



DANCE AUSTRALIA

MEDIA KIT 2018

DELIVERING AN AUDIENCE OF
PASSIONATE AND ENGAGED
DANCERS, DANCE
TEACHERS AND DANCE
STUDENTS.



Dance Australia

Dance Australia is Australia's leading dance magazine. We aim to show dance for what it really is - a dynamic and vital artform; a professional job; a creative industry involving some of the greatest artists and athletes of our time. We are on stage with our feet in the resin box, backstage with the cast and crew, in the rehearsal studio sweating it out with the choreographers, teachers and students.

Dance Australia has been keeping the Australian dance world engaged and informed for nearly 40 years. We were the first on the ground, covering and contributing to the evolving Australian scene. Australian dancers have grown up with *Dance Australia*, read *Dance Australia*, are in *Dance Australia*. We are the original and best, with decades of experience and knowledge behind us.

Our audience, your customer

Dance Australia readers are the movers and shakers of the dance world - the artistic directors, the dance makers, the dance students, the dance teachers. *Dance Australia* understands their interests and aspirations, and shares their all-consuming passion for their artform. We aim to provide them with the information and expertise they demand.

Our readers immerse themselves in their chosen field, mix with other dancers, and spend big on the media they consume, the gear they buy and the courses they take.

THE TYPICAL DANCE AUSTRALIA CUSTOMER



96%
female readers



60%
subscribe to the weekly enews



64%
share their mag with at least one person



60%
are dance students and (40%) teachers



66%
have made purchases based on mag editorial/advertising



69%
spend \$1000+ a year on dance classes



\$500+
is the average yearly spend on dance wear



63%
attend the theatre 4+ times a year



74%
attend holiday dance workshops

Dance Australia platforms

1 MAGAZINE

Published bi-monthly, *Dance Australia* is the most respected dance journal in the country. The articles and reviews are written by the cream of Australia's dance journalists.

Readership: 35,000
(PUBLISHER'S STATEMENT OCT 2017)



1

2 WEBSITE

Complements *Dance Australia* magazine as Australia's leading dance website. It's the first choice for dancers who want breaking news, reviews, audition notices, and an extensive directory of dance schools.

Monthly Unique Users: 11,758
(GOOGLE ANALYTICS SEP 2017)



2

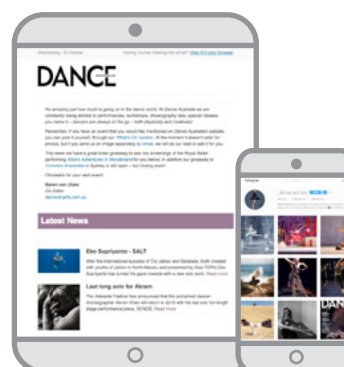
3 ENEWS

All the best content from *danceaustralia.com.au* is presented in an easy-to-digest format, keeping our audience engaged and driving them to the website.

Subscribers: 5,834
(GOOGLE ANALYTICS SEP 2017 AVERAGE)

4 SOCIAL

Engaging with our audience across Facebook and Instagram and giving them insights into, and a connection with, the people behind *Dance Australia*.



3

4

Events and programs

SUMMER DANCE SCHOOL

Dance Australia and some of Australia's top dance schools give entrants the chance to win a week of free dance tuition at a top Australian summer dance school of their preference.



Key features 2018

FEB/MAR

Critics Survey

JUN/JUL

Auditions Guide

AUG/SEP

Full Time Studies Guide

OCT/NOV

Careers Feature
Summer School Giveaway

DEC/JAN

Teachers' Spotlight

The team

Dance Australia is written and compiled by a group of experienced and talented dance writers, dancers and professional reviewers, including:

KAREN VAN ULZEN (EDITOR)

A BA-trained dancer with a BA in writing and literature, Karen is a Churchill Fellow and recipient of the Australian Dance Award for Services to Dance.

NINA LEVY (EDITOR)

Nina has extensive qualifications, including BA Hons (English), BA (Dance), Grad Dip Ed (Dance). She has over twenty years experience as a studio dance teacher and has lectured dance history at WAAPA. Nina is founder and co-editor of WA arts website seesawmag.com.au and is also a freelance writer and critic.

SALLY CLARK

With experience as a live event director and producer and film, television and theatre choreographer and performer, Sally has been a dance teacher for over 25 years.

IRINA KUZMINSKY

With a BA (Hons), B.Mus (Hons), MA (in Germanic studies); D. Phil (Oxford), Irina is an experienced dancer, musician, singer and poet.

MAGGIE TONKIN

Trained dancer; BA (Hons) (Adelaide), completing PhD in English Literature.

EMMA SANDALL

Former dancer with the Royal Ballet and Bejart Ballet. Teacher, coach and international adjudicator.

MATTHEW LAWRENCE

Former principal dancer with Birmingham Royal Ballet, Australian Ballet and Queensland Ballet.

MICHELLE DURSUN

Our main teaching expert, Michelle has a BA (Dance), a Grad Dip in Education and is a teacher - Creative Industries TAFE Qld.

DENISE RICHARDSON

Following a professional career, Denise is now a ballet teacher, a Pilates instructor and has a MA (QUT) researching dance training in 2000. She is author of *Brookes Street to Brooklyn: Expressions Dance Company 1984-2009*, Executive Director of Ballet Theatre Queensland and was on the selection panel for the Australian Dance Awards (2014-2017).

FIONA SUTHERLAND

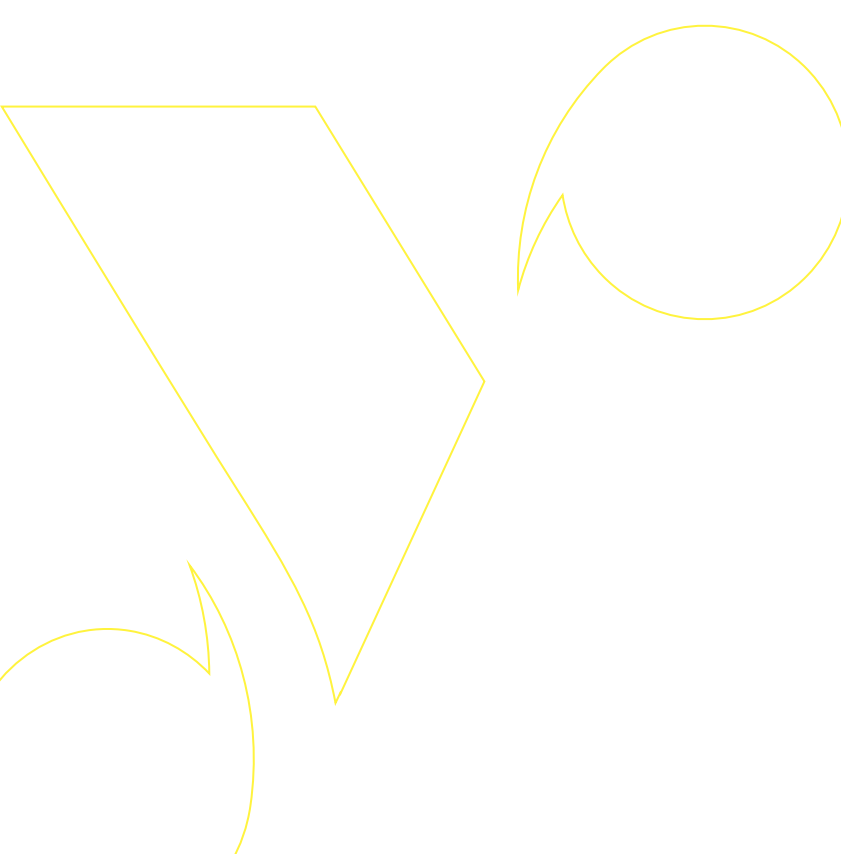
Accredited dietitian and nutritionist and consultant to the Australian Ballet School.

Marketing solutions

In conjunction with the Yaffa Custom Content department, *Dance Australia* can develop and deliver a tailored marketing package to help your brand achieve its specific strategic objectives, featuring elements including:

- Advertising (off- and online)
- Video
- Event partnership
- Custom events
- Direct marketing
- White papers and educational tools
- Native advertising
- Profiles (organisations and people)
- Social
- Reviews
- Inserts and covers
- Opinion pieces

CONTACT YOUR SALES MANAGER FOR CUSTOMISED PACKAGES



Rate card and material specifications

2018

Magazine Rates

Size	Casual	3x	6x
DPS	\$6210	\$5560	\$5370
Full page	\$4040	\$3650	\$3450
½ page	\$2280	\$2050	\$1940
⅓ page	\$1612	\$1460	\$1390
¼ page	\$1380	\$1210	\$1140
⅕ page (directory)			\$300

RATES EXCLUDE 10% GST
PREFERRED POSITION LOADING: OBC +30%, IFC +20%

Material Specifications

Size	Width	Height
DPS (trimmed)	440	297
FP (trimmed)	220	297
½ page vertical	95	277
½ page horizontal	195	135
⅓ page vertical	60	277
⅓ page horizontal	195	85
¼ page square	94	135
⅕ page (directory)	61	123

ALL SPECS ARE IN MM
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS

Deadlines

Issue	Booking	Material	Publication
Feb/Mar	7 Dec	14 Dec	26 Jan
Apr/May	12 Feb	19 Feb	23 Mar
Jun/Jul	12 Apr	19 Apr	24 May
Aug/Sep	13 Jun	20 Jun	25 Jul
Oct/Nov	15 Aug	22 Aug	25 Sep
Dec/Jan	12 Oct	19 Oct	23 Nov

Website Rates

Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2500
	Billboard*	\$2200
	Extended Leaderboard	\$2000
	Leaderboard	\$1750
	LREC	\$1400
	MREC	\$1080
	SREC	\$540
	Background Skin*	\$3200
	Pop-up	POA
	Video	POA
Run of site	Leaderboard	\$1500
	LREC	\$1100
	MREC	\$900
	SREC	\$400

* DOES NOT DISPLAY ON MOBILE SITE
RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

Material Specifications

Size	Width	Height
Background Skin	1920	1200
Rails (x2)	160	750
Pop-up (desktop)	590	490
Pop-up (mobile)	300	250
Billboard	960	250
Extended Leaderboard	960	90
Leaderboard	728	90
LREC	300	600
MREC	300	250
SREC	300	100
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS

eNewsletter Rates

Size	Monthly
eDM	\$1800 (per broadcast)
Banner	\$750
Medium Banner	\$600
MREC	\$840

RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
Medium Banner	468	60
MREC	300	250

ALL SPECS ARE IN PIXELS

Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

Carol Roselli

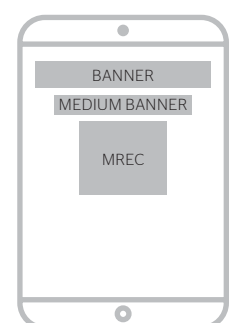
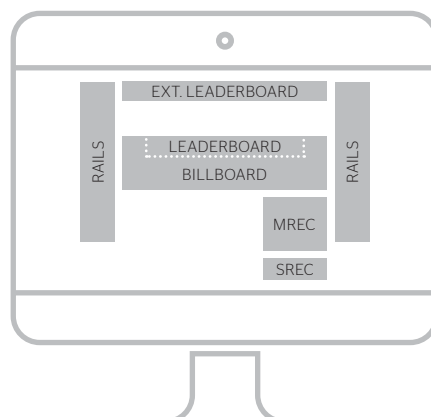
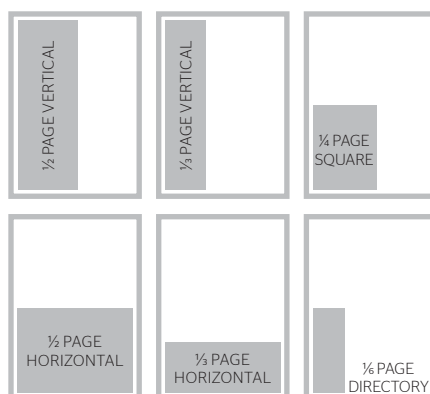
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Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.



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