

DANS MAGAZINE

Volgt de Nederlandse danswereld op de voet!



MEDIACARD | 2021



All information about
Dans Magazine and
Dansmagazine.nl



Publication dates and
promotional possibilities



Print and online



Exclusive
options

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.

WWW.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.

REACH

Dans Magazine has a reach of 20.000 readers and a circulation of 5.000 copies. Distribution via subscribers, danceschools, controlled circulation and newsstand sales.



PRINT

Frequency
6 x

Print
Circulation
5.000

Readers
per issue
20.000

ONLINE

Online
unique
visitors
25.000

Email
newsletter
3.000

Facebook
9.600

Title Dans Magazine
Subtitle Hét dansblad van Nederland
Published by Virtùmedia B.V.
Chiefeditor Joost Groeneboer
Frequency 6 x a year
Price subscription € 37,99 a year

ADVERTISEMENTS (W X H IN MM)

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

* All prices VAT exclusive.

** Plus 5 mm bleedszie.

SPECIAL RATES

Preferred placement: + 25%
Inserts on request

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: € 1.250,-

RELEASEDATES 2021

Issue	Streetdate	Reservation
1	12-02-2021	18-01-2021
2	09-04-2021	12-03-2021
3	28-05-2021	30-04-2021***
4	27-08-2021	02-08-2021
5	22-10-2021	27-09-2021****
6	10-12-2021	15-11-2021

*** 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

Mariska Jankovits

T +31 (0)30 - 693 11 77

E mjankovits@virtumedia.nl

Klaartje Grol

T +31 (0)30 - 307 22 48

E kgrol@virtumedia.nl

Dans Magazine is issued by publishing company Virtùmedia.

www.virtumedia.nl

<https://virtumedia.nl/algemene-advertentievoorwaarden>



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Contact Mariska Jankovits
 +31 (0)30 - 693 11 77
 mjankovits@virtumedia.nl

Issue by Virtùmedia B.V.
Editor in chief Jasper Buiting
Visitors 25.000 unique visitors
 per month
Email newsletter 3.000 subscribers

EMAIL NEWSLETTER
 The e-mailnewsletter is published every two weeks.
 Subscribers 3.000.
 An item in the e-mailnewsletter (60 words and
 1 copyrightfree picture in format 550 x 160 px).

Prijs € 150,-

All prices VAT exclusive.

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BANNERS

Size	w x h in pixels	Rates*
Banner	336 x 95 <i>(max. 30 KB)</i>	€ 175,- per month
Rectangle	336 x 280 <i>(max. 50 KB)</i>	€ 375,- per month
Longbanner**	480 x 60 <i>(max. 40 KB)</i>	€ 100,- per month
Leaderboard	728 x 90 <i>(max. 40 KB)</i>	€ 525,- per month

* All prices VAT exclusive

** Only visible on homepage.

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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T +31 (0)30 - 693 11 77
E mjankovits@virtumedia.nl

Klaartje Grol
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E kgrol@virtumedia.nl

OTHER PROMOTION OPTIONS

TRAILER

Via youtube of vimeo link, visible on homepage.

Price € 250,- per month

ADVERTORIAL

An advertorial is visible on the homepage for app. 2 weeks.
 Text 400 words with max 5 copyrightfree pictures.

Prijs € 250,-

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www.daily.nl
www.virtumedia.nl



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