TOP 5 SEARCHES:

- Footwear Store
- Performing Arts School
- Dance Company
- Dance Studio
- Magazines

## AGE\*



\*Data not collected for 18 and under



**75%**  
Mobile/Tablet



**25%**  
Desktop

# 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.

# 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.

## TOP PERFORMING ARTICLES



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

**23K**  
Page views



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

**13K**  
Page views



Good news: Your foot strength and flexibility can improve with careful training. All photos by Valerie Thomas. Modelled by Corinne Chowdhury of Marymount Manhattan College.  
**HEALTH & BODY**  
12 Exercises for Stronger, More Supple Feet

**10K**  
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

# DanceTeacher



**GLOBAL:**

**46K**

Website users

**124K**

Avg mo. page views

**58K**

Avg mo. visits



Top countries

**TOP US STATES:**



CA, NY, TX, WA, FL

**19%**

Increase in pages visited since 3/20

**35%**

Increase in time spent since 3/20

**TOP OVERALL CONTENT:**



Studio Content



Interviews



Listings



**80K**

Followers



**15K**

Followers



**30K**

Followers



**16K**

Newsletter subscribers



**2K**

Subscribers



**5K**

Followers



**485**

Followers

**AFFINITY:**



Movies, Books, Arts & Theatre, Food & Dining/Cooking, Fashionistas

**IN MARKET:**



Employment, Women's Apparel, Home Decor, Primary & Secondary Education (K-12), Post-Secondary Education

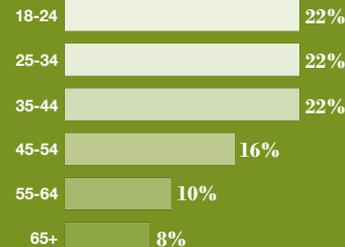
**OTHER:**

Celebrity & Entertainment News, TV & Video/Online Video, Performing Arts, Cooking & Recipes, Job Change

**TOP 5 SEARCHES:**

- Business Service
- Education Website
- Education
- Consulting Agency
- Product / Service

**AGE\***



\*Data not collected for 18 and under



**70%**

Mobile/Tablet



**30%**

Desktop

# DanceTeacher



## 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.

## 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 REACH :

### READER STATS



Dance teachers



Affiliated with private studio



Average number of students

## TOP PERFORMING ARTICLES



HELENA-GOLLAZ ESPOSITO, DORISAH VOGL, WITH JACQUELYN LIZARD, RIGHT PHOTO BY JAM LAFERTY

f t p in e

health & body

3 Strengthening Exercises to Correct and Prevent Pronation

5K

Page views



GETTY IMAGES

f t p in e

health & body | teaching tips

It's Time to Rethink Hyperspecialization for Young Dancers

4K

Page views



GETTY IMAGES

f t p in e

health & body | member exclusives | teaching tips

How to Talk to Your Students About Body Hair—and Should You?

4K

Page views

## DANCE-RELATED PURCHASING HABITS



Involved in decisions



Find the Dance Teacher brand influential



Brand loyal

# The DANCE EDIT



**GLOBAL:**

**2K**

Website users

**2K**

Avg mo. page views

**2K**

Avg mo. visits



Top countries

**TOP US STATES:**



TX, VA, NY, CA, FL

**TOP OVERALL CONTENT:**



Podcast



Class Content



Interviews



**50K**

Newsletter subscribers



**271** Podcast subscribers



**117K** Podcast downloads



**403**  
Followers



**6K**  
Followers



**2K**  
Followers



**438**  
Followers

**AFFINITY:**



Arts & Theatre, Green Living, Books, Movies, Value Shoppers

**IN MARKET:**



Women's Apparel, Post-Secondary Education, Advertising & Marketing Services, Home Decor, Performing Arts Tickets

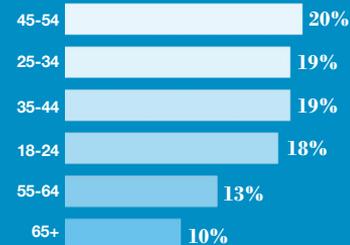
**OTHER:**

Dance, Celebrity & Entertainment News, Dictionaries & Encyclopedias, TV & Video/Online Video, Cooking & Recipes

**TOP 5 SEARCHES:**

- Education
- Footwear
- Events
- Apparel
- Performing Arts School

**AGE\***



\*Data not collected for 18 and under



# The DANCE EDIT



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

The screenshot shows the website layout with the following sections:

- Quote of the Day:** A quote from a dancer about the creative process.
- New Podcast Episode Out Now:** A link to a new podcast episode.
- Top Dance Stories:** A list of featured articles with brief descriptions.
- Deal of the Day:** A promotion for a dance class or event.
- Employment Opportunity:** A listing for a position at SMU Meadows School of the Arts.
- Parting Shot:** A short video or photo feature.

The newsletter template includes:

- Header:** The DANCE EDIT logo and tagline.
- Text:** "brought to you by dancemedia and GIBNEY".
- Section:** "Quote of the Day" with a quote and attribution.
- Section:** "Deal of the Day" with a photo of a dancer and promotional text.

**The Dance Edit Newsletter Takeover (example)**

The second newsletter template includes:

- Section:** "On the Calendar" with a photo of a performance and event details.
- Section:** "Parting Shot" with a photo of dancers and promotional text.



The player shows the episode title: "The DANCE EDIT • EPISODE 133 Broadway Controversies, Misty's Film, and Life Sans Social Media". It includes a play button, volume controls, and a progress bar.

# LISTING OPPORTUNITIES

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



## 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

**Fuego**  
Miami, FL  
Email: [contact@fuegoshoes.com](mailto:contact@fuegoshoes.com)  
Website: [fuegodance.com](http://fuegodance.com)  
Social Media Handles:  
facebook: [fuegodance.inc](https://www.facebook.com/fuegodance.inc)  
instagram: [fuego.dance](https://www.instagram.com/fuego.dance)  
tiktok: [fuego.dance](https://www.tiktok.com/@fuego.dance)







## SUMMER STUDY GUIDE

An annual targeted resource for students, teachers, and parents to learn about summer program opportunities.

 Published in January

**Bates Dance Festival**  
Director: Shephora Currier  
Phone: 207.786.6381  
Email: [dancemedia@bates.edu](mailto:dancemedia@bates.edu)  
Website: [batedancefestival.org](http://batedancefestival.org)  
Social media handles:  
facebook: [batedancefestival](https://www.facebook.com/batedancefestival)  
instagram: [batedancefestival](https://www.instagram.com/batedancefestival)

**Young Dancers Workshop**  
Lewiston, ME  
Jun 26 - Jul 16  
Classes: choreography, conditioning, contemporary, hip hop, improvisation, injury prevention, modern, repertory, yoga  
Ages: 14-18  
Levels: Intermediate, Advanced  
Tuition: \$1,050-\$3,350 Total  
Video accepted, Scholarships available, Performance opportunities available, Tuition includes room and board

**Professional Training Program**  
Lewiston, ME  
Jul 17 - Aug 6  
Classes: ballet, contemporary, hip hop, improvisation, jazz, modern, Pilates, repertory, yoga  
Ages: 19+  
Levels: Intermediate, Advanced, Pre-Professional, Professional, Teacher  
Tuition: \$1,050-\$3,350 Total  
Video accepted, Scholarships available, Performance opportunities available, Tuition includes room and board







# COMPETITION & CONVENTION PROFILE



## PROFILE ON DANCESPIRIT.COM AND DANCE-TEACHER.COM WRITTEN BY DANCE MEDIA

- One Lead action shot image
- Introduction
- Brief history of the comp/what they're most known for/most important brand values
- What to look forward to this season
- Anniversary tour, new events/cities/Nationals, any high-profile faculty additions, Covid-19 safety precautions, etc.
- One mid-profile image: can be an image, social embed or video embed
- Important dates, deadlines, deals, etc. with link-outs to website with full tour date information
- Call to action
- Final image with promotional messaging and click through url

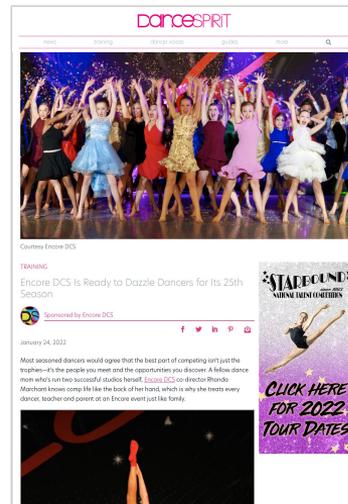
## 4 SOCIAL PROMOTIONS ACROSS 2 BRANDS

- Profile shared twice on *Dance Spirit* Facebook
- Profile shared twice on *Dance Teacher* Facebook

## 2 NEWSLETTER PROMOTIONS ACROSS 2 BRANDS

- Profile shared in *Dance Spirit* newsletter x1
- Profile shared in *DanceTeacher+* newsletter x1

DanceSPIRIT



DanceTeacher



## TWO DATE DRIVEN PROMOTIONS IN DANCE SPIRIT NEWSLETTER AND THE DANCE EDIT

- Date promotion in *Dance Spirit* newsletter
- Date promotion in *The Dance Edit*, On the Calendar

# PRE-PROFESSIONAL PROFILE



## PROFILE ON DANCEMAGAZINE.COM, DANCESPIRIT.COM OR POINTEMAGAZINE.COM WRITTEN BY DANCE MEDIA (500-600 WORDS)

- One lead action shot image
- Introduction sentences
- Brief history of the program/what it's most known for/most important brand values
- Program details: size, age range, performance opportunities, tuition, room/board, daily schedule, additional opportunities (like a second company or trainee program), alumni
- One mid-profile image: can be an image, social embed or video embed
- Important dates, deadlines, etc with link-outs to website with full information
- Call to action
- Final image with promotional messaging and link through url

## 2 FACEBOOK PROMOTIONS

- Profile shared twice on *Dance Magazine*, *Dance Spirit*, or *Pointe* Facebook

## 1 NEWSLETTER PROMOTION

- Profile shared once on the *Dance Magazine*, *Dance Spirit*, or *Pointe* newsletter

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

November 8, 2023

**Program Details:** Pittsburgh Ballet Theatre School's Pre-Professional Division equips its students with high-caliber ballet education in a thriving arts community. "In tandem with exceptional dance training, our seminar programming focuses on creating confident, well-rounded young adults welcoming students of all levels, interests and backgrounds," says PBTTS school director Marjorie Grundvig, who has been leading the school since 2005. — with Pittsburgh Ballet Theatre.

**Learn More**

# DANCE magazine

# Dancespirit

# Pointe

**Pointe** | Paid Partnership | November 8

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

**Learn more**

**Sponsored**

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

Pittsburgh Ballet Theatre School's Pre-Professional Division equips its students with high-caliber ballet education in a thriving arts community. "In tandem with exceptional dance training, our seminar programming focuses on creating confident, well-rounded young adults welcoming students of all levels, interests and backgrounds," says PBTTS school director Marjorie Grundvig, who has been leading the school since 2005.

dancemedia

EVENTS CALENDAR

Showcase your event with the most engaged audience in the dance market! Accessible across all of dance media's sites.



BASIC LISTING INCLUDES:

- Event title
- Event description
- Event type: (select "performance", "audition", "virtual event", "class/workshop", "festival" or "conference")
- Event times & 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-ONS:

- Video
- Logo
- Social media handles

Boston Dance Theater Trainee Program Audition

December 9 @ 9:00 am - 10:30 am Recurring Event (See all)

BOSTON DANCE THEATER  
TRAINEE PROGRAM 2022



Boston Dance Theater is holding several upcoming auditions for our Trainee Program. All auditions have the option to be in-person and virtual. BDT also accepts video submissions on a rolling basis. More detailed time and location information about each audition will be communicated before each date. There is no fee to audition! Acceptance is rolling based on pending availability. Dancers will be put on a waitlist if the current trimester enrollment is at its maximum. Dancers must be aged 17 or older at the start of the audition and have completed their high school diploma or equivalent before starting the program. Boston Dance Theater Trainee Program bridges the gap between a dancer's formative training and professional or collegiate pursuits. It is a full-time, 11-month educational experience that is immersive and designed for pre-professional dancers aged 17-24 who aspire to join a professional dance company and want to take a gap year between high school or college and enter the professional world.

For more information, visit our website: [bostondancetheater.com/trainee-program](http://bostondancetheater.com/trainee-program) or contact [bostondancetheater@gmail.com](mailto:bostondancetheater@gmail.com).  
facebook: @bostondancetheater  
instagram: @bostondancetheater



BOSTON  
DANCE  
THEATER

Google Calendar ICA Export

<b>DETAILS</b>	<b>VENUE</b>	<b>Map</b>
Date: December 9 Time: 9:00 am - 10:30 am Event Category: Audition trineedetail.com	The Brookline Ballet 1431 Beacon St Brookline, MA 02146 United States • Google Phone: 617.873.9386 View Venue Website	1431 Beacon St Brookline, MA 1431 Beacon St Brookline, MA CS PARK Google

\*\*\*SPECIAL OFFER:

- A 30-day banner ad on the Events Calendar home page  
We will contact you for materials submission.  
This ad is to promote the same event that you have submitted for the Events Calendar.

\*\*\*SPECIAL OFFER:

- Inclusion in *The Dance Edit* daily newsletter "On the Calendar" section

**The DANCE EDIT**  
The news moving the dance world

Sponsored  
*On the Calendar*

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

(She Liebert photographed by Erinna Grawco)

# DANCE EMPLOYMENT OPPORTUNITIES

Market any and all job opportunities in and for the dance field, to the widest reach of dance professionals, through Dance Media's newsletters: Dance Magazine and The Dance Edit.

## YOUR POSTING INCLUDES:

- Logo
- Two lines of copy (edited by Dance Media, with your input)
- Link to your website

Sponsored



### Employment Opportunity

**National Dance Institute New Mexico** was founded with the knowledge that the arts have a unique power to engage and motivate children. The organization is currently seeking enthusiastic and experienced staff for an array of artistic, production, and dance instruction positions in Santa Fe and Albuquerque. Make a difference in the lives of thousands of children and teens!

[Learn more here.](#)

**EMPLOYMENT OPPORTUNITY**



### National Dance Institute

New Mexico was founded with the knowledge that the arts have a unique power to engage and motivate children. The organization is currently seeking an experienced staff for an array of artistic, production, and dance instruction positions in Santa Fe and Albuquerque. Make a difference in the lives of thousands of children and teens!

[Learn more here.](#)



**The DANCE EDIT**  
The news moving the dance world

Subscribe to your favorite magazine

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*Quote of the Day*

"I'd like to thank speaker..."  
—The Dance Edit, in a featured spot

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*Top Dance Stories*

- Choreographer Adam Nathaniel, who has spent the past 10 years of American Ballet Theatre, at American Ballet Theatre, Ballet to the People, and Ballet for the People.
- Three weeks after the death of Stephen "Woody" Wood, the individual whose story is being told in *Small World*, with a larger celebration of the opportunity planned for the next issue of *The Edit*.

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*On the Calendar*



**1** *Review of dance performance in Manhattan is looking for a new generation of young dancers to contemporary dance performance.*

**1** *Autism: A new research study.*

**1** *Autism: A new research study.*

**1** *Autism: A new research study.*

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*Deal of the Day*



**1** *An essential dance studio in the heart of Manhattan is for sale. It's a long-time operation and the owner has moved to the mountains. The studio has large inventory of sets, props, and costumes, and is located in an area with high foot traffic. Serious inquiries should be sent to [info@ndi.com](#).*

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*Employment Opportunity*



**National Dance Institute New Mexico** was founded with the knowledge that the arts have a unique power to engage and motivate children. The organization is currently seeking enthusiastic and experienced staff for an array of artistic, production, and dance instruction positions in Santa Fe and Albuquerque. Make a difference in the lives of thousands of children and teens!

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*Parting Shot*

University of Utah School of Dance MFA candidate Stephanie Givens is a recent first for Dance Media, "Parting Shot." You can see it here. For more information about the *Parting Shot* program, please contact [info@ndi.com](#).



Watch and be moved



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"The excitement of your recent article on Dance Edit Project's new film program, *Parting Shot*, continues for the Next Generation of Leadership in Dance, designed to help women across leadership positions in dance."

—Gabriele Basso, *Artistic Director*

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**ARTICLES**



**How to Feel Confident While Pursuing Your Next Summer Intensive**  
Dancing is a wonderful activity, while being assessed by competing bodies and directors, especially by the top talent in the region is a self-performing skill. In addition, an annual award challenge as in a physical one, an additional body challenge is a wonderful skill.



**Jules Cunningham on Collaborating With Spice Girl Mel C on a New Concert Dance Work**  
For over 10 years, Jules Cunningham has worked with Spice Girl Mel C on a new concert dance work. Jules Cunningham, the creator of *Parting Shot*, is a dancer in *Parting Shot*. Jules Cunningham is a dancer in *Parting Shot*.

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**EMPLOYMENT OPPORTUNITY**



**National Dance Institute New Mexico** was founded with the knowledge that the arts have a unique power to engage and motivate children. The organization is currently seeking enthusiastic and experienced staff for an array of artistic, production, and dance instruction positions in Santa Fe and Albuquerque. Make a difference in the lives of thousands of children and teens!

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It is membership for ballet enthusiasts

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**Other Stories We Love**



**Dance Edit Project Aims to Get More Women into Leadership Positions**



**Consider Your Future Signing up for an Advanced and Beginner Study Program**



**Adam W. McKinney Named Artistic Director of Pittsburgh Ballet Theatre**



**Meet 25 of World's Best Elite Dancers**

## 2023 DANCE MEDIA EVENTS

In-person and virtual

Connect with the greater dance community during these unique and content rich experiences! Align your messaging alongside the Pointe, Dance Magazine and Dance Teacher brands.



 July 2023  
New York City



 July 24th, 2023  
New York City

2023  
DanceTeacher  
AWARDS

 August 10th, 2023  
New York City

DANCE 2023  
magazine  
awards

 December 4th, 2023  
New York City

2023  
EDITORIAL  
CALENDAR

Issue	Dance Magazine	Dance Spirit	Pointe	Dance Teacher
<b>January</b>	Summer Study & 25 To Watch	Summer Study	Summer Study	Summer Study, New Year
<b>February</b>	Auditions & Black History Month	Careers + Audition	Auditions	Auditions, Black History Month
<b>March</b>	Choreography	Ballet	Pre-Pro Training	Mental Health/Disabilities Awareness, Women's History Month
<b>April</b>	Broadway & NYC	Broadway & NYC	Competitions	Choreography, Competitions, Autism Awareness Month
<b>May</b>	Pre-Professional Programs	Recitals	Artistry & Performance	Recitals, Music, AAPI Heritage Month, National Tap Dance Day (May 25)
<b>June</b>	Dance Annual Directory	Summer Intensive Survival	Summer Intensive Survival	Teaching Tools, Summer Intensive Survival
<b>July</b>	Competition & Conventions	Competitions + Conventions	Trainee Programs & Second Companies	Competitions & Conventions
<b>August</b>	Wellness Products Roundup & Retailer Guide	L.A. & Hollywood	Health & Wellness/Pre-Season Prep	Back-to-School, Wellness, DT Awards
<b>September</b>	Season Preview	Higher Ed	Higher Ed	Higher Ed, Hispanic Heritage Month (Sep 15 - Oct 15)
<b>October</b>	Higher Ed & Scholarship Guide	Social Media	Pointe shoes	Holiday Prep, World Ballet Day (Oct 19); World Teachers Day (Oct 5); Shoes
<b>November</b>	Shoes special	Shoes	Careers / Competition Prep	Costumes, Halloween, Thanksgiving, Native American Heritage Month
<b>December</b>	Dance Magazine Awards	Nutcracker/Holidays	Nutcracker	Recitals, Holidays



Tiler Peck,  
NYCB principal

## SIZZLE REEL

# dancemedia

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