

DanceTeacher®



WHO WE ARE:

Dance Teacher magazine 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.

EDITORIAL LEADERSHIP



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Editor in Chief of Dance Teacher
and Dance Business Weekly
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TOP PERFORMING ARTICLES



130K+
page views



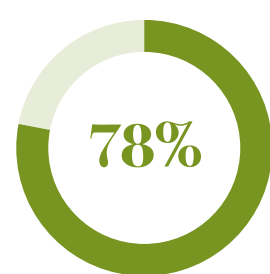
38K+
page views



38K+
page views

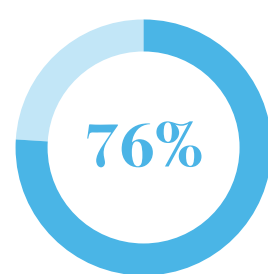
WHO WE REACH:

READER STATS



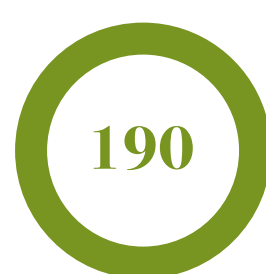
78%

Dance
teachers



76%

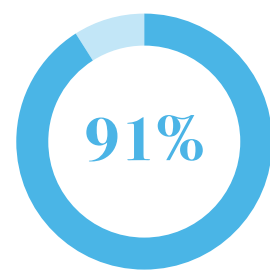
Affiliated with
private studio



190

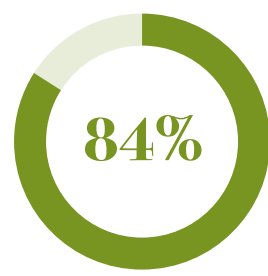
Average number
of students

DANCE-RELATED PURCHASING HABITS



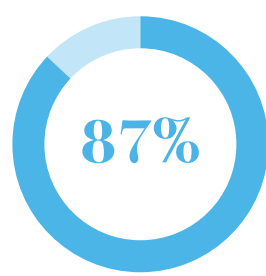
91%

Involved in
decisions



84%

Find Dance Teacher
influential



87%

Brandloyal

DANCE TEACHER DIGITAL STATS

GLOBAL

577K

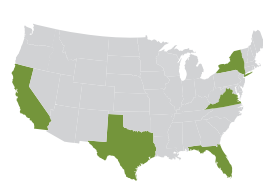
Global Users



57K

Avg mo. page views

US



CA, NY, TX,
FL, VA

374K

US users

57K

US Avg
mo. visits

819K

Sessions



15K

Newsletter Subscribers



80K

Followers



11K

Followers



28K

Followers



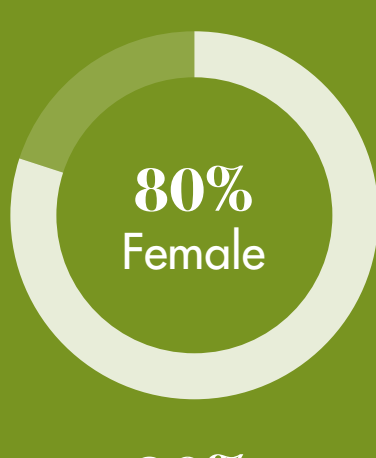
1K

Subscribers

7K

monthly post engagement

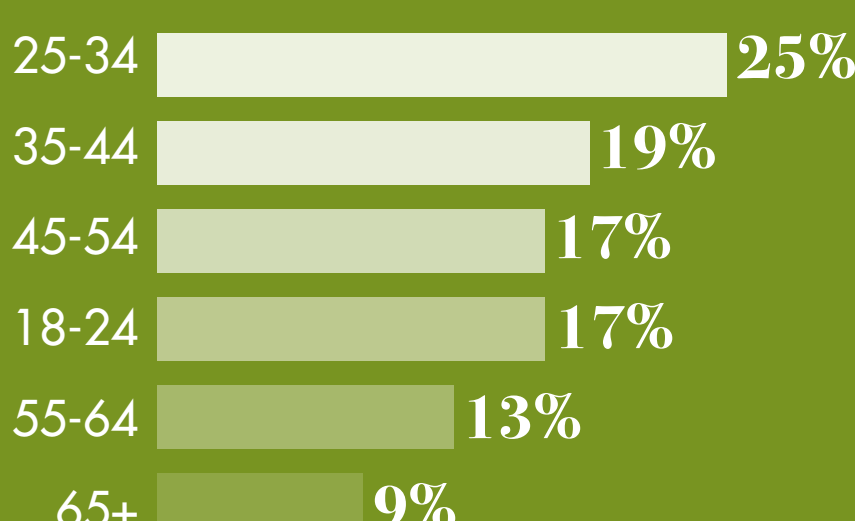
GENDER



80%
Female

20%
Male

AGE



30%

Desktop



70%

Mobile/Tablet

HOW TO GET THEIR ATTENTION THROUGH DANCE TEACHER PRODUCTS:

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



Celebrate the extraordinary
educators who are shaping the next
generation of dancers

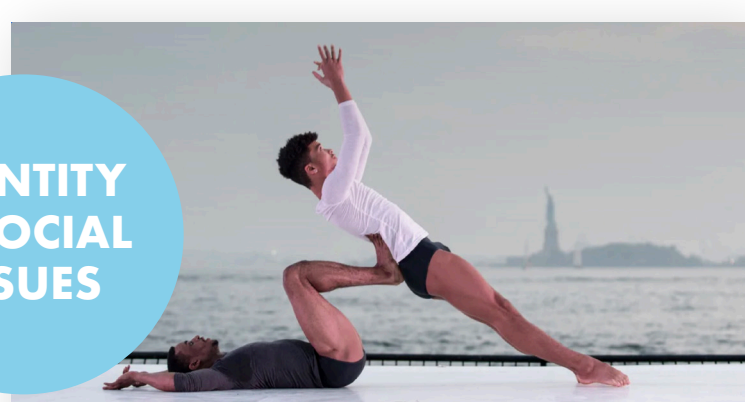
TOP PERFORMING CONTENT ACROSS ALL PLATFORMS:

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



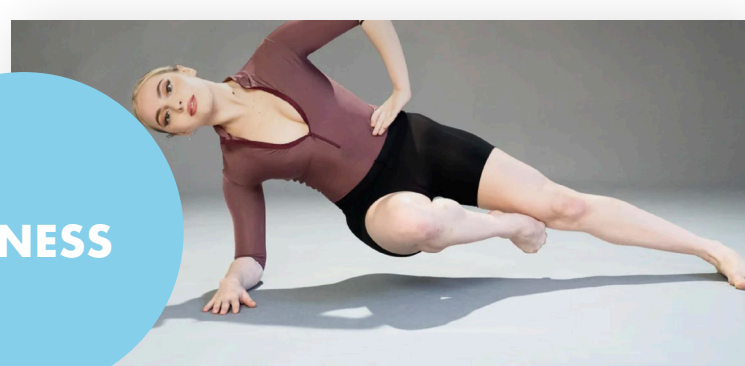
Yes, You Can Take a Day Off: The Physical and Mental Health Benefits of Rest

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.

dancemedia

DANCE
magazine

danceSPIRIT

POINTE

DanceTeacher

the
DANCE
EDIT

DANCE
BUSINESS
WEEKLY

Contact: