

dancer's

culture & lifestyle magazine

MEDIA KIT 2011



One step forward to your success!

USP

dancer's is the only Austrian dance, culture & lifestyle magazine

REPORTS ON culture & lifestyle

- news from Austrian and European dance: ballet, modern, contemporary, ballroom dancing, competitions, ice dancing, music and musicals
- performances, festivals and events
- reportages, portraits, interviews, backstage information
- auditions, workshops, trainings
- lifestyle trends: fashion, cosmetics, tourism, furniture, gourmet, wellness, fitness, sports, medicine

FACTS

- **Forthcoming**
- **Print run**
- **Fee**
- **Sales & distribution**
- **Target groups**

4 times a year (March, June, September, December)

10.000 copies

EUR 5,- (A) / EUR 7,- (EU) / CHF 11,- (CH)

kiosks, colportage

festivals, theaters & locations in Austria, Germany and Switzerland
dancers, choreographers, dancing schools, ballet studios,
musical schools, organizers, therapists, top hotels, cafés, golf clubs,
doctors, lawyers, embassies, International Organisations, opinion leader,
entrepreneurs, politicians

MEDIA

dancer's is media partner of DANZA IN FIERA, Florence, Italy



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dancer's - culture & lifestyle magazine

the only Austrian dance, culture & lifestyle magazine

FIGURES

- Magazine size 210 mm horizontal x 280 mm vertical
- Type area 195 mm horizontal x 270 mm vertical
- Print 4c

RATES

- 1/8 page horizontal 95 x 64 EUR 300,-
 - 1/4 page vertical 95 x 133 EUR 550,-
 - 1/3 page vertical 65 x 270 EUR 750,-
 - 1/2 page vertical 95 x 270 EUR 1.100,-
 - 1/2 page horizontal 195 x 133 EUR 1.100,-
 - 1/1 page 210 x 280 + 3 mm EUR 2.200,-
 - 2/1 pages 420 x 280 + 3 mm EUR 4.000,-
 - U2 - inside front cover 210 x 280 + 3 mm EUR 2.600,-
 - U3 - inside back cover 210 x 280 + 3 mm EUR 2.600,-
 - U4 - back cover 210 x 280 + 3 mm EUR 2.900,-
- all fees excl. taxes

DISCOUNTS

- 2 x - 5 %
- 3 x - 10 %
- 4 x - 15 %

ADVERTISING DEADLINES

- November 19, 2010 for issue 1/11 (First sale mid-December 2010)
- February 25, 2011 for issue 2/11 (First sale mid-March 2011)
- May 20, 2011 for issue 3/11 (First sale mid-June 2011)
- September 9, 2011 for issue 4/11 (First sale end-September 2011)

HAVE A LOOK ONLINE PAGE THROUGH

- www.dancers-magazine.at

CONTACT

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