



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**.



Caitlin Sims
Content Director, Dance Media,
Editor in Chief of *Dance Magazine*
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TOP PERFORMING ARTICLES:



52.6K
Page views



13.6K
Page views



9K
Page views

TIME SPENT WITH *DANCE MAGAZINE* PER WEEK:



Print



Digital



Facebook



Instagram

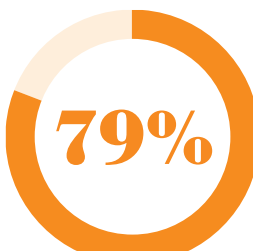


Newsletter

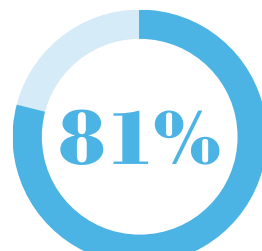


Twitter

DANCE-RELATED PURCHASING HABITS:



Involved in decisions



Find *Dance Magazine* influential



Annual spending

DANCE MAGAZINE DIGITAL & PRINT STATS:

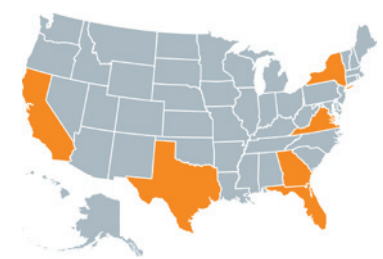
GLOBAL
89K
Website users

138K
Average monthly page views

117K
Average monthly sessions



Top countries:
United States, United Kingdom, Canada, Australia



Top US states:
CA, NY, VA, TX, FL, GA

54K
Total print readership

f
480K
Followers

Instagram
135K
Followers

X
120K
Followers

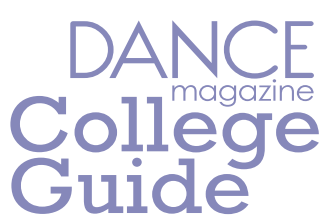
YouTube
3.5K
Subscribers

Pinterest
5K
Followers

LinkedIn
1,250
Followers

Envelope
23K
Newsletter subscribers

DANCE MAGAZINE COLLEGE GUIDE:



Digital College Search: Comprehensive online search for college programs.
Annual print guide with features on the college search, program comparison charts, geographic listings, and spotlight feature section.

DANCE MAGAZINE 25 To Watch:



Dance Magazine's 25 To Watch, the longstanding prestigious list of rising stars in the dance world, will be brought to life through an in-person performance and event.

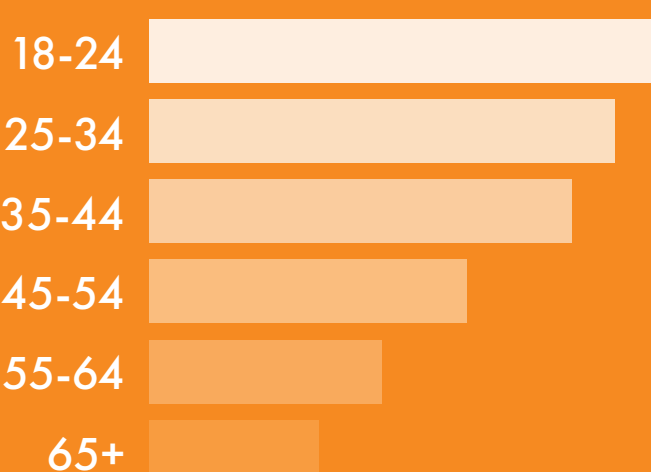
DANCE MAGAZINE AWARDS:



The **Dance Magazine Awards** celebrate those whose outstanding contributions have made our field even stronger. We honor the artistry, the integrity and the resiliency these artists have demonstrated.

WHO WE REACH:

AGE*



*Data not collected for 18 and under



60%
Mobile/Tablet



38%
Desktop