

inside **DANCE**

2025 MEDIA KIT



inside publications

inside
Gymnastics
MAGAZINE

inside
DANCE

inside
cheerleading
MAGAZINE

inside
actionSPORTS

Inside Publications produces four bi-monthly publications and two annual publications for the **gymnastics, dance, cheerleading** and **action sports** markets.

DIGITAL

WEB

PRINT

E-NEWSLETTER

EVENTS

SOCIAL MEDIA

insidegymnastics.com • insidedance.com • insidecheerleading.com • insideactionsports.com

Reaching Your Audience On Every Platform

**Our 360° Approach = Ultimate Visibility
for Your Campaign!**

PRINT

4 bi-monthly publications + 2 annuals that are the go-to source for reaching an active, engaged audience!

Our readers are loyal, passionate and engaged with advertising campaigns.

Independent research shows magazines are at the top in engagement for consumer marketing.

Each of our magazines have a total distribution of around 20,000 which includes our gym/studio owner complimentary mail list.

ONLINE

Our websites contain engaging content and valuable resources, driving high traffic.

Campaign opportunities online include ad placement and event sponsorship.

E-NEWSLETTERS

Our e-newsletters reach nearly **80,000 subscribers**

Campaign opportunities include ad placements within e-newsletters and dedicated e-blasts.

SOCIAL MEDIA

Partnering with Inside Publications means gaining access to a powerful network, connecting your brand to our combined **1 Million +** engaged followers across our social media channels. Our engaged audiences look to us for the latest in industry trends, training tips, and the latest news.

PODCASTS

The **Inside Dance with Taylor and Alex** podcast is an informative and entertaining conversation about ALL aspects of the dance industry.

Hosted by top working professional dancers and choreographers, Taylor Bradley and Alex Yonkovich.

Heading into it's sixth season, the podcast is currently averaging over 2,000+ downloads per month and growing since launching in 2021.

Published on Spotify, Apple Podcasts or anywhere podcasts are available.



inside DANCE™

JULY 2024

Meghan Sanett



Center Stage on the Convention Floor, **Meghan Sanett** is Living the Dream and Sharing the Future

For **dancers, teachers** and **studio owners** alike, *Inside Dance* delivers an all-access, fresh take on the world of dance. Features spotlighting conventions, competitions, tours and the commercial and professional side, plus choreography, fashion, fitness, entertainment and more – all with breathtaking photography!

COMPETITIONS • PRODUCTS • COSTUMES & FASHION • FITNESS • NUTRITION • INDUSTRY NEWS + More!

TOP 10 TIPS FOR STUDIO OWNERS

1. **Start a "Dance Family" group:** Invite dancers, teachers, and business owners to meet monthly for support and networking. Consider a "Dance Family" award for the most supportive member.

2. **Offer a "Dance Family" program:** Create a program that rewards dancers and teachers for their loyalty. Offer discounts on classes, merchandise, and more.

3. **Host a "Dance Family" event:** Organize a social event for dancers, teachers, and business owners. Consider a "Dance Family" award for the most supportive member.

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HOLIDAY 2025 Gift Guide

QUEST FOR THE BEST CUSTOM DANCE PRODUCTS
 JACK & BILL MATS
 TEAM BASICS SKIRT
 REVERSE WEAVE HOODIE
 BOSS BARRE PRO

STYLES OF THE SEASON: FALL FASHION & COSTUME DEBUTS

AWISH COSTUME
 SPINNY

LINEUP FEBRUARY 2025

37 2, 3, 5, SHOWTIME
 61 DANCE EDUCATORS, ARE YOU CARING FOR YOURSELF?
 ADVERTORIAL
 IN EVERY ISSUE

EDITORIAL CALENDAR

6 ISSUES PER YEAR

JANUARY/FEBRUARY

DANCE EXCELLENCE: REACHING NEW HEIGHTS

- The Power of Fundraising!
- New Year, New Gear
- Looking Ahead to the Competition Season!

AD CLOSE: 12/12/24

MARCH/APRIL

DANCE ADVENTURES: PREP FOR SUMMER

- Recital Ready!
- Spring Swag
- Summer Intensives & Camps

+ BONUS DISTRIBUTION AT 2025 COMPETITIONS

AD CLOSE: 2/14/25

MAY/JUNE

DANCE CONVENTION EXPERIENCE

- 2026 Tour Reveals
- Summer Trends
- Season in Review

+ BONUS DISTRIBUTION AT SUMMER EVENTS

AD CLOSE: 5/2/25

JULY/AUGUST

STRATEGIZING FOR SUCCESS IN 2026

- Convention & Competition Tour Prep
- Teacher Expo Season
- Fundraising Goals

+ BONUS DISTRIBUTION AT TEACHER EXPOS

AD CLOSE: 6/20/25

SEPTEMBER/OCTOBER

DANCING IN STYLE

- Costume & Fashion Couture
- #BTS & Back to Studio Goals!
- Winter Tour Stops

+ BONUS DISTRIBUTION AT COSTUME SHOWS

AD CLOSE: 8/25/25

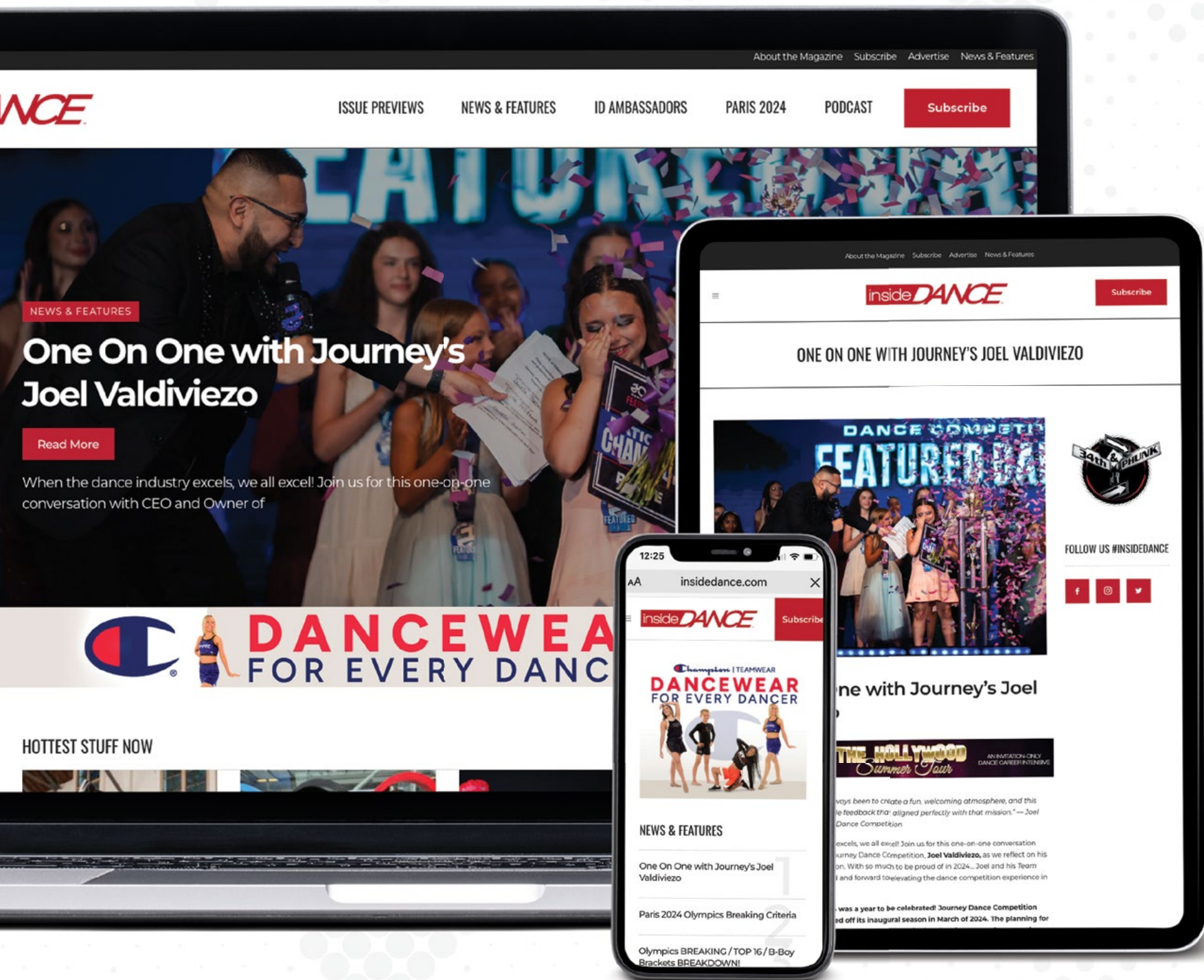
NOVEMBER/DECEMBER

DANCE CAREERS: BEYOND THE STAGE

- Ultimate Holiday Gift Guide
- Winter Fashion that WOWS!
- 2026 Vision Board

+ HOLIDAY SALES OPPORTUNITIES

AD CLOSE: 10/20/25



Advertising on our website provides unparalleled access to an active and engaged audience of gymnasts, cheerleaders, dancers, and their supporters. With a dedicated following that trusts us for the latest updates and insights, your brand can connect with a community passionate about their sport. Partnering with us means placing your brand in front of loyal readers who trust our content and are ready to connect with brands that support their passions.

WEB RATES

2 consecutive month minimum required for all web banners

HOME PAGE LEADERBOARD

Position your brand front and center with premium ad placement directly beneath our main banner, ensuring high visibility to all visitors as soon as they land on our site.

SIZE	RATE
1200 w x 120 h PIXELS	\$2,000 PER MONTH

HORIZONTAL BANNER*

Engage readers as they explore our content with a prominent horizontal banner seamlessly integrated within our articles.

SIZE	RATE
1200 w x 120 h PIXELS	\$700 PER MONTH

INTERIOR LARGE*

Maximize your visibility with a strategically placed sidebar ad that captures the attention of visitors while they browse our engaging content.

SIZE	RATE
300 w x 250 h PIXELS	\$500 PER MONTH

E-NEWSLETTER

Capture attention with a banner ad in our e-newsletter, ensuring your brand catches the eyes of nearly 80,000 subscribers.

SIZE	RATE
600 w x 150 h PIXELS	\$600 PER MONTH

** These ads show in rotation with other ads*

SOCIAL MEDIA RATES

1 MILLION + COMBINED FOLLOWERS ON SOCIAL MEDIA

MORE THAN ANY OTHER MEDIA OUTLET IN OUR INDUSTRIES!

Partnering with Inside Publications means gaining access to a powerful network, connecting your brand to our combined 1 million + engaged followers across our social media channels. Our engaged audiences look to us for the latest in industry trends, training tips, and the latest news. Collaborate with Inside Publications to reach an active and passionate community eager to discover brands that support their athletic journey.

PHOTO OF THE DAY SPONSORSHIPS

INSTAGRAM + FACEBOOK

Our **Photo of The Day** feature on social media includes sponsor logo on the graphic, tag, mention in the text of the caption, and a collaboration request. Photos featured are from our archives of the last 20 years with a fun look at some of the most popular personalities from high profile events!

5 POSTS	\$475
10 POSTS	\$875
15 POSTS	\$1,275
30 POSTS	\$2,450

Note: Photos will be spread out over several months.

SOCIAL MEDIA SPONSORSHIPS + COLLABORATIONS POSTS

INSTAGRAM + FACEBOOK

Elevate your brand with a social media sponsorship that connects you directly to a community of passionate athletes and fans. Sponsorship post includes your image, up to 40 words of copy, tag, and a collaboration request.

1 POST	\$450
2 POSTS	\$750
3 POSTS	\$1,250

NCAA SPONSORSHIPS

@INSIDEGYM ONLY | INSTAGRAM + FACEBOOK

Tumble into the excitement of NCAA Gymnastics! Our NCAA sponsorship posts include **Meet / Routine of the Week** or **Weekly Rankings**, where dedicated fans tune in to see the biggest matchups and how their favorite teams stack up in the competition.

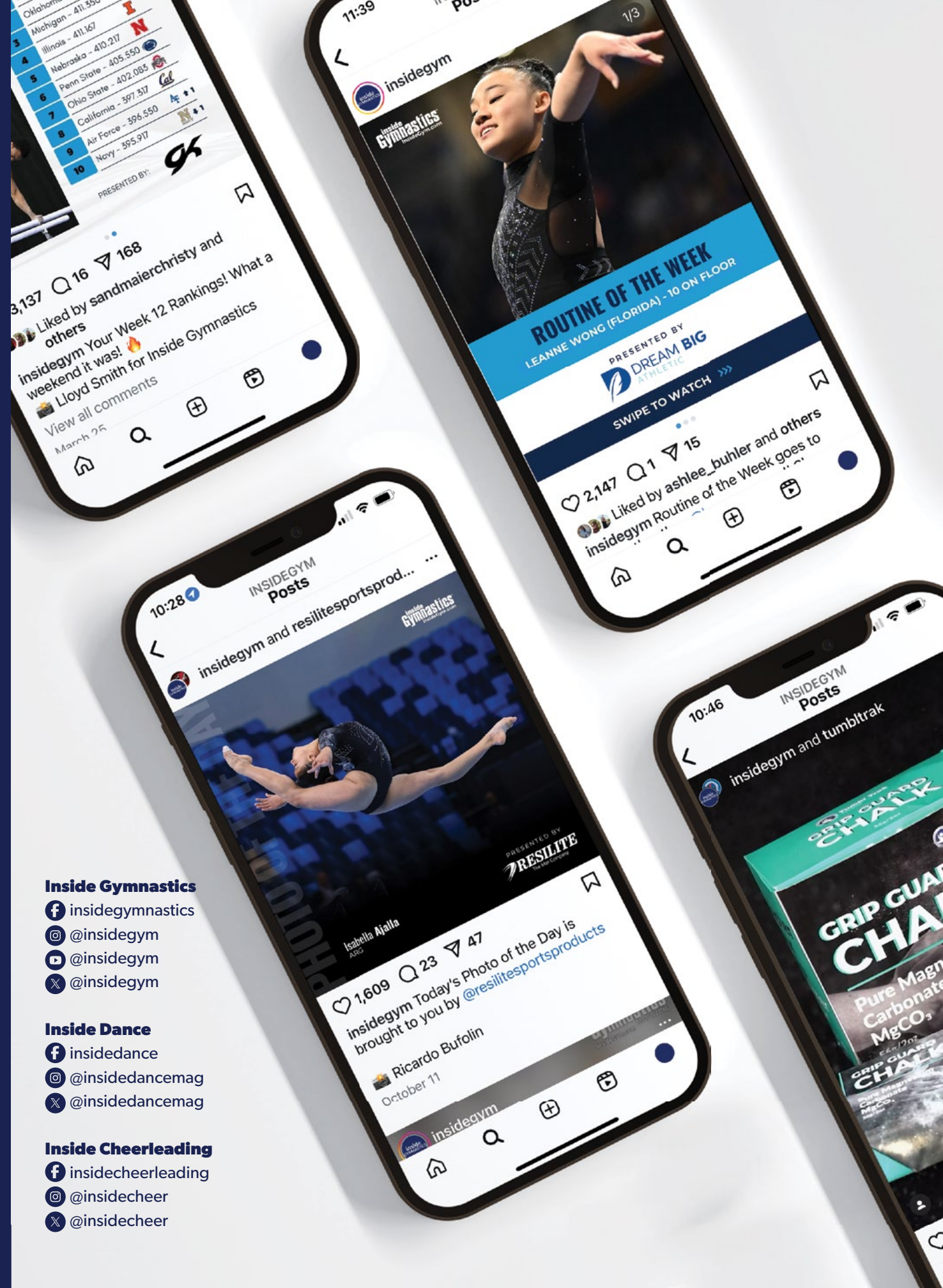
1 POST MEN'S OR WOMEN'S	\$350
2 POSTS MEN'S AND WOMEN'S	\$650

INSIDE BUZZ VIDEO SPONSORSHIP

@INSIDEGYM ONLY | INSTAGRAM, FACEBOOK + YOUTUBE

Our weekly **Inside Buzz** video feature includes sponsor logo and/or a 10 second video ad at the lead of clip, tag, mention in the text of the caption, and a collaboration request. Videos include the top 5 things that have the gymnastics community buzzing each week!

1 VIDEO	\$375
3 VIDEOS	\$1,000
5 VIDEOS	\$1,650



Inside Gymnastics

- f insidegymnastics
- @insidegym
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- @insidegym

Inside Dance

- f insidedance
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- @insidedancemag

Inside Cheerleading

- f insidecheerleading
- @insidecheer
- @insidecheer

RATES PER MAGAZINE

INTERIOR POSITIONS	1X	3X	6X
FULL PAGE	\$2800	\$2600	\$2400
1/2 PAGE	\$1900	\$1800	\$1700
1/3 PAGE	\$1700	\$1600	\$1500
1/4 PAGE	\$1400	\$1350	\$1300
2-PAGE SPREAD	\$3900	\$3700	\$3500

PREMIUM POSITIONS	1X	3X	6X
INSIDE FRONT COVER	\$3800	\$3600	\$3400
INSIDE BACK COVER	\$3800	\$3600	\$3400
BACK COVER	\$4600	\$4500	\$4400

ADDITIONAL PRINT POSITIONS	RATE	DETAILS
MARKETPLACE AD	\$250	2" x 2" 4-color Ad
HOLIDAY GIFT GUIDE	\$300/item	Includes photo and up to 30 words of text

MULTI-MAGAZINE DISCOUNT

Commit to at least 18 print insertions across two or more of our magazines and receive a 10 percent discount on your campaign, plus six months of BONUS online advertising!

**YOUR
> AD <
HERE**

3 Tips For Your Competition Season!

BY ALEX YONKOVICH

1 **Organize the Stress Away!** Have a phone or printed on some adorable pieces of each routine such as tights, for UDA Nationals, always TRIPLE CHECK duffle bag matches your very carefully things worse than getting to your destination you can't pick up at CVS, so take the extra check!

2 **Time Out Your Travel!** Getting to your competition is very similar to arriving at the airport. Always arrive at least two hours before your routine time. Whether it's a solo, trio, or large group, give yourself time to settle into the new space and get focused. There's always a possibility of running early, a delay, or someone else on your so arrive two hours early in order to keep your and team relaxed. If you're flying to a different city, make sure you allow yourself enough time to arrive a good night's sleep before the week begins (part of your routine is to put on a pair of headphones to your routine music as you close your eyes and perform the number from beginning to end. Truly the performer, not your muscles. Doing this about two times the night before can efficiently suppress any stage performance anxiety you may be experiencing.

3 **Eliminate Stage Stress!** One of the most effective ways to prepare for competition is to put on a pair of headphones to your routine music as you close your eyes and perform the number from beginning to end. Truly the performer, not your muscles. Doing this about two times the night before can efficiently suppress any stage performance anxiety you may be experiencing.

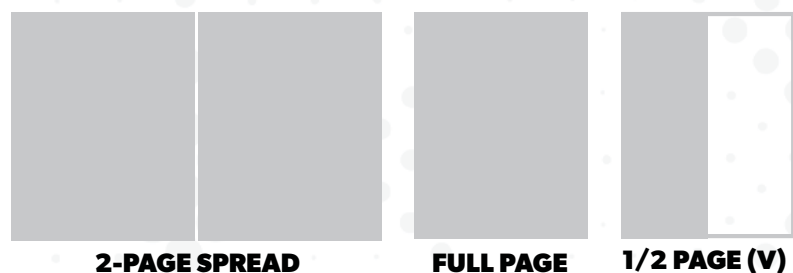
Get Your Game Mindset! Game Day! An absolute MUST is eating a well-balanced breakfast. In order to exert the energy necessary for competition you need fuel, so eat those foods that give you energy! Another must is hydrating properly so have your big water bottle filled. I recommend having "time-goals" written on your water bottle to make it a healthy, personal competition.

If you're performing solo, take warm-up time yourself and don't rush through it! Performing cold is one of the worst things for your body and mind and can lead to injury as well as mental fatigue. Feel free to review your number but no more than to rehearse it 20 times. In order to establish your confidence, review it, speak to yourself kindly and thank yourself that YOU'VE GOT THIS, because you do!

If you're part of a team, it's vital you and your team are on the same wavelength. Warm-up as a unit, review last minute changes, make sure you are moving as one dancer, and speak positively to each other. The day of competition is not the day to take a correction personally or talk down to your teammates (truly, there is never a day to do that!). Stay grounded and realize you all have the same goal: to leave your hard work out on the dance floor.

5 **Final Pep Talk!** Competition season can be a wonderful experience. It's your chance to show dancers in your community how fantastic our industry can be. It's also an opportunity to watch and learn from other dancers outside of our close-knit circle. Stay prepared, organized, and positive and you are sure to have an amazing year of competing!

OCTOBER/NOVEMBER 2024 INSIDEDANCE.COM 39



2-PAGE SPREAD

FULL PAGE

1/2 PAGE (V)



1/2 PAGE (H)

1/3 PAGE (V)

1/3 PAGE (H)

1/4 PAGE*

COACH'S RESOURCE GUIDE

AD SIZE	BLEED SIZE	TRIM SIZE
FULL PAGE	7" x 9.375"	6.75" x 9.125"
1/2 PAGE	7" x 4.625"	6.75" x 4.375"
1/4 PAGE	4.5" x 4.5"	4.25" x 4.25"
2-PAGE SPREAD	13.75" x 9.375"	13.5" x 9.125"

ALL OTHER PUBLICATIONS

AD SIZE	BLEED SIZE	TRIM SIZE
FULL PAGE	8.125" x 10.75"	7.875" x 10.5"
1/2 PAGE	8.125" x 5.5"	7.875" x 5.25"
1/4 PAGE	3.875" x 5.125"	3.625" x 4.875"
2-PAGE SPREAD	16" x 10.75"	15.75" x 10.5"

ACCEPTED FILE FORMATS

- PDF X-1a (preferred)
- JPG & TIFF (300 dpi)

Files submitted in the wrong color, space or size could result in print errors.

FOR MORE INFORMATION on sizing options and artwork guidelines contact: info@insidepubs.com

> **YOUR AD** <
HERE



*1/4 page ads will be inset (white border around the ad), they will not bleed off the page.

STAND OUT from the Competition

ADDITIONAL PRINT OPPORTUNITIES AND ADD-ONS AVAILABLE!

YOUR
AD
HERE



COVER WRAPS



LOOK BOOKS



PRINT SPONSORSHIPS



INSERTS



BELLY BANDS



STICKERS AND POST-IT NOTES



CUSTOM PUBLISHING

Need help designing an ad? Creating a brochure? Developing marketing materials? Creating graphics? We can help your company with all of your design, production and marketing needs! Let us know the scope of your project, and we'll provide a custom quote and then go to work for you!

YOUR 360-DEGREE CAMPAIGN!

In addition to the options available in this media kit, ask your sales rep about our 360 Custom Proposals. These comprehensive year-round programs bundle a full spectrum of our mediums, including print, web, social media, e-newsletters and more, all with a convenient quarterly payment option.

Magazines Deliver!

Trust & Engagement

Magazines score higher than internet, television and other mediums on engagement attributes. Readers find content "more trustworthy, inspiring, and life-enhancing" and their engagement with ads is significantly stronger than other mediums.

SOURCE: 2021 MPA RESEARCH FACTBOOK

Purchase Inspiration

Magazines are one of the highest indexing mediums that inspire consumer purchases. Time of interaction plus level of engagement leads to purchase intent.

SOURCE: MRI-SIMMONS MULTI-MEDIA STUD

Longevity and Interaction

Readers view magazines multiple times on first read plus reference issues over and over. 30% of general magazine readers report keeping issues forever.

SOURCE: TRENDENCY RESEARCH, JUNE 2021

Pass-Along = More Eyeballs

Studies show magazines have an average pass around rate of 6. With distribution to sports and arts facilities across the country, our magazines often even exceed that pass around rate.

SOURCE: MRI, FALL 2020 GFK REPORT

What neuroscience says about why magazine ads work!

More Focused Attention, Less Distractions

Higher Comprehension, Recall

Stimulate Emotions & Desire

Drives Sensory Involvement, Leading to Reader Connection

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Let Us Help You Plan Your Campaign!

The Inside Publications Sales & Partnership Team is here for all of your marketing needs!



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