



## WHO WE ARE:

Dance Spirit 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.



**Reanne Rodrigues**  
 Editorial Director of *Dance Spirit*  
 rrodrigues@dancemedia.com

## TOP PERFORMING ARTICLES:



**85.9K**  
 Page views

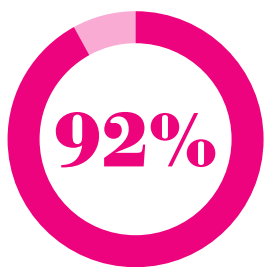


**23.8K**  
 Page views



**12.4K**  
 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

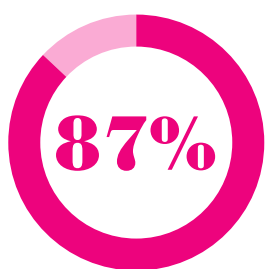


In a professional dance company

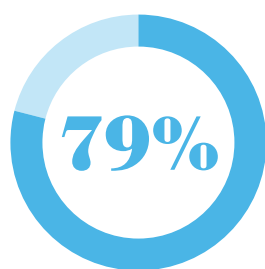


In the commercial dance world

## DANCE-RELATED PURCHASING HABITS:



Involved in decisions



Find *Dance Spirit* influential



**\$1,660**  
 Annual spending

## DANCE SPIRIT DIGITAL STATS:

GLOBAL

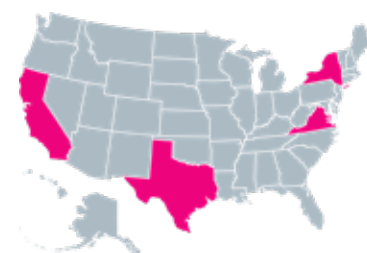
**54K**  
 Website users

**76K**  
 Average monthly page views

**65K**  
 Average monthly sessions



**Top countries:**  
 United States, India, United Kingdom



**Top US states:**  
 CA, NY, TX, VA



**455K**  
 Followers



**100K**  
 Followers



**75K**  
 Followers



**3K**  
 Followers



**8K**  
 Followers



**2.5K**  
 Subscribers



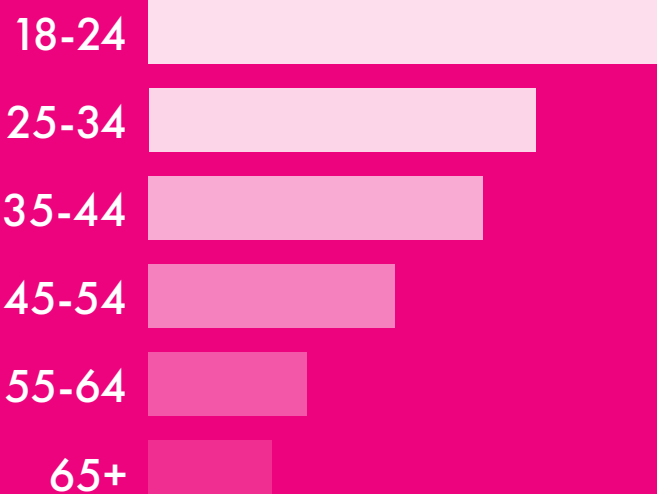
**550**  
 Followers



**19K**  
 Newsletter subscribers

## WHO WE REACH:

### AGE\*



\*Data not collected for 18 and under



**66%**  
 Mobile/Tablet



**32%**  
 Desktop