

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+*
abrandt@dancemedia.com

TOP PERFORMING ARTICLES:



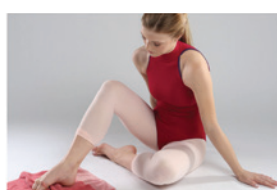
TBT
#TBT: Watch Baryshnikov Do 11 Pirouettes in "White Nights"

327.4K
Page views



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

23.5K
Page views



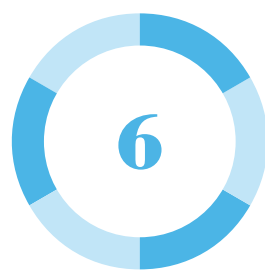
HEALTH & BODY
12 Exercises for Stronger, More Supple Feet

22.4K
Page views

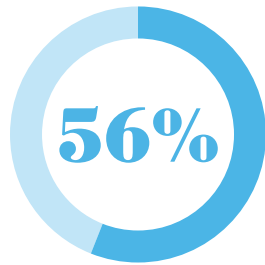
WHO WE REACH/READER STATS:



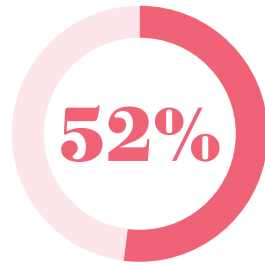
Would travel for dance



Students take 6 classes per week

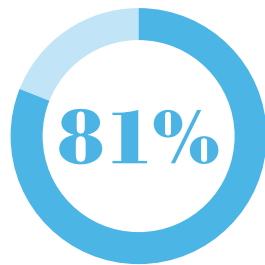


Anticipate being college-bound or affiliated with a professional company in the next five years



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

POINTELive
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:

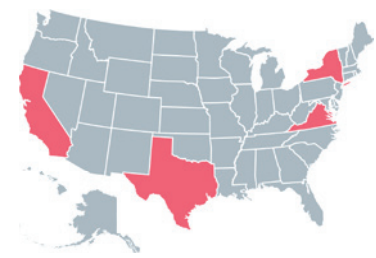
GLOBAL
76K
Website users

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



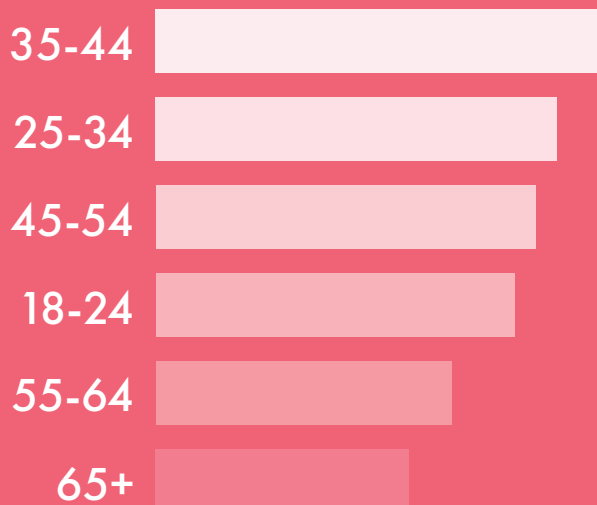
500
Followers



26K
Newsletter subscribers

WHO WE REACH:

AGE*



*Data not collected for 18 and under



64%
Mobile/Tablet



32%
Desktop