

dancer's

culture & lifestyle magazine

MEDIA KIT 2020



One step forward to your success!

USP

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

REPORTS ON culture & lifestyle in German & English

- 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

- **issue 2020** January - December 2020
- **frequency** annual magazine
- **print run** up to 7.000 copies
- **fee** EUR 7,- (A) / EUR 9,- (EU) / CHF 14,- (CH)
- **sales & distribution** kiosks, colportage
- **target groups** festivals, theaters & locations in Austria, Germany, Italy and Monaco, 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 PARTNER

dancer's is media partner of WIENER STAATSBALLET, Vienna, and DANZA IN FIERA, Florence. The magazine cooperates with the VIENNA OPERA BALL and is displayed in AIRLINE lounges.



One step forward to your success.

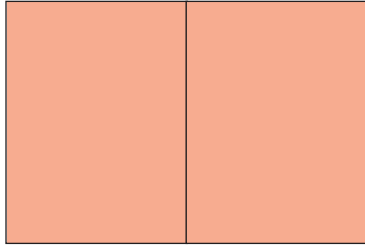
dancer's - culture & lifestyle magazine

the only Austrian dance, culture & lifestyle magazine

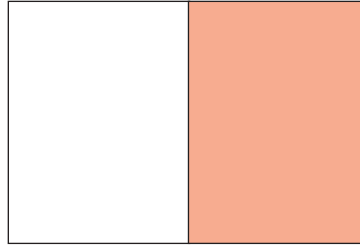
FIGURES

- magazine size 210 mm horizontal x 280 mm vertical
- type area 195 mm horizontal x 270 mm vertical
- print 4c

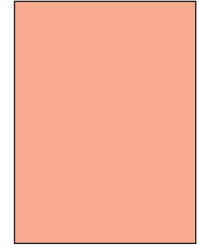
RATES



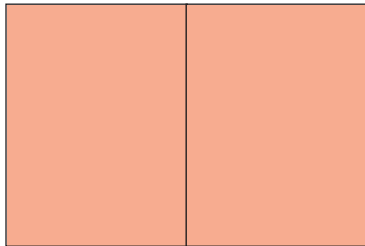
- U2 inside cover - 2/1 super page
420 x 280 + 3 mm
EUR 4.400,-



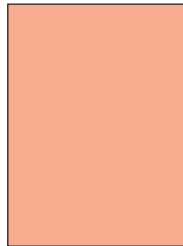
- U3 - inside back cover
210 x 280 + 3 mm
EUR 2.600,-



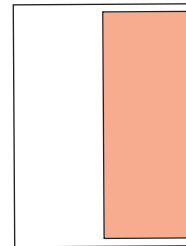
- U4 - back cover
210 x 280 + 3 mm
EUR 2.900,-



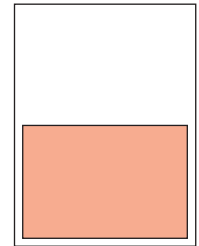
- 2/1 pages
420 x 280 + 3 mm
EUR 4.000,-



- 1/1 page
210 x 280 + 3 mm
EUR 2.200,-



- 1/2 page vertical
95 x 270 mm
EUR 1.100,-



- 1/2 page horizontal
195 x 133 mm
EUR 1.100,-

all fees excl. taxes

SPECIAL DISCOUNTS

- for theaters, producers, dance studios

ADVERTISING DEADLINE

- issue 2020 (January - December 2020)
- December 17, 2019
- first sale: mid-January 2020