

the DANCE EDIT



WHO WE ARE:

Stay on top of the dance world's news in one minute a day with **The Dance Edit**, a petit daily newsletter brought to you by Dance Media. Jeté through the day's top dance stories, plus gorgeous dance shots, can't-miss performances and events, and deals on dancewear, accessories and more. And weekly on Thursdays, tune in to **The Dance Edit Podcast**, a 15-minute breakdown of all the news that's moving and shaking the dance world, led by people who nerd out about dance for a living.

EDITORIAL LEADERSHIP



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60K

Newsletter Subscribers



8.8%

Newsletter Open Rate



260

Podcast Subscribers



28K

Podcast Downloads

THE DANCE EDIT DIGITAL STATS

GLOBAL

32K

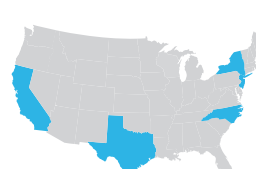
Global Users



37K

Avg mo. page views

US



CA, NY, TX, NC, NJ

28K

US users

37K

Sessions



328

Followers



2,308

Followers



2,109

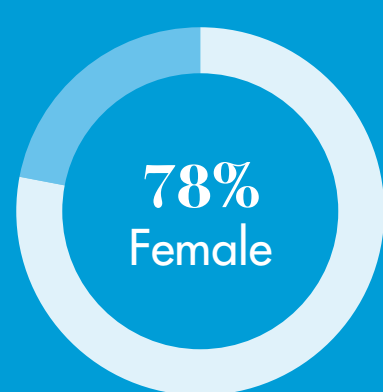
Followers

92

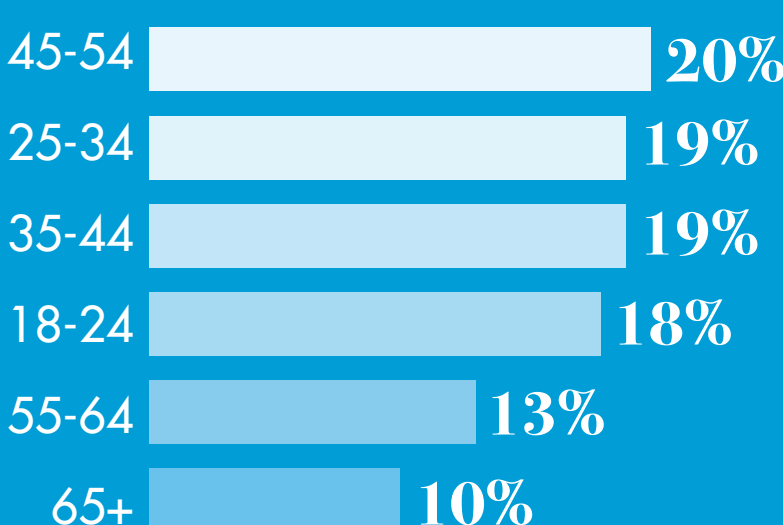
monthly post engagement

WHO WE REACH:

GENDER



AGE



WHAT THEY ARE SAYING:

FROM DANCENYC ON TWITTER:

We love the @dance_edit. A quick & useful way to keep up with the #Dance world with one short newsletter in your inbox.

FROM PODCAST REVIEWER NICOLEEZAC ON APPLE PODCASTS:

Listening to this podcast each week gives me all the dance deets in a fun and professional way. Thanks for making it easy to stay on top of the important dance stories. [5 stars]

FROM WRITER GAVIN LARSEN ON TWITTER:

Thanks for another episode that informs, inspires, entertains, and provokes thought.

FROM BALLET RISING ON TWITTER:

Really interesting conversation about the most relevant topics in dance now.

HOW TO GET THEIR ATTENTION THROUGH DANCE MAGAZINE PRODUCTS:

- Parting shot
- On the calendar
- Deal of the day
- Quote of the day
- Takeovers
- Podcast Audio



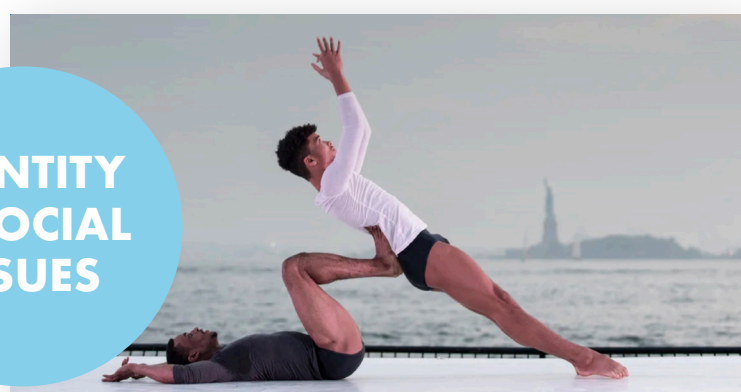
TOP PERFORMING CONTENT ACROSS ALL PLATFORMS:

BODY IMAGE



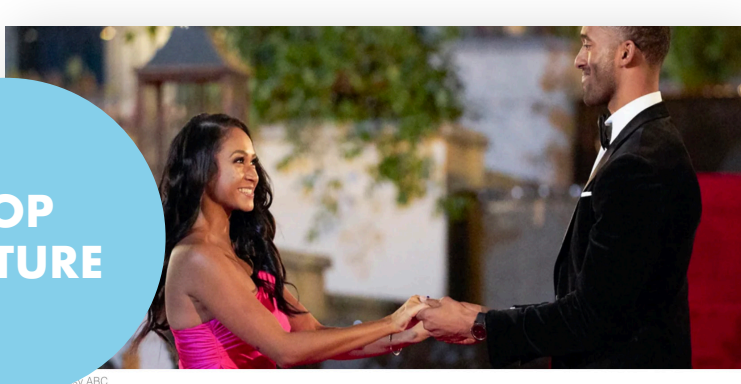
What Dietitians Wish Dancers Knew About the "What I Eat in a Day" Trend

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



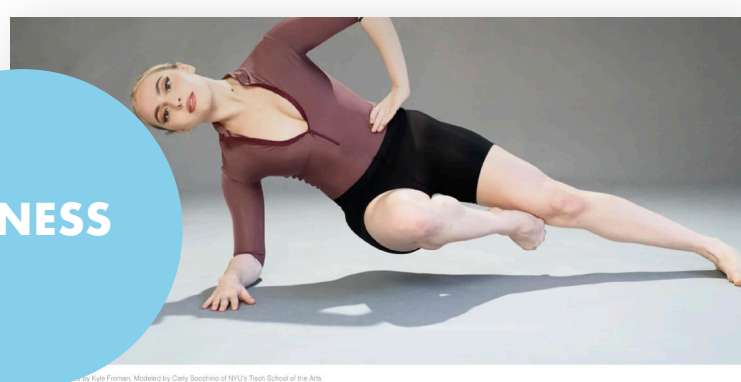
Yes, You Can Take a Day Off: The Physical and Mental Health Benefits of Rest

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.

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