

# POINTE®



## WHO WE ARE:

Since 2000, **Pointe** has been your insider's guide to all things ballet. With valuable training and career advice, health and wellness tips, and behind-the-scenes access to top companies and stars, we keep serious students and young professionals inspired and in the know by showcasing ballet at its best.



**Amy Brandt**  
Editor in Chief of *Pointe* and *Pointe+*  
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## TOP PERFORMING ARTICLES:



**#TBT: Watch Baryshnikov Do 11 Pirouettes in "White Nights"**

**327.4K**  
Page views



**The History of Pointe Shoes: The Landmark Moments That Made Ballet's Signature Shoe What It Is Today**

**23.5K**  
Page views



**12 Exercises for Stronger, More Supple Feet**

**22.4K**  
Page views

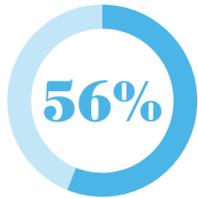
## WHO WE REACH/READER STATS:



Would travel for dance



Students take 6 classes per week



Anticipate being college-bound or affiliated with a professional company in the next five years



Affiliated with dance studio

## DANCE-RELATED PURCHASING HABITS:



Involved in decisions



13 pairs of pointe shoes annually



**\$1,365**  
Annual spending

## POINTE LIVE: Classes & Conversations



Through the **Pointe Live Classes & Conversations** event sponsorship opportunities you can reach, influence and communicate with today's most committed ballet students and supporters.

## POINTE DIGITAL STATS:

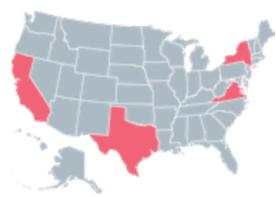
**GLOBAL**  
**76K**  
Website users

**256K**  
Average monthly page views

**98K**  
Average monthly sessions



**Top countries:**  
United States, United Kingdom, Canada, Australia



**Top US states:**  
CA, NY, TX, VA



**565K**  
Followers



**140K**  
Followers



**62K**  
Followers



**4K**  
Subscribers



**7K**  
Followers



**570**  
Followers



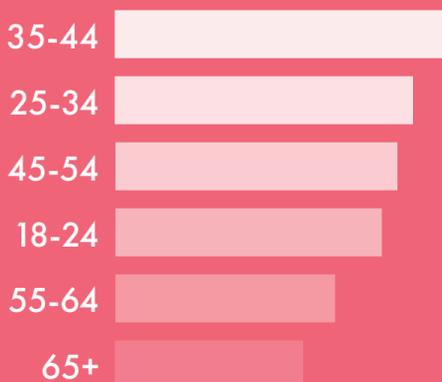
**500**  
Followers



**26K**  
Newsletter subscribers

## WHO WE REACH:

### AGE\*



\*Data not collected for 18 and under



**64%**  
Mobile/Tablet



**32%**  
Desktop