

DANS MAGAZINE

Volgt de Nederlandse danswereld op de voet!



MEDIACARD | 2024



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 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 bleedsiz.

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 2024

Issue	Streetdate	Reservation
1	02 February	04 January
2	12 April	14 March
3	31 May	01 May*
4	13 September	15 August
5	01 November	03 October**
6	12 December	13 November

* 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 using 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

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Dans Magazine is issued by publishing company Virtùmedia.

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 (max. 30 KB)	€ 175,- per month
Rectangle	336 x 280 (max. 50 KB)	€ 375,- per month
Leaderboard	728 x 90 (max. 40 KB)	€ 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.

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