

DANS MAGAZINE MEDIACARD 2020

DANS MAGAZINE

Dans Magazine is the only Dutch magazine completely devoted to dancing. Dans Magazine appears 6 times per year. The magazine offers articles on diverse dancing styles, ranging from modern to ballet, from tango to hiphop and from world dance to jazz. It also gives the reader information on the latest developments in the Dutch dancing society.

OUR READERS

83% of the readers of Dans Magazine are active dancers. Almost 50% dances professionally. The majority of the readers and the visitors of the website is female and has received higher education (Dutch equivalent of Institutes of Technology and up). Their age varies from 20 to 55.

The readers of Dans Magazine are interested in many different styles. Most popular are modern dance, ballet, jazz, musical, world dance, urban and latin. Readers visit an average of five performances each year, watch movies and tv shows, read books about dancing and buy dancewear regularly.

REACH

Dans Magazine has a circulation of 5.000. Of these, 4.000 go to subscribers. The remaining copies are spread via danceschools, controlled circulation and newsstand sales, with a reach of total 20.000 readers!

DANSMAGAZINE.NL

The website www.dansmagazine.nl, with 25.000 unique visitors per month, offers daily news about the national and the international dance society, blogs, articles, an extensive agenda of premières, auditions, workshops and festivals and much background information about dancing in general.



DANS MAGAZINE

Title	Dans Magazine
Published by	Virtùmedia B.V., PO box 595, 3700 AN Zeist
Chieffeditor	Joost Groeneboer
Frequency	6 x a year
Reservation deadline	4 weeks before publication date
Price subscription	€ 33,95 a year
Printcirculation	5.000

SIZES & RATES (wxh in mm)

1/1 page	215 x 275*	€ 900,-
1/2 page landscape	165 x 110	€ 525,-
portrait	80 x 225	
1/4 page landscape	165 x 52,5	€ 300,-
portrait	80 x 110	
1/8 page landscape	80 x 52,5	€ 187,50

All prices Vat exclusive

SPECIAL RATES

Preferred placement: + 25 %
Inserts on request

FESTIVAL/ DANCE EDUCATION-SPECIAL

In the Octoberedition of Dans Magazine the yearly Dans education special will be published with a summary of the Dutch, Belgian and European dance-educations. Circulation **10.000 copies**, extra distribution to danceschools and academies. The Educationspecial is also published as an Online Magazine, reach **100.000 online dancers and students**.

Our packages for the education special:

Education special 1/1 page print and online Magazine - €750,-
Education special 2/1 page print and online Magazine - €1250,-

DEADLINES

nr	Streetdate	Reservation
Nr 1	14-02-2020	20-01-2020
Nr 2	10-04-2020	16-03-2020
Nr 3	29-05-2020	01-05-2020**
Nr 4	28-08-2020	03-08-2020
Nr 5	23-10-2020	28-09-2020***
Nr 6	11-12-2020	16-11-2020

** Extra: Festival special

*** Extra: Dans education special

SUBMISSION GUIDELINES

Delivery formats: JPEG, TIFF, EPS and PDF, 300 dpi. Full-color ads in CMYK (important: with RGB-colours uring printing small differences in colour can appear. Dans Magazine cannot be held responsible for this). Prices excl. 21% VAT. Payments are requested within 14 days of the invoicing date. No new advertisement reservations will be accepted before payment.

Delivery via e-mail: traffic@virtumedia.nl

CONTACT

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** Special offer

6 x 1/8 page (80 mm x 52,5 mm) in 6 following editions: € 375,- **



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SIZES & RATES

(All prices excl. VAT)

- Banner 336 x 95 pixels br x h, price: € 175,- per month
- Rectangle 336 x 280 pixels br x h, price: € 375,- per month
- Long banner 468 x 60 pixels br x h, price: € 100,- per month (Only homepage)
- Leaderboard 728 x 90 pixels br x h, price: € 525,- per month
- Trailer (via youtube of vimeo link) on homepage price: € 250,- per month
- Advertorial price: from € 250,-
2 weeks on homepage, ca. 400 words with max 5 pictures

DIGITAL NEWSLETTER

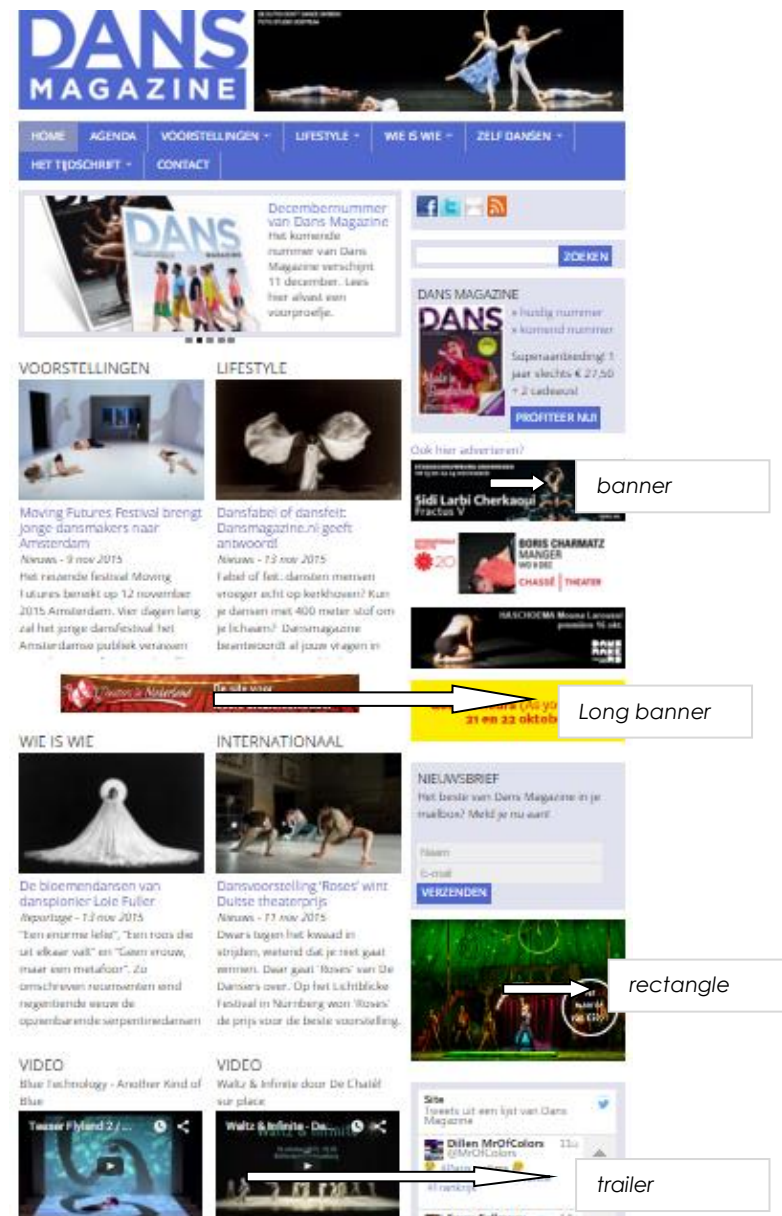
The e-mailnewsletter is published every two week. Subscribers 3.000
An item in the e-mailnewsletter (60 words and 1 picture in format 550 x 160 px)
price € 150,-

SUBMISSION GUIDELINES

Resolution: 72dpi, max 16 kb to 40 kb depending of the format of the banner.
When delivered not in time or wrong, extra costs can be charged. Formats: jpg, gif, png (flash only after consultation). Delivery of the material one week for publicationdate via traffic@virtumedia.nl

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