



## 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*  
csims@dancemedia.com

## TOP PERFORMING ARTICLES:



**52.6K**  
Page views

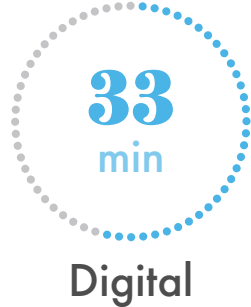


**13.6K**  
Page views

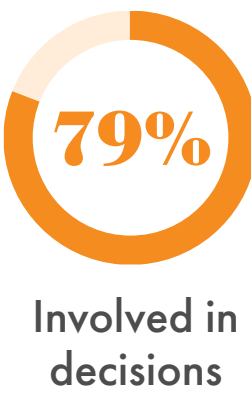


**9K**  
Page views

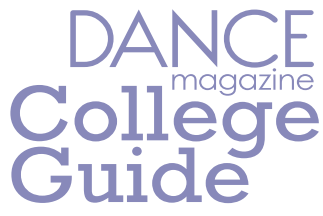
## TIME SPENT WITH *DANCE MAGAZINE* PER WEEK:



## DANCE-RELATED PURCHASING HABITS:



## 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 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.

## *DANCE MAGAZINE* DIGITAL & PRINT STATS:

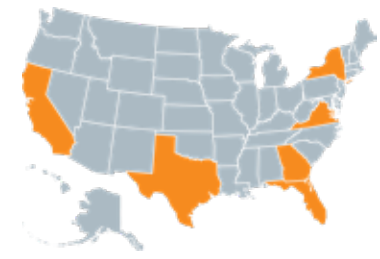
**GLOBAL**  
**89K**  
Website users

**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

**i**  
**135K**  
Followers

**X**  
**120K**  
Followers

**▶**  
**3.5K**  
Subscribers

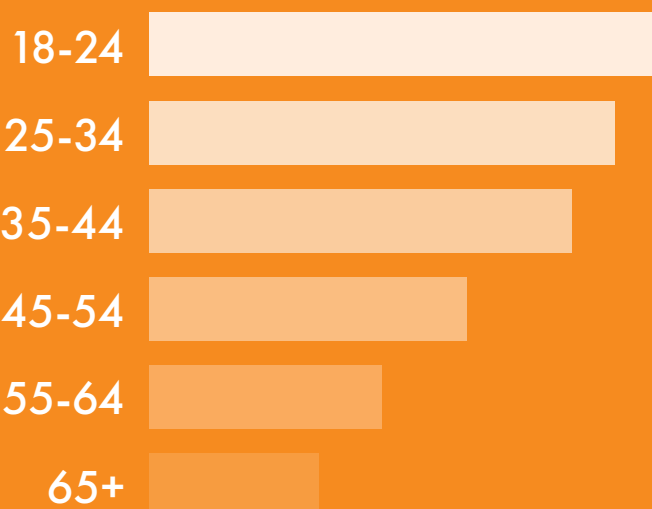
**p**  
**5K**  
Followers

**in**  
**1,250**  
Followers

**✉**  
**23K**  
Newsletter subscribers

## WHO WE REACH:

### AGE\*



\*Data not collected for 18 and under

**60%**  
Mobile/Tablet

**38%**  
Desktop