

# DANCE BUSINESS WEEKLY



## WHO WE ARE:

Dance Business Weekly brings dance retailers, studio owners, dancewear manufacturers and other industry leaders the trends, tools and tactics they need to keep their dance businesses thriving.

Every week, we bring of-the-moment content to your inbox—from marketing advice to financial tips to social media trends and more—all dedicated to keeping the small dance business economy strong.

## EDITORIAL LEADERSHIP



**Lauren Wingenroth**  
Editor in Chief of Dance Teacher  
and Dance Business Weekly  
lwingenroth@dancemedia.com



**15K**

Newsletter Subscribers



**15.2%**

Newsletter Open Rate

## DANCE BUSINESS WEEKLY DIGITAL STATS

### GLOBAL

**40K**

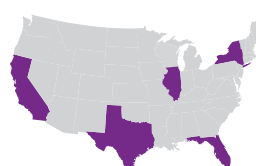
Global Users



**6K**

Avg mo. page views

### US



CA, NY, TX,  
FL, IL

**32K**

US users

**4K**

US Avg  
mo. visits

**53K**

Sessions



**2.7K**

Followers



**810**

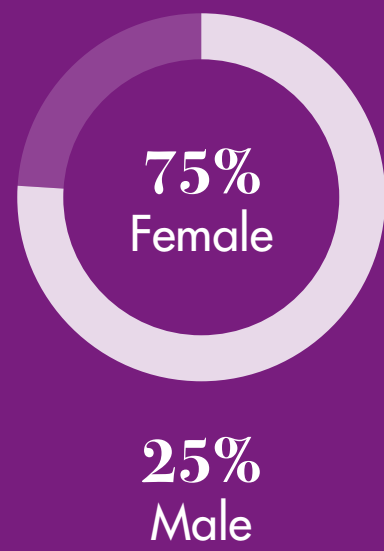
Followers

**209**

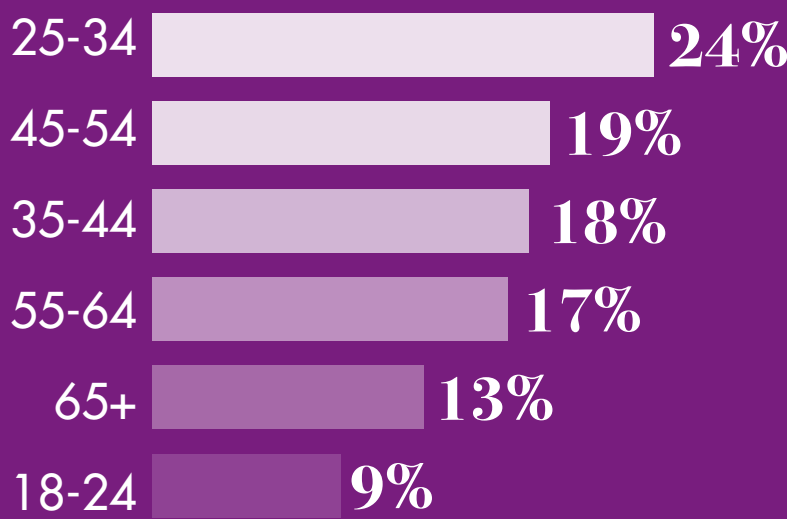
monthly post  
engagement

## WHO WE REACH:

### GENDER



### AGE



**2.7K**

Followers



**810**

Followers

**209**

monthly post  
engagement

## DANCE BUSINESS WEEKLY SUBSCRIBERS INCLUDE:

- Dance Teachers
- Executive Directors
- Operations Managers
- Directors Of Development
- Heads Of Marketing
- Marketing Directors
- Company Owners
- Chief Marketing Officers
- Dance Retailers
- Studio Owners
- Dancewear Manufacturers

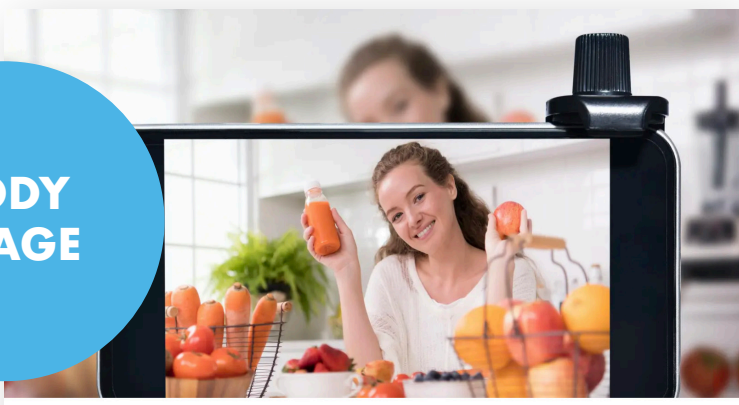
## HOW TO GET THEIR ATTENTION THROUGH DANCE BUSINESS WEEKLY PRODUCTS:

- Newsletter
- Webinars
- Events



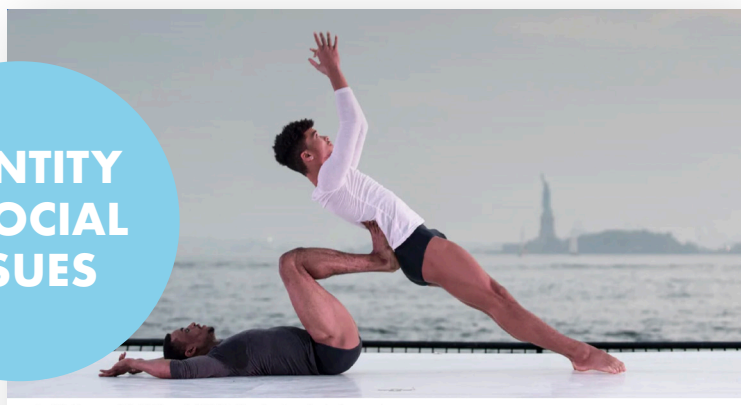
## TOP PERFORMING CONTENT ACROSS ALL PLATFORMS:

### BODY IMAGE



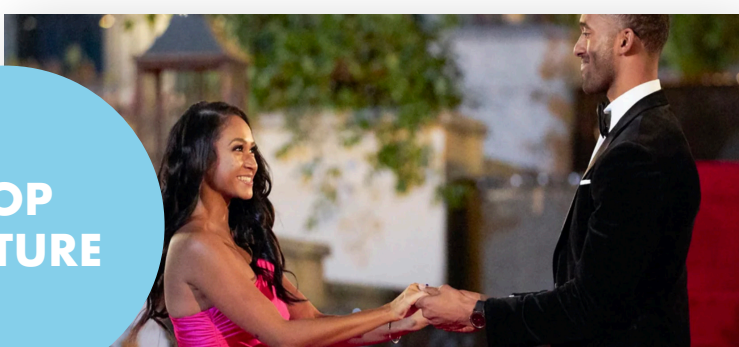
What Dietitians Wish Dancers Knew About the "What I Eat in a Day" Trend

### IDENTITY & SOCIAL ISSUES



My Life as an Invisible Black Choreographer

### POP CULTURE



Dance Theatre of Harlem's Alicia Mae Holloway Talks About Her Time on ABC's "The Bachelor"

### MENTAL HEALTH



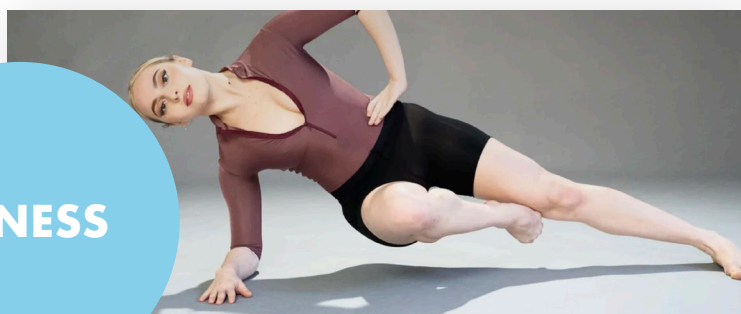
Yes, You Can Take a Day Off: The Physical and Mental Health Benefits of Rest

### DANCE TECHNIQUE & TIPS



Take a Free Class With Dance Magazine's January Cover Star Keerati Jinakunwiphat

### FITNESS



3 Exercises to Maximize Your Turnout Potential

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

Sources: Demographic data (from MailChimp) as of 11/3/2020. Newsletter data monthly average from Jan-Oct 2020. Podcast data (from Transistor) as of 11/2/2020. Social media numbers as of 11/2/2020.

**dancemedia**

DANCE magazine

danceSPIRIT

POINTE

DanceTeacher

the DANCE EDIT

DANCE BUSINESS WEEKLY

**Contact:**