

# DANS MAGAZINE

Volgt de Nederlandse danswereld op de voet!



MEDIACARD | 2023



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](http://www.dansmagazine.nl), with 30.000 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 25.000 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

25.000

## ONLINE

Online  
unique  
visitors

30.000

Email  
newsletter

3.500

Facebook

9.400

Online  
magazine

100.000

**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	185 x 119,5	€ 525,-
1/2 page portrait	90,5 x 243	€ 525,-
1/4 page portrait	90,5 x 119,5	€ 300,-
1/8 page landscape	90,5 x 57,75	€ 187,50

\* All prices VAT exclusive.

\*\* Plus 5 mm bleedszie.

## SPECIAL RATES

**Preferred placement:** + 25%  
**Inserts on request**

## DANCEFESTIVAL AND DANCE EDUCATION SPECIAL

In Dans Magazine issue 3 the yearly festivalspecial is published and in issue 5 the yearly educationspecial. Participation with an editorial page.

**1/1 page for:** € 750,- (mediavalue € 2.250,-)

**2/1 page for:** € 1.250,- (mediavalue € 3.150,-)

## RELEASEDATES 2023

Issue	Streetdate	Reservation
1	17-02-2023	23-01-2023
2	14-04-2023	17-03-2023
3	02-06-2023	05-05-2023*
4	01-09-2023	07-08-2023
5	20-10-2023	25-09-2023**
6	08-12-2023	13-11-2023

\* Extra Dancefestival special.

\*\* Extra Dance 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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Dans Magazine is issued by publishing company Virtùmedia.

[www.virtumedia.nl](http://www.virtumedia.nl)

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



BECOME A PARTNER OF  
DANS MAGAZINE?

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**Issue by** Virtùmedia B.V.  
**Editor in chief** Roos Stuurman  
**Visitors** 30.000 unique visitors  
 per month  
**Email newsletter** 3.400 subscribers

**EMAIL NEWSLETTER**  
 The e-mailnewsletter is published every two weeks.  
 Subscribers 3.400.  
 An item in the e-mailnewsletter (60 words and  
 1 copyrightfree picture in format 550 x 300 px).

**Prijs** € 200,-

All prices VAT exclusive.

**WWW.DANSMAGAZINE.NL**

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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
Leaderboard	728 x 90 <i>(max. 40 KB)</i>	€ 525,- per month

\* All prices VAT exclusive      \*\* Only visible on homepage.

**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,-

**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 7 workdays for publicationdate via [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl).

**CONTACT**

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