

DANCE *for* YOU MAGAZINE

THE INTERNATIONAL DANCE MAGAZINE

www.danceforyou-magazine.com

MEDIA KIT 2021

**PRINT
& ONLINE**

► MEDIA FACTS

The international dance magazine is dedicated to the dance world.

From the School to theatre – Seeing the whole dance! With **DANCE FOR YOU MAGAZINE!** Success stories.

Exciting reviews. Great experiences.

Dance related in a different way. With stunning perspectives and high-quality visual content. Because the dance world has changed.

Dance for You Magazine too!



DANCE FOR YOU MAGAZINE includes:

- German and English articles
- an international performance preview
- a comprehensive advertising section for theaters and performance
- Information about international dance education
- Jobs advertisements and news from the international dance world
- An INFORUM with schools directory
- A Ballroom section

EVERY
TWO
MONTHS



► FEATURES

The magazine is published six times per year in German and English Language. It is our intention to make current dance events transparent and to inform objectively about facts and newest developments.

A feast for the eyes,

DANCE FOR YOU MAGAZINE covers:

- exclusive interviews and portraits
- exciting reviews about the best premiers
- schools, training opportunities worldwide
- useful advices for dancers
- new developments in the artistic dance field and Ballroom Dance
- innovative dance festivals
- ballet and dance competitions
- useful tips for private dance studios and schools
- new dance media
- dancewear & fashion
- dance & health

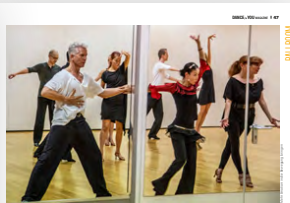
IN EVERY
ISSUE



▶ TARGET GROUP

With a unique mixture of topics and a modern, clear appearance, technically competent and understably presented, Dance for You Magazine is read by theatres, dance companies, dancers, choreographers, performers, show business, dance schools, associated clubs, dancewear manufacturers, retailers, dance competitors, dance festivals, agencies, show organizers and more.

OUR
TARGET
GROUP



Emotionen in Zeiten von Technik
Martin Dihmann und seine revolutionäre Sicht auf die lateinamerikanischen Tänze

Tänzer als hohe Kunst, als faszinierende, emotionale bis zum Anschlag im präsenten sich die Welt des Ballrooms nicht nur auf dem Standardballroom, sondern auch in den Sphären der lateinamerikanischen Tänze. Galante Musikinstrumente in warmer Akustik sind gefragt. Da ist es kein Wunder, dass die alljährlichen Kreuzfahrten der World Danceport Federation, Cubafest, Goffredo und Anna Maria, nach dem Wechsel von Profiteuren auch auf Anhieb wieder Publikumserfolge sind. Die Philosophie heißt da ja auch „Spezialität first“. Bewusstseinsarbeit ist nicht, aber es gibt auch eine andere Dimension: die der Ausgrenzung und der Verschiebung. Im anderen Weltknotenpunkt, dem World Dance Council, kann man auch locker achtzehn Profiteure an der Reihe sein. In ihnen wieder ausgeübte Formen wie Ricardo Cortés und Frank Zappalano. Sie gibt es mehr um den kontroversen Aspekt. Der Hauptbegriff der Unterhaltung liegt in einer selbstverständlichen Natürlichkeit der Bewegungen, denen man kontinental technische Schwerepunkte mehr anhängt.

Was alle verbindet, um beide An- und Nachteile abzuwägen, ist die Leidenschaft für den lateinamerikanischen Tanz. In einem Raum, der sich nicht nur um die Technik des Ballrooms dreht, sondern auch um die Emotionen, die der Tanz mit sich bringt. In einem Raum, der sich nicht nur um die Technik des Ballrooms dreht, sondern auch um die Emotionen, die der Tanz mit sich bringt. In einem Raum, der sich nicht nur um die Technik des Ballrooms dreht, sondern auch um die Emotionen, die der Tanz mit sich bringt.

The world dances on Harlequin floors

Werden auch Sie Teil der Harlequin Family



Tanzböden sind unsere Leidenschaft – innovativ, gesundheitsbewusst und für jedes Budget.

+49 (0) 30 340 441 600
anfrage@harlequinfloors.com



WHY US?

WHY
YOU SHOULD
ADVERTISE
WITH US?

- **We** work for a very reasonable price
- **You** advertise in the print edition for your Premieres & Events ?
You will also receive online postings during the season for free on “WHAT’S ON?” as an **additional bonus!**
- Facebook / Instagram / Twitter postings included! All these services are usually charged.
- **Schools** that are listed in our INFORUM dance directory are registered also online on Schools directory - for free!
- **You** need graphic or web design? No problem for us, just ask!

► PUBLISHING, SALES

Magazine

Editor

Address

Telefon

Telefax

E-Mail

Internet

DANCE FOR YOU MAGAZINE

MIVI Verlag

Rotkreuzstr. 58 a, 85435 Erding,
Deutschland

+ 49 8122 8471 669

+ 49 8122 8471 670

info@danceforyou-magazine.com

www.danceforyou-magazine.com

Frequency

Print

Distribution

6 Issues per Year

run 6.000 Copies

national and international, library
users, subscribers, ballet schools,
academies, theater, dance shops,
fairs, LeserAuskunft GmbH,
Harrassowitz GmbH & Co. KG.,
Hoser & Mende KG.

TECHNICAL SPECIFICATIONS

Magazine size

DIN A4 (21,0 cm x 29,7 cm)

Type area: 18,6 cm x 26,7 cm + 0,3 cm bleed

Cover

250 g/m² glossy

Content inside

115 g/m² glossy

Artwork as a high-resolution pdf-file are requested.

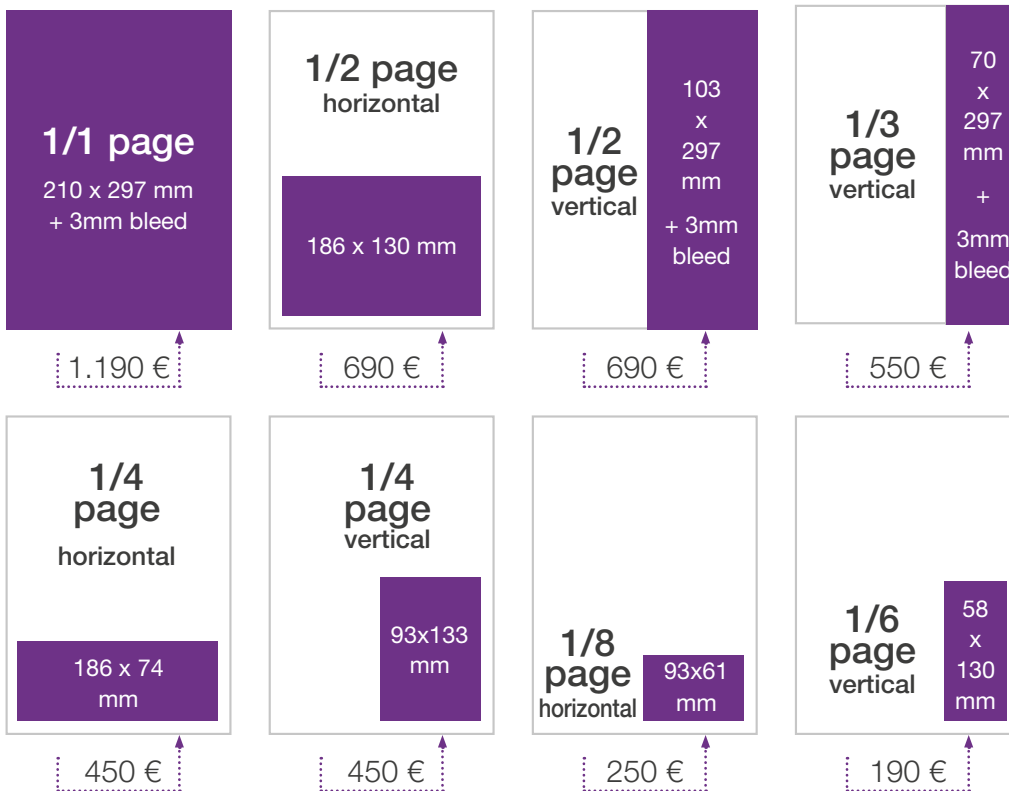
Please send you data per E-Mail to
ads@danceforyou-magazine.com

Special colours are converted to CMYK.



▶ ADS FORMATS & RATES

Cover inside 1.300 € | Back cover inside 800 € | Back cover 1.500 €



For advertisements add 3 mm bleed! Agency discount (AE) only on request.

Surcharges, ad specials and technical costs are not discountable. Low design costs according to effort. All prices exclude VAT

► DISCOUNTS & SPECIAL CONDITIONS

DISCOUNT

5% for 2 x issues
10% for 3 x issues
15% for 6 x issues

Prices do not include Value Added Tax. Should you be VAT registered please inform us of your VAT number and once we have this verified we can remove the VAT from future invoices. Special formats and offers and combination discount for print and online by arrangement. Agency fees only [on request](#).

CULTURE DISCOUNTS

There is a 40% special discount for art and culture advertisements. This includes ads for books, audiovisuals (Videos, CDs, DVDs, Software etc.) or cultural events exhibitions for museums.

► Frequency 2021

2-Monthly / Deadline on 12th of the previous Month

Issue		Publication on
DFY 1	Feb./March	19.02.
DFY 2	Apr./May	02.04.
DFY 3	June/July	02.06.
DFY 4	Aug./Sept. (YearBook)	26.07.
DFY 5	Oct./Nov.	05.10.
DFY 6	Dec./Jan.	02.12.

If the advertising deadline falls on a weekend/public holiday, the deadline runs until the following working day. The YEAR BOOK is published in the Summer issue August/September.

EDUCATION DISCOUNT

25% (ad volume from 300 €)
Applies exclusively to educational offers and image advertisements of private educational institutions.

ASSOCIATIONS AND SOCIAL INSTITUTIONS

20% discount on the basic price for non-commercial content.

Classified Ads

Text Ad display

35 characters (including spaces) per line for 20 euros (including VAT)

Classified example in original size

Get involved in your workshops, seminars,
Training and further education or more
Offers attentive. To be registered
Telephone number or e-mail address.
www.your-webseite.com

Booking at: ads@danceforyou-magazine.com

► SCHOOLS DIRECTORY

A really affordable alternative

- Important for dance teachers, schools, seminar centers, courses and workshops
- Published every two months
- Present your work, raise interest, win new students and customers

Included Online! Your Ad (Text + Photo/Video YouTube format) will be added also online



SMALL FORMAT

Small Format 1 space

Up to two lines at the beginning **bold and colored**. Please send your desired text by email. You have up to 250 characters (without spaces) at your disposal. **The last row in your text will be in bold.**

290 € per Year

Logo

TITLE
 Width 62 x Height 48,6 mm
 Space for logo
 1 column, characters per line 35
 Maximum lines 10.
 All ads are subject to a uniform design.
 Logo or heading only in 300 DPI resolution.
 Last row in bold

48,6 mm

62 mm

INTERNATIONAL DANCE ACADEMY BERLIN

Ausbildungsstätte für Bühnentanz
 anerkannte Berufsfachschule
 nach §102 BaföG berechtigt
 Tel.: +49 (0) 30 873 88 18

www.international-dance-academy-berlin.com



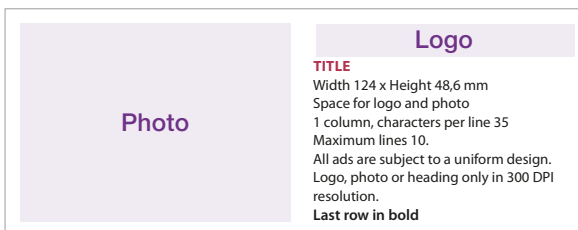
Beispiel

MEDIUM FORMAT

Medium Format 2 spaces

Up to two lines at the beginning **bold and colored**. Please send your desired text by email. You have up to 500 characters (without spaces) at your disposal. **The last row in your text will be in bold.**

390 € per Year



124 mm

48,6 mm



BTB
BALLETSCHULE
THEATER BASEL

Ballettschule Theater Basel

mit eidg. Fähigkeitszeugnis, EFZ in der Schweiz
Direktorin: Amanda Bennett
Theater Basel, Elisabethenstrasse 16
CH-4010 Basel Schweiz
E-Mail: btb@theater-basel.ch
Tel. +41 (0)61 295 1445
Web: www.ballettschuletheaterbasel.org

Beispiel

The ads in our Schools directory are annual advertisements and are published also in the online magazine for the whole year additionally.

The online registration is with Linked to your website.

The ad will be extended for another year if is not cancelled 6 weeks before end of the year.

The logo or image must be as JPEG, TIFF, PDF or EPS file with 300 dpi resolution and have to be sent per E-mail: ads@danceforyou-magazine.com
All prices are annual prices and cannot be discounted.

BIG FORMAT

Big Format 3 spaces

Up to two lines at the beginning **bold and colored**. Please send your desired text by email. You have up to 500 characters (without spaces) at your disposal. **The last row in your text will be in bold.**

490 € per
Year

Photo

TITLE

Width 186 x Height 48,6 mm
Space for logo and photo
2 Columns, characters per line 35, Maximum lines 12.

More space for details and description of your offer.

All ads are subject to a uniform design. Logo, photo or heading only in 300 DPI resolution.
Last row in bold

Logo

48,6 mm

186 mm



BALLETAKADEMIE DER WIENER STAATSOOPER

Mit Internat/Kinder ab 10 Jahren, Gymnasium/Abitur;
Künstlerische Leitung: Manuel Legris.

Geschäftsführende Direktorin: Simona Noja;

A-1010 Wien, Goethegasse 1;

Tel.+43-1-51444-2641, Fax -2631;

ballettakademie@wiener-staatsoper.at

www.wiener-staatsoper.at


WIENER STAATSOOPER

BALLETAKADEMIE

Beispiel

► AD SPECIALS PRINT

WHAT WE DO FOR YOU!

We listen to you, adapt our solutions to your specific requirements:

Individual customer magazine (print)

- Completely individually developed
- Editorial and layout by MIVI Publishing House

Advertorial & Promotion pages

- Promotion pages are customized and created from the idea to the design
- Your editorial content with Text + Photos on 1 to 4 pages will be marked as advertisement or special publication
- Promotions are designed from 1/2 pages and charged at the valid advertising price.
- optional: editing and layout by MIVI Publishing House

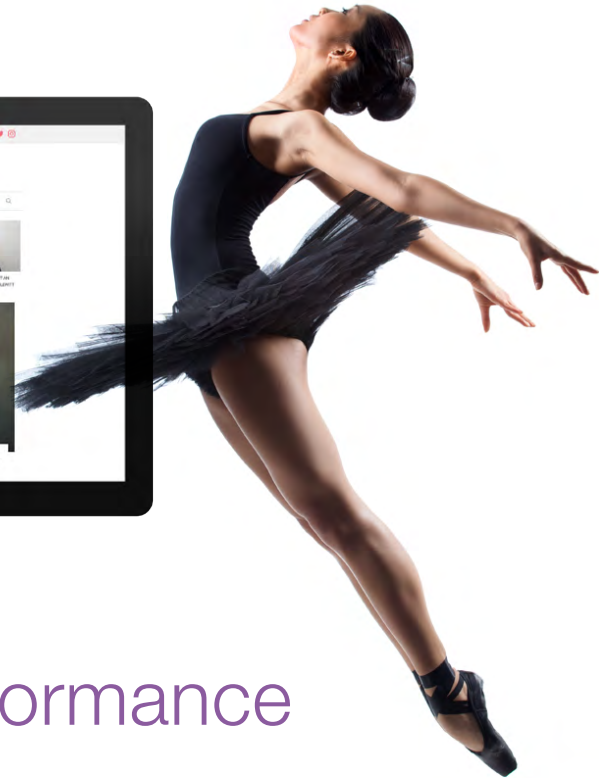
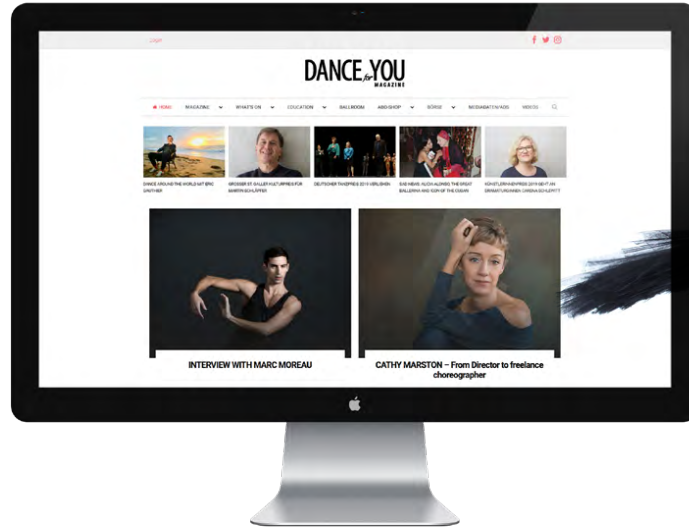
1/2 Page **590 €**

1/1 Page **890 €**

2/1 Page **1.590 €**



THE ONLINE MAGAZINE



Dance, Ballet & Performance

▶ ONLINE OPPORTUNITIES



45% Desktop
(PC, Laptop, etc.)

- 20000 Visitors
- 60000 Views
- 8000 email subscribers

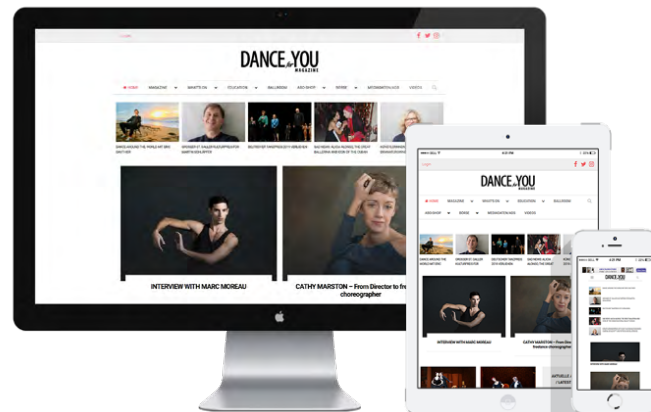


55% Mobile
(Tablet, Handy etc.)

Our online magazine is developed for dance professionals as well as for the international dance community.

You will find there:

- a comprehensive editorial content
- current informations and announcements
- performance kalender
- school directory
- tips & news for schools
- news from the Ballroom world



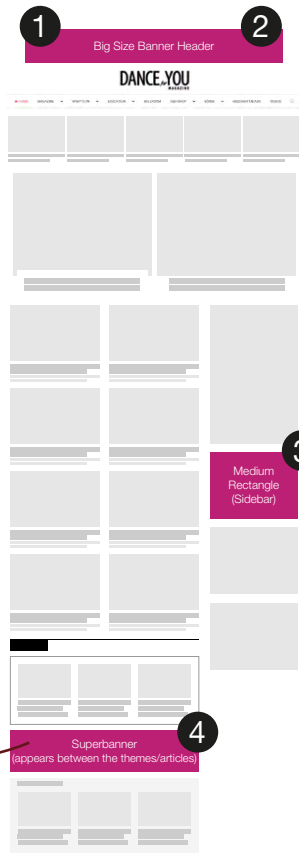
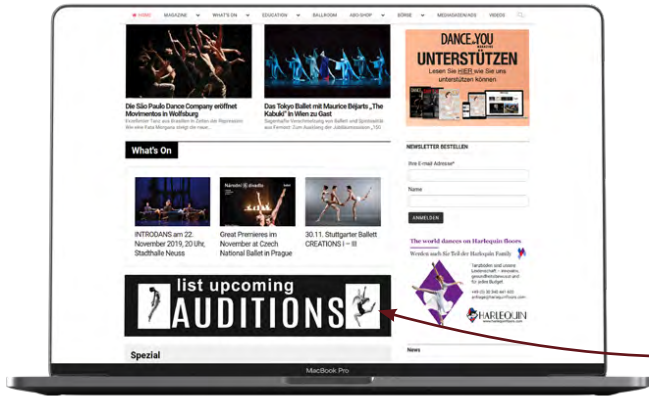
▶ ONLINE BANNER - STANDARD FORMATS



Ad form	Pixels	Period	Rates
1. Superbanner Header	1000 x 123	1 Monat	290 €
2. Big Size Banner Header	1130 x 145	1 Monat	390 €
3. Medium Rectangle (Sidebar)	383 x 288	1 Monat	200 €
4. Superbanner (appears between the themes)	1000 x 123	1 Monat	200 €

All advertisements may rotate with others.

Accepted formats: JPG, PNG, please send the files 3 days before insertion date.



An additional format for the **mobile devices** is required.

► INTEGRATION

Crossmedia campaigns

DIGITAL SPECIAL - we create your own special category (article)

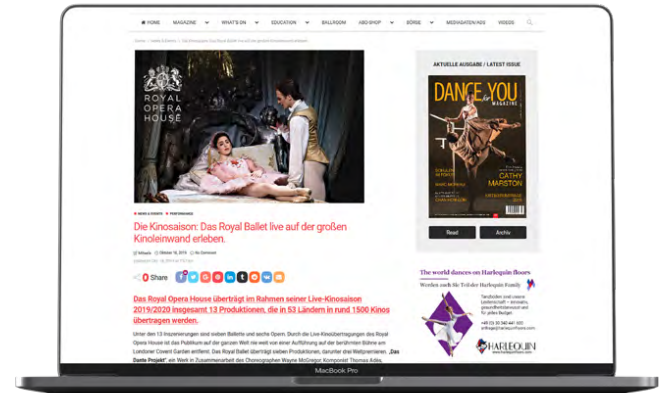
on www.danceforyou-magazine.com

- Duration: 1 month or more
- Designed for theaters, festivals, competitions and other events
- Integration of multimedia content
- Exclusive presentation

PRESS RELEASES, PRESENTATIONS, ANNOUNCEMENTS, NOTATIONS

Text incl. 5 Photos/Videotrailer (YouTube format), Logo, Graphic (JPG/PDF) will be published directly on HOME/Landing page News/Actuality or What's on Stage.

**Rates on request.*



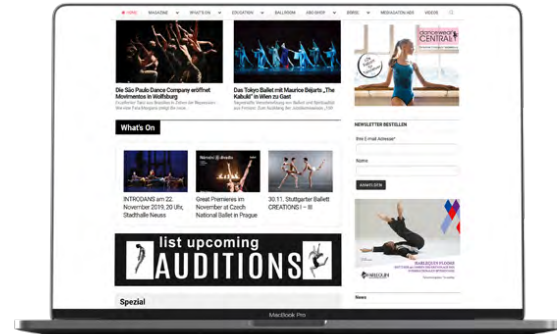
ATTRACTIVE LOTTERIES on www.danceforyou-magazine.com

Postings on social media channels facebook, twitter, instagram and newsletter. Duration: 2 Weeks

Rates on request.

YOUR PERFORMANCE & EVENTS ON WHAT'S ON STAGE

Premieres, Performances, Ticket sales



NEWSLETTER (Published 4x per Month)

Direct Response Marketing - an ideal medium to complement your sales strategy.

Choose STANDALONE NEWSLETTER to spread unique offers, special events or event-related advertising messages.

In addition to our bi-monthly newsletters we offer you the option to address your target

- Newsletter-Banner Format Graphic 550x240px
- Newsletter-Banner Format 265x158px
- or Photo/Text up to 50 characters and link to your website. Images must be under 1 MB.

**Price on request*

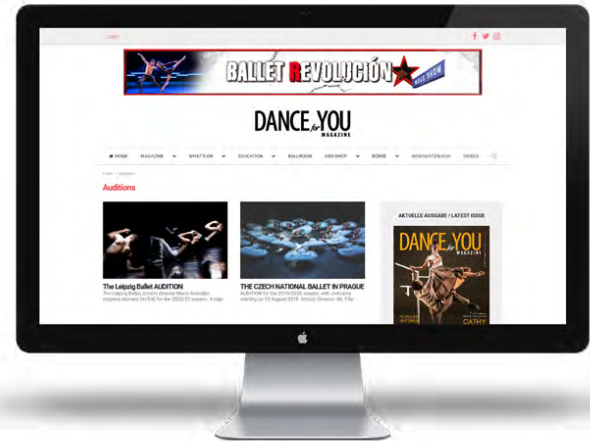
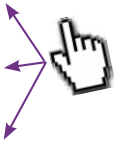
AUDITIONS, EDUCATION, WORKSHOPS, SEMINARS, INTENSIVES

will be posted on EDUCATION/TRAINING
& AUDITIONS/SCHOOLS online

JOBS & AUDITIONS ONLINE ANNOUNCEMENTS

Text + 2 Photos, Logo/Graphic/Videotrailer (YouTube format)

SOCIAL MEDIA POSTINGS



TERMS & CONDITIONS

METHODS OF PAYMENT

For advertisements, payment is due on booking and can be made via bank transfer to our bank account or by Mastercard/ Visa / Maestro or via Pay Pal.

Advertisers wishing to place a series of advertisements per year may apply to open an account with Dance For You magazine and ask for quotation (discounts).

VAT - Rates are exclusive of VAT. The german VAT tax is added to all invoices with the exception of VAT registered advertisers residing outside Germany but within the EU.

Please send us your valid VAT tax number.

All other advertisers residing outside the EU do not need to pay Value Added Tax.

POSITIONING OF ADVERTISEMENTS

Aside from the covers, all advertisements are booked on a run-of-the magazine basis.

If a specific site is requested, an additional fee is charged. High profile double page spreads available - please ask for a quotation.



CONTACT

MIVI Verlag
Dance for You Magazine
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85435 Erding, Deutschland

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www.danceforyou-magazine.com

DANCE*for***YOU**
MAGAZINE