

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.



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TOP PERFORMING ARTICLES:



Getty Images
JUST FOR FUN
20 Compliments for Dancers to Celebrate National Compliment Day

56K
Page views



TAP
13 of the Best Tap Dancers of All Time

12K
Page views



How Christopher Scott Choreographed the Film "Wicked"

11K
Page views

OUR AUDIENCE:



29%
Dance Student



26%
Engage with hip hop



33%
Engage with tap



46%
Engage with jazz



54%
Find Dance Media influential in the purchase decision of competitions



57%
Find Dance Media influential in the purchase decision of dance accessories



59%
Find Dance Media influential in the purchase decision of conventions

DANCE SPIRIT DIGITAL STATS:

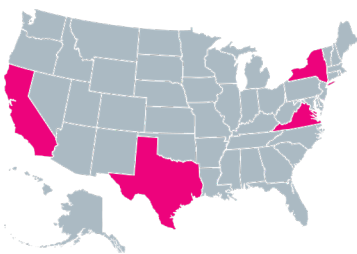
GLOBAL
33K
Website users

52K
Average monthly page views

42K
Average monthly sessions



Top countries:
United States, India, United Kingdom



Top US states:
CA, NY, TX, VA



456K
Followers



101K
Followers



565
Followers



3K
Followers



8K
Followers



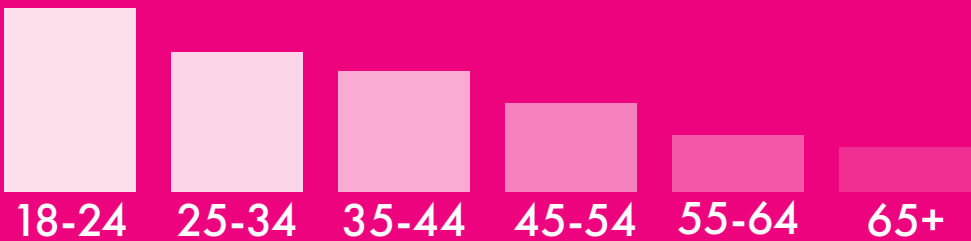
2.4K
Subscribers



17K
Newsletter subscribers

WHO WE REACH:

AGE*



*Data not collected for 18 and under



64%
Mobile/Tablet



36%
Desktop