



## WHO WE ARE:

Dance Spirit magazine is always on the beat!

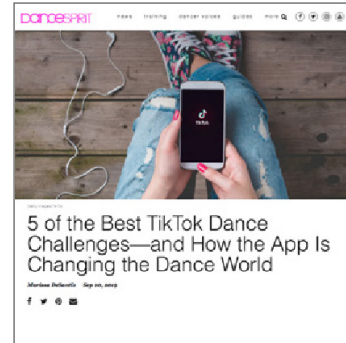
We're your source for up-to-the-minute information about the teen dance world, featuring profiles of your favorite dancers, smart takes on the latest dance trends, deep dives into dance techniques of all styles, and gorgeous photos and videos.

## EDITORIAL LEADERSHIP



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Editorial Consultant, The Dance Edit  
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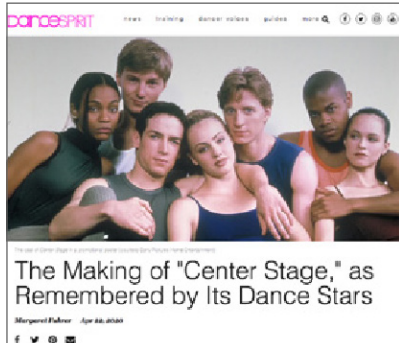
## TOP PERFORMING ARTICLES



**920K+**  
page views



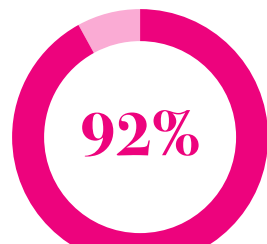
**710K+**  
page views



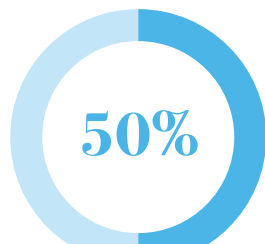
**640K+**  
page views

## WHO WE REACH:

### READER STATS



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 SPIRIT DIGITAL STATS

### GLOBAL

**2.0M**

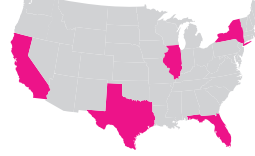
Global Users



**1.5M**

Avg mo. page views

### US



CA, NY, TX,  
FL, MA

**1.4M**

US users

**200K**

US Avg  
mo. visits

**2.9M**

Sessions



**20K**

Newsletter Subscribers



**463K**

Followers



**103K**

Followers



**78K**

Followers



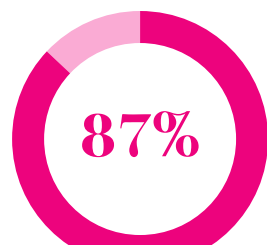
**2K**

Subscribers

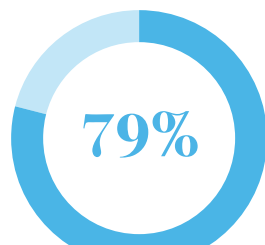
**10K**

monthly post engagement

## DANCE-RELATED PURCHASING HABITS



Involved in  
decisions

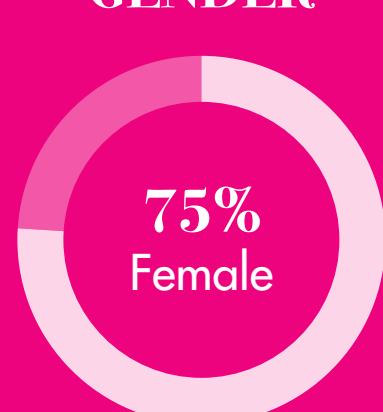


Find Dance Spirit  
influential



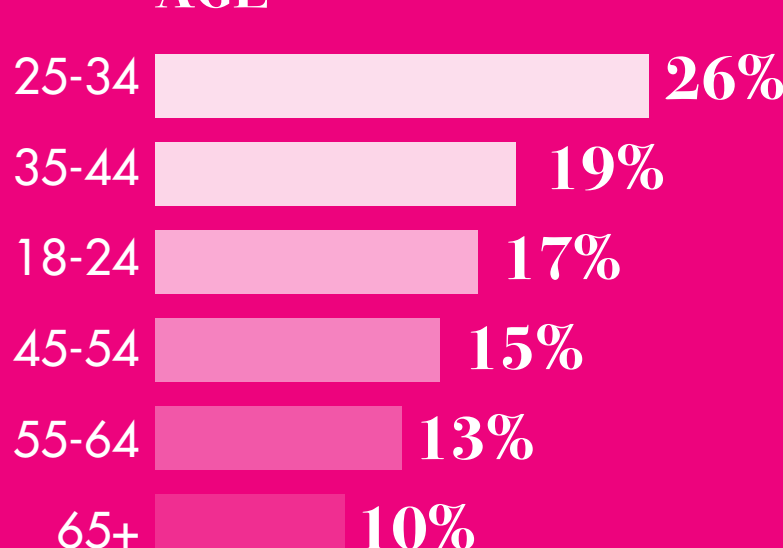
**\$1,660**  
Annual  
spending

### GENDER



25%  
Male

### AGE



**26%**

Desktop



**74%**

Mobile/Tablet

## HOW TO GET THEIR ATTENTION THROUGH DANCE SPIRIT PRODUCTS:

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



## 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: 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. Top performing articles from July 2020, with page views as of 11/3/2020.

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magazine

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