



DANCEHUB

connecting the dance community

THE GLOBAL EDUCATIONAL DANCE MAGAZINE



MEDIA KIT 2012

The Dancehub Magazine is brought to you by Dancehub, Australia's very own dance marketing company.

The Dancehub magazine focuses on educational content for aspiring dancers & promotes opportunities for dancers to travel and work abroad. Dancehub contains reviews, studio and dancer profiles, course information, health and nutrition advice and special articles from contributors across USA, Europe & Australia.

Dancehub is a digital magazine. It can be viewed by downloading the FREE Dancehub app from the iTunes store. Download the app and view the interactive magazine through your iPad tablet or view the Dancehub magazine directly via the Dancehub website on your computer.

iPad Facts

Current Australian iPad Users:	1.9 million
Current Percentage of Australians using the iPad:	8.5%
Projected Australian iPad Users in 2014:	8.7 million
Projected Percentage of Australians using the iPad in 2014:	32%
Global iPad Sales to Nov 2011:	58 million
Projected Global Sales of iPad in 2014:	208 million

Online (Desktop/Laptop Based) Magazine Facts

Current Australian PC Users:	16.7 million
Current Percentage of Australians with access to the Internet:	76%
Global PC Users:	2 billion
Percentage of Global Population with access to the Internet:	30%

Know the facts

Publication/Service	Reach	% of Aust Population	% of Global Population
Dancehub	2.58 Billion	84%	43%



MEDIA KIT

2012

DANCEHUB WEBSITE ONLY

Banner Ads

Top of Front Page 468x60 - (per month) \$1000
only 1 position available

Premium Banner Ads 300x250 - per month.. \$200
4 Banner Ads rotate throught all pages on website

Top 6 Ads - 125x125 pixels - per month \$100

Article (unlimited size, images, video, links): \$50 ea
includes FREE Social media link to Facebook and Twitter subscribers.

Directory Link: FREE
Event Listing: \$50
Newsletter Blast (to all subscribers) \$300

PACKAGES ARE AVAILABLE - CALL US !

All accounts must be paid before the 1st of each month or you may lose your space as waiting lists apply to banner advertising.

One months notice is to be given to stop advertising.



IPAD/DESKTOP MAGAZINE

1/4 Page:..... \$300
Third Page: \$400
Half Page: \$500
Full Page: \$1000

- The above rate includes graphic design and page placement.

OPTIONAL EXTRAS

Video \$100
Hyper links\$10 each
Slide in content\$50 each
Custom Animationfr \$100 per hour
Hotspot.....\$50 each
Overlays..... \$50
Full page Slideshows..... \$10 per image
In page slide show..... \$10 per image
Feature tables \$100 per table
Verticle inpage content.....\$100 per page
Page swap.....\$50 per page
Card flip \$50 per flip
360 swipescoming soon
Flip book vertical..... \$500
Audio \$50
Live twitter feeds..... \$50
Webclip \$100
Google map \$50
Event calander \$50
Notes..... \$50
Pop ups \$100
Built in animation..... from \$150

Example Page may be:

Full Page layout includes 10 hyperlinks to 8 products, 1 email address and 1 website address. Each product hyperlinks to your personal online shop.

A video also plays automatically showcasing your products and/or services.

A **LIVE** Twitter Feed tells your customers news at it happens.

..... Cost \$1250.00



MEDIA KIT 2012



DEADLINES

IPAD/DESKTOP MAGAZINE

Edition	Ad Copy Due	Ad Proofed By	Release Date
February/March 2012	Jan 16th	Jan 20th	Feb 1st
April/May 2012	March 12th	March 16th	April 1st
June/July 2012	May 14th	May 18th	June 1st
August/September 2012	July 16th	July 20th	August 1st
October/November 2012	September 10th	September 14th	October 1st
December/January 2012	November 12th	November 16th	December 1st

If a client supplies an ad we will assume there is no need to proof the ad. Only ads built by Dancehub will require proofing by the client. Any errors or omissions can be amended, however it takes 48 hours for the change to reflect online and in the app based magazine.

DANCEHUB WEBSITE ONLY

There are no deadlines, however banner advertising is based on a minimum 1 month period and discounts apply for longer terms.



EMAIL NEWSLETTER BLAST

General Dancehub e-Newsletter is published and delivered on the 1st of every month to all subscribers. We can delivered a customised newsletter blast to all of our customers or segment the campaign and send this to the following user groups:

- Dance Parents
- Dance Business Owners
- Dancers or All of the above.



SPECS

Magazine is published bi-monthly. Uploaded to iPad application and Apple's Newstand service. All new magazines are pushed automatically to magazine subscribers. Magazine is also available to view via dancehub website. There is no charge to view the magazine for consumers thus ensuring greater reach.

CONTACT

Email: advertise@dancehub.com.au
 Phone: +61 (7) 5476 9553 ~ Mobile: 0422 190 683

