

DanceTeacher®

WHO WE ARE:

Dance Teacher is for dance educators everywhere— from K–12 to private studios, conservatories to universities. We bring teachers everything they need to nurture the next generation of dancers: expert advice on creating a healthy learning environment; best practices for managing a strong business; the latest trends in costumes and choreography; and tips for communicating with both dancers and their parents.



Reanne Rodrigues
 Editorial Director
 Dance Teacher, DanceTeacher+
 rrodrigues@dancemediacom

TOP PERFORMING ARTICLES:



health & body
3 Strengthening Exercises
 Exercises to Correct and Prevent Pronation

11K
 Page views



How To: A Graham Pitch Turn

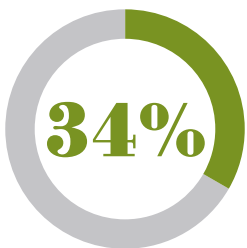
10K
 Page views



studio-owners | teaching resources
Your Studio Culture—
 Hiring New Teachers

10K
 Page views

OUR AUDIENCE:



Visited an advertiser's website after viewing an ad



52%

Find Dance Media influential in the purchase decision of dance shoes



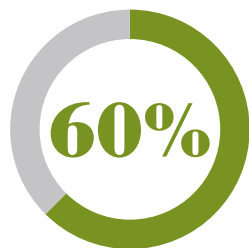
54%

Find Dance Media influential in the purchase decision of competitions



59%

Find Dance Media influential in the purchase decision of conventions



Do not engage with competitor publications



61%

Find Dance Media influential in the purchase decision of food/nutrition

DANCE TEACHER DIGITAL STATS:

GLOBAL

13K
 Website users

63K

Average monthly page views

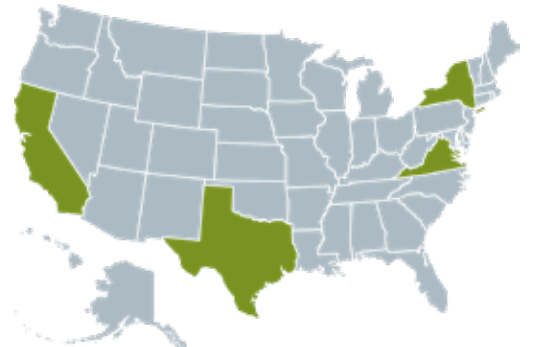
17K

Average monthly sessions



Top countries:

United States, United Kingdom, India



Top US states:

CA, NY, TX, VA



92K
 Followers



19K
 Followers



5K
 Followers



2K
 Subscribers



1K
 Followers



7K
 Newsletter subscribers

DANCE TEACHER AWARDS:

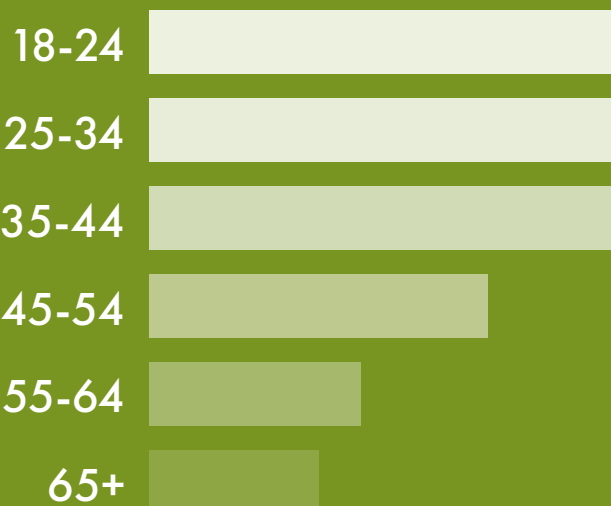
DanceTeacher Live
 WORKSHOPS & AWARDS

Connect with dance teachers and studio owners during this unique and content rich experience.

Align your messaging alongside the Dance Teacher Awardees and the Dance Teacher brand. Be part of engaging conversations and thought leadership.

WHO WE REACH:

AGE*



*Data not collected for 18 and under



36%
 Mobile/Tablet



64%
 Desktop