

dancer's

culture & lifestyle magazine

MEDIA KIT 2016



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

- **issues 2016** 1/2016 January - June & 2/2016 July - December
- **frequency** biannual magazine
- **print run** up to 10.000 copies
- **fee** EUR 7,- (A) / EUR 9,- (EU) / CHF 14,- (CH)
- **sales & distribution** kiosks, colportage
- **target groups** festivals, theaters & locations in Austria, Germany, Italy, Monaco 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 PARTNER

dancer's is media partner of WIENER STAATSBALLET, Vienna, and DANZA IN FIERA, Florence. The magazine becomes distributed at VIENNA OPERA BALL and is displayed in AIR BERLIN lounges.



One step forward to your success.

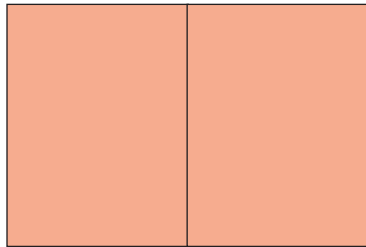
dancer's - culture & lifestyle magazine

the only Austrian dance, culture & lifestyle magazine

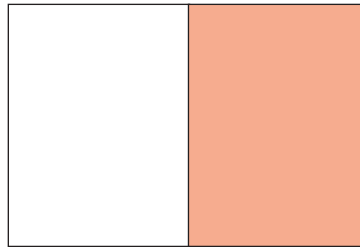
FIGURES

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

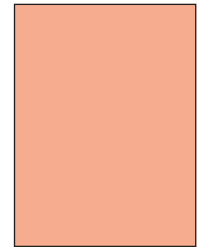
RATES



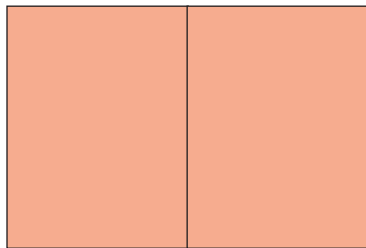
- U2 inside cover - 2/1 super page
420 x 280 + 3 mm
EUR 4.400,-



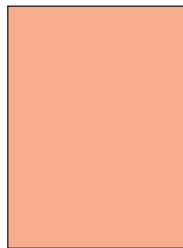
- U3 - inside back cover
210 x 280 + 3 mm
EUR 2.600,-



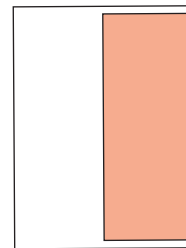
- U4 - back cover
210 x 280 + 3 mm
EUR 2.900,-



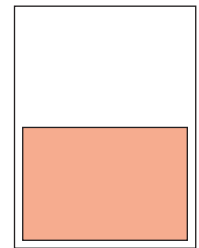
- 2/1 pages
420 x 280 + 3 mm
EUR 4.000,-



- 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 DEADLINES

- issue 1/2016 (January - June 2016)
- December 14, 2015
- first sale: mid-January 2016

- issue 2/16 (July - December 2016)
- June 20, 2016
- first sale: mid-July 2016