



**Reach the UK  
dance sector**

## ABOUT

One Dance UK is the national body for dance.

Combining over 100 years of expertise in a simplified, strengthened and specialist organisation, One Dance UK is leading the way to a more vibrant and more diverse dance sector. It provides one clear voice on behalf of dance across the UK, notably through supporting dance excellence, advocating for its profile, enhancing dancers' health and improving conditions for dance.

One Dance UK also provides a membership structure for individuals and organisations with a mandate to educate, inform and connect members across the dance sector. Its members include dance organisations, choreographers, performers, educators, students, dance scientists, researchers and more.

In June 2017, One Dance UK joined the National Portfolio as the only Arts Council England-funded Sector Support Organisation for dance, making advertising with the organisation a unique opportunity. One Dance UK is also the Subject Association for Dance, providing an invaluable connection with schools across the country.

## TARGET THE UK DANCE SECTOR

One Dance UK offers a number of different digital and print platforms that give the opportunity to uniquely target the UK dance sector. The UK dance sector is made up of over 40,000 artists and people who work professionally in dance, and more than four million adults and children who participate in dance and watch performances annually.

Advertising with us can help you reach our membership of Individuals, Students, Teachers, Healthcare Practitioners and Dance Scientists and Organisations.

## CONTACT

One Dance UK  
Communications team

Comms@onedanceuk.org  
020 7713 0730

## PARTNERSHIP OPORTUNITIES

### Digital advertising

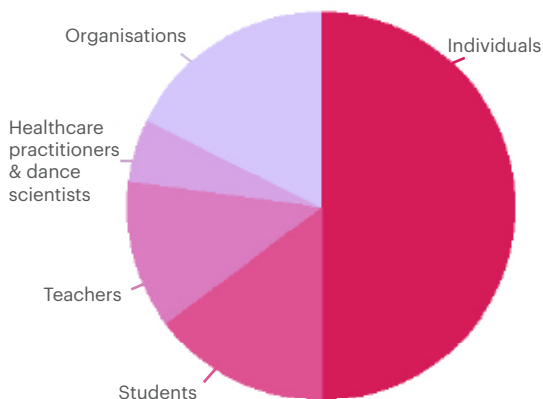
- Website advertising
- Email advertising

### Magazine Advertising

- *One* (print)
- *HOTFOOT Online*

### Programme advertising

- U.Dance National Festival
- November Conference
- One Dance UK Awards



# Discount Packages Available

Spread your message across multiple platforms and save

15%

## PACKAGE A

Select any two of the advertising platforms and save **15% off the total rate**

20%

## PACKAGE B

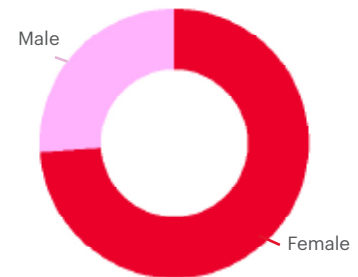
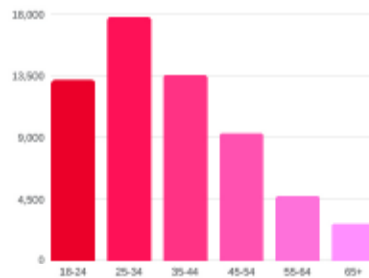
Select any three of the advertising platforms and save **20% off the total rate**





## WEBSITE

Our website is a hub of resources and sector knowledge; from the latest jobs and industry news to advice and guidance across all our areas of work. The website has a varied audience, reaching an average of more than 7000 unique visitors per month.



## EMAIL

We run a series of regular e-news and e-bulletins to our members.

The monthly e-news includes an update about our programmes and events, what's on in the dance world and a summary of jobs board postings.

The e-bulletins are targeted to specific interest areas and member groups.

# Digital Advertising

# WEBSITE



## Homepage MPU

£ **150** excl. VAT  
Member rate

£ **200** excl. VAT  
Standard rate

Adverts click through to your website.

Artwork Specification:  
JPEG or GIF 300w x 250h\*  
(\*can be animated,  
unit is pixels)

## News and Jobs Page Leaderboard Banner

£ **200** excl. VAT  
Member rate

£ **300** excl. VAT  
Standard rate

Horizontal advert that clicks through to your website. Visible at all times above the fold

Artwork Specification:  
JPEG or GIF, 728w x 90h\*  
(\*can be animated,  
unit is pixels)

## Jobs Board

£ **25** inc. VAT  
Member rate

£ **40** inc. VAT  
Standard rate

Advertise your job vacancy on our Jobs Board. Upload your description, URL and logo

[onedanceuk.org/careers/jobs](http://onedanceuk.org/careers/jobs)

**26k**

Avg. monthly page views

**7k+**

Avg. unique visitors



Public audience



Open deadline



**Monthly member e-news**

£ **150**

Member rate

£ **200**

Standard rate

Adverts click through to your website.

Artwork Specification: JPEG  
800w x 200h\*  
(\*unit is pixels)

**Targeted member e-bulletin**

£ **80**

Member rate

£ **100**

Standard rate

Adverts click through to your website.

Artwork Specification: JPEG  
800w x 200h\*  
(\*unit is pixels)

The e-bulletins are targeted to specific interest areas such as:

- Education and Young People
- Advocacy
- Dance in Health and Wellbeing
- Dance of the African Diaspora
- Fundraising
- Healthier Dancer Programme

Targeted member e-bulletins have a varied schedule, please enquire for more details.

\*All prices are excluding VAT



Avg. open rate



Engaged inboxes



Targeted dance audience



Monthly deadline



## **ONE**

*One* is the flagship print magazine from One Dance UK.

Published twice a year, in spring and autumn, it is delivered directly to the organisation's membership of over 1,000 dance practitioners, educators, and organisations across the UK. It is a library resource in many dance institutions, with a total readership of approximately 7,000.

Each issue is themed and contains dance articles, news, ideas and research.



## **HOTFOOT ONLINE**

*HOTFOOT Online* is One Dance UK's digital magazine for Dance of the African Diaspora.

This bi-annual publication leads the way in providing a platform for critical debate around the dance practices of the African Diaspora in the UK. Founded in 2003, *HOTFOOT Online* offers a mix of interviews, think pieces and reviews across a range of dance forms. Advertising is fully interactive and clicks through to your website.

Don't miss this extraordinary opportunity to access the Dance of the African Diaspora community and wider dance sector.

# **Magazine Advertising**

# ONE MAGAZINE



## Full Page or Back Cover

Full Page

£ 720 / £ 830  
Member rate    Standard rate

Back Cover

£ 805 / £ 915  
Member rate    Standard rate

Artwork size (w x h)

210 x 297mm

## Half Page Vertical/Horizontal

£ 370  
Member rate

£ 460  
Standard rate

Artwork size (w x h)

Vertical  
89.5 x 273mm

Horizontal  
182 x 127mm

## Quarter Page Standard/Banner

£ 210  
Member rate

£ 270  
Standard rate

Artwork size (w x h)

Standard  
89.5 x 127mm

Banner  
185 x 55mm

\*All prices are excluding VAT

### Format

Print-ready PDF  
Colours: CMYK  
Resolution: 300dpi  
Bleed: 3mm



Engaged  
readership



Targeted dance  
audience



Biannual  
deadline



# HOTFOOT ONLINE



## Full Page

£ 160  
Member rate

£ 200  
Standard rate

Artwork size  
coming soon

+  
Your URL for web clicks

## Half Page or Quarter Page

Half Page  
£ 110 / £ 130  
Member rate    Standard rate

Quarter Page  
£ 70 / £ 90  
Member rate    Standard rate

Artwork size  
coming soon

+  
Your URL for web clicks

## Listing entry

£ 20  
Member rate

£ 30  
Standard rate

Text-only listings of events,  
classes & courses nationwide:

- Classified-style format
- Max word count 40 words
- One logo permitted

\*All prices are excluding VAT

### Format

Interactive PDF  
Colours: RGB  
Resolution: 300dpi  
Bleed: 3mm



7000 +  
Impressions



Campaign  
Reach



Biannual  
deadline



### **U.DANCE 2018, 13 - 15 July**

U.Dance is the UK's national youth dance festival. Hosted by One Dance UK, this yearly event showcases the strength and talent of young dancers from across the country.

This is a unique opportunity for advertisers to reach aspiring young dancers (80% of participants aim to pursue a dance career) and their supporters in a positive, nurturing environment, at a time when dance, training and career paths are at the forefront of their minds.



### **CONFERENCE 2018, 23 & 24 November**

The 2018 sector-wide conference theme is 'Leading the way – a stronger future for dance' and will create a vibrant platform for educational and networking opportunities, inspirational speakers, discussion and debate. There will be something for everyone, whether artists, students, managers, teachers, directors or healthcare practitioners, with performances from our Trailblazers Alumni.

This presents a rare chance for advertisers to reach a wide audience at a time of high engagement and excitement about their practice.



### **ONE DANCE UK AWARDS 2018, 24 November**

2018 sees the exciting launch of the first One Dance UK Awards. Unlike any others, the awards focus uniquely on dance and recognise the outstanding contributions of people working in the vibrant UK dance landscape.

Opportunities exist for advertisers who wish to connect with the dance sector and to play a part in marking the successes and achievements of the individuals and organisations within it.

# **Programme Advertising**

# U.DANCE 2018



## Inside The Cover Front/Back

Inside Front Cover

£ 525 / £ 650  
Member rate    Standard rate

Inside Back Cover

£ 450 / £ 560  
Member rate    Standard rate

Artwork size (w x h)

210 x 210mm

## Full Page

£ 400  
Member rate

£ 500  
Standard rate

Artwork size (w x h)

210 x 210mm

## Half Page or Quarter Page

Half Page

£ 250 / £ 310  
Member rate    Standard rate

Quarter Page

£ 150 / £ 190  
Member rate    Standard rate

Artwork size (w x h)

Half Page  
194 x 97mm

Quarter Page  
97 x 97mm

\*All prices are excluding VAT

### Format

Print-ready PDF  
Colours: CMYK  
Resolution: 300dpi  
Bleed: 3mm



Target regional  
audiences



Reach young  
dancers



Once a year  
opportunity

# CONFERENCE



## Full Page

£ **600**  
Member rate

£ **750**  
Standard rate

Artwork size (w x h)

210 x 297mm

## Half Page Vertical/Horizontal

£ **400**  
Member rate

£ **500**  
Standard rate

Artwork size (w x h)

Vertical  
89.5 x 273mm

Horizontal  
182 x 127mm

## Quarter Page

£ **160**  
Member rate

£ **200**  
Standard rate

Artwork size (w x h)

89.5 x 127mm

\*All prices are excluding VAT

### Format

Print-ready PDF  
Colours: CMYK  
Resolution: 300dpi  
Bleed: 3mm

**1300**  
+

Average  
delegates



Highly engaged  
dance audience



Once a year  
opportunity

# ONE DANCE UK AWARDS



## Full Page

£ 400  
Member rate

£ 500  
Standard rate

## Half Page Vertical/Horizontal

£ 250  
Member rate

£ 310  
Standard rate

## Quarter Page

£ 150  
Member rate

£ 190  
Standard rate

More details on advertising spaces coming soon

If you would like to partner with us on the One Dance UK Awards, there are opportunities for sponsors to get involved in this unique occasion and to demonstrate their commitment and support to dance.

To find out more, please contact [jessica.choi@onedanceuk.org](mailto:jessica.choi@onedanceuk.org) for more details.

\*All prices are excluding VAT

### Format

Print-ready PDF  
Colours: CMYK  
Resolution: 300dpi  
Bleed: 3mm



Celebrate  
excellence in  
the sector



Targeted dance  
audience



Once a year  
opportunity

# Contact us

If you would like to take advantage of these advertising opportunities, please contact

**comms@onedanceuk.org** or call **020 7713 0730**

Bespoke packages may be available across a number of different media type and discounts available for series booking; please get in touch to find out more.

One Dance UK Core Funder



Supported using public funding by  
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ENGLAND**

Principal Sponsor



## Image credits

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Page 3, North West Centre for Advance Training, U.Dance 2016 © Brian Slater

Page 5, Website: The Launch of One Dance UK 2015 © Elliott Franks

Page 6, Email: Zakarius Harry - Eredita (Legacy), Young Creatives 2016 © Brian Slater

Page 7, *HOTFOOT Online*: African Heritage UK, Re:generations 2016 © Foteini Christofilopoulou

Page 8, *One* magazine: 1 - North West Centre for Advanced Training Students performing at

U.Dance 2016 © Brian Slater; 2 - Royal Ballet Soloist Eric Underwood © Rick Guest as part of *What*

*Lies Beneath*; 3 - Leanne Cope in *An American in Paris* at the Dominion Theatre © Angela Sterling

4 Saju Hari © Jevan Chowdhury, Wind & Foster

Page 10, U.Dance 2018: Northampton School for Boys, U.Dance 2017 © Brian Slater

Page 11, One Dance UK Awards: Cando2 Youth Dance Company, U.Dance 2012 © Brian Slater

Page 12, Conference: One Dance UK Conference Season 2017 © Brian Slater

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