



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**.

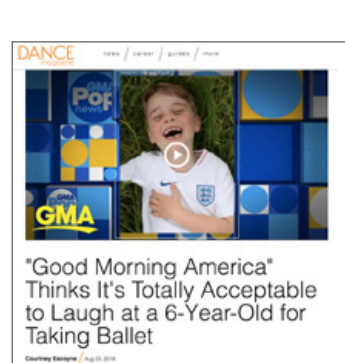
With profiles of today's most exciting dance artists, insider takes on breaking dance news, and expert advice on everything from nutrition to technique to entrepreneurship, we've been inspiring, informing and engaging professional dancers, students and dance lovers since 1927. Dance Magazine honors the 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**.

EDITORIAL LEADERSHIP



Jennifer Stahl
Editor in Chief, Dance Magazine
Content Director, Dance Media
jstahl@dancemedia.com

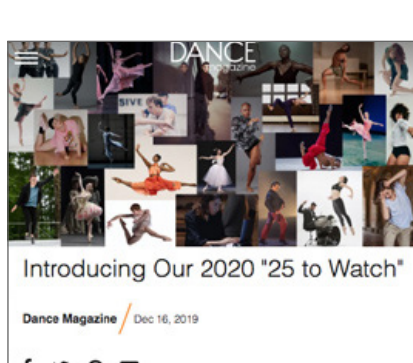
TOP PERFORMING ARTICLES



2.9 M
page views



875K+
page views



870K+
page views

TIME SPENT WITH DANCE MAGAZINE PER WEEK



Print



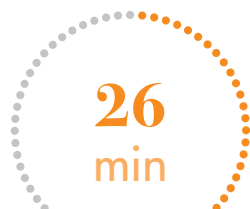
Digital



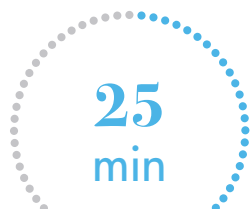
Facebook



Instagram



Newsletter



Twitter

DANCE MAGAZINE DIGITAL & PRINT STATS

GLOBAL

3.2M

Global Users



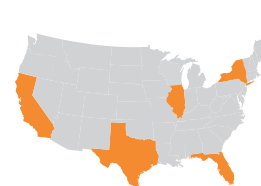
4.4M

Avg mo. page views

US

40K

*Print circulation



CA, NY, TX, FL, IL

2.1M

US users

341K

US Avg mo. visits

5M

Sessions



474K

Followers



129K

Followers



125K

Followers



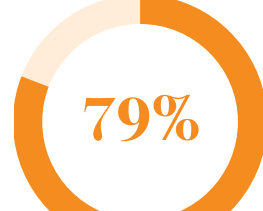
2.5K

Subscribers

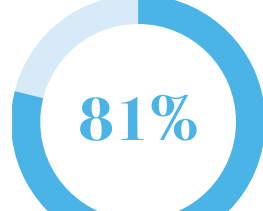
36K

monthly post engagement

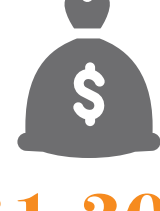
DANCE-RELATED PURCHASING HABITS



Involved in decisions



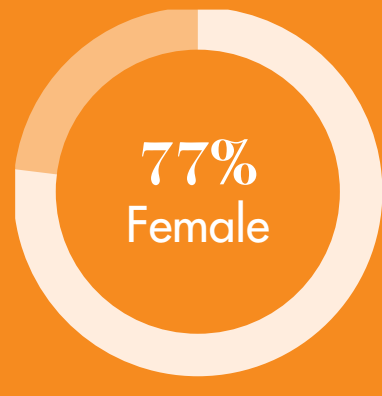
Find Dance Magazine influential



\$1,300

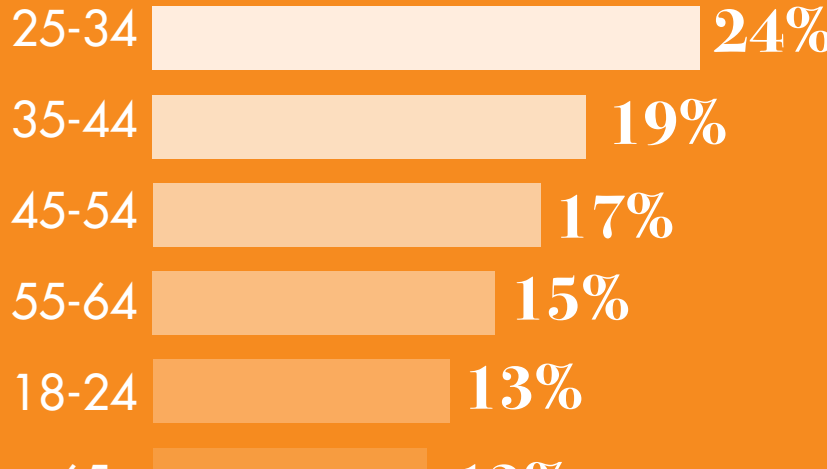
Annual spending

GENDER



23% Male

AGE



26%

Desktop

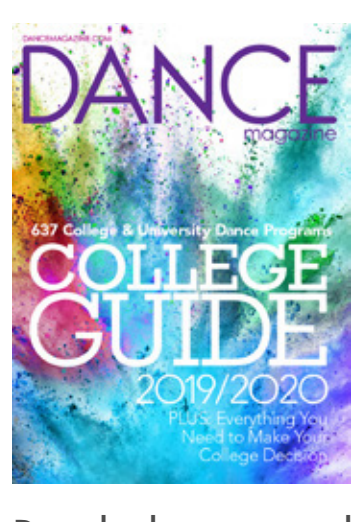


74%

Mobile/Tablet

HOW TO GET THEIR ATTENTION THROUGH DANCE MAGAZINE PRODUCTS:

- Sponsored Content
- Dedicated Emails
- Instagram
- Facebook
- Twitter
- Newsletter
- Website Banner Advertising
- Giveaways
- Webinars
- Listings & Guides
- Events/Awards



Reach dancers making decisions on their higher education

dancemedia
FOUNDATION presents

**DANCE²⁰
magazine²⁰
awards**

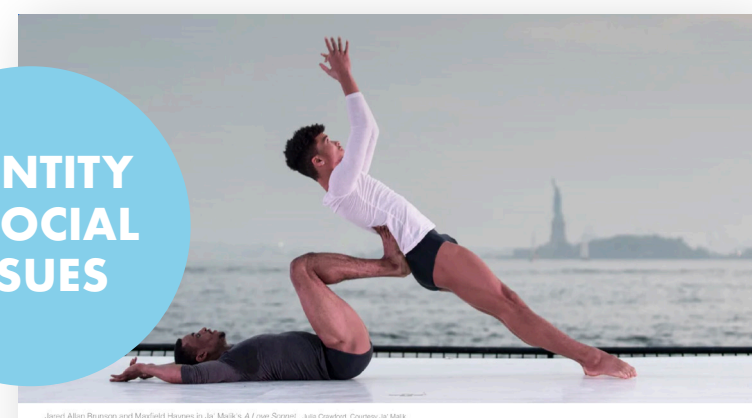
A tradition dating back to 1954, the Dance Magazine Awards have long celebrated living legends who've made a lasting impact on dance.

TOP PERFORMING CONTENT ACROSS ALL PLATFORMS:

BODY IMAGE



IDENTITY & SOCIAL ISSUES



POP CULTURE



MENTAL HEALTH



DANCE TECHNIQUE & TIPS



FITNESS



CELEBRATING & ADVOCATING FOR DANCERS & THE DANCE COMMUNITY EVERY DAY.

Sources: Harvey Research Audience Study 2019. Website, demographic (from Google Analytics) & newsletter data monthly average from Jan-Oct 2020. Social media numbers as of 11/2/2020. Total print readership from circulation times pass along. Top performing articles from July 2020, with page views as of 11/3/2020.

dancemedia

DANCE[®]
magazine

dancesPIRIT

POINTE

DanceTeacher

the DANCE
EDIT

DANCE
BUSINESS
WEEKLY

Contact: