



**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

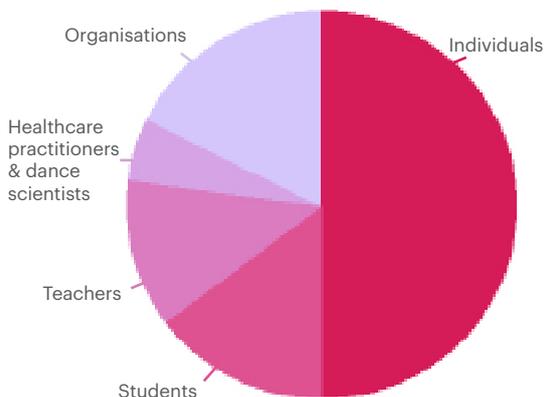
- Website advertising
- Email advertising

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

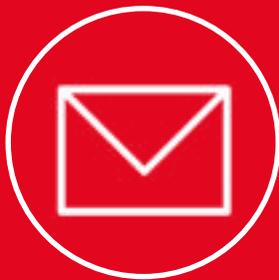
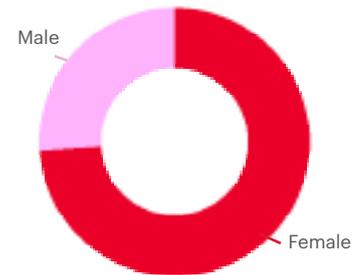
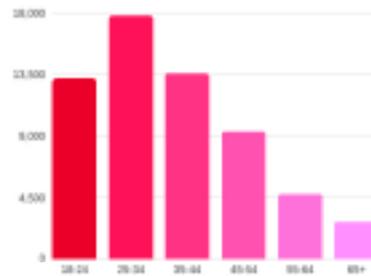
Select any three of the advertising platforms and save **20% off the total rate**





WEBSITE

Our website, www.onedanceuk.org, 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

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

38%

Avg. open rate

3.6k+

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 2019, 20 - 21 July, Southbank Centre, London

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 2019, 7 - 9 November

The 2019 sector-wide conference 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.

The One Dance UK Conference 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 2019, November

2019 will see the second annual 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. The awards attract hundreds of applications and national interest.

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 2019



Inside The Cover Front/Back

Inside Front Cover

£ 610 / £ 720
Member rate Standard rate

Inside Back Cover

£ 580 / £ 680
Member rate Standard rate

Artwork size (w x h)

210 x 210mm

Full Page

£ 550
Member rate

£ 650
Standard rate

Artwork size (w x h)

210 x 210mm

Half Page or Quarter Page

Half Page

£ 330 / £ 420
Member rate Standard rate

Quarter Page

£ 220 / £ 280
Member rate Standard rate

Artwork size (w x h)

Half Page
194 x 97mm

Quarter Page
97 x 97mm

SPONSORSHIP OPPORTUNITIES AVAILABLE

Reach hundreds of young dancers and their families and supporters at this vibrant highlight on the dance calendar. The U.Dance National Festival will reach thousands of people nationwide, offering outstanding audience engagement and targeting. Please contact comms@onedanceuk.org for more details.

*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

£ 500
Member rate

£ 600
Standard rate

Artwork size (w x h)

210 x 297mm

Half Page Vertical/Horizontal

£ 310
Member rate

£ 380
Standard rate

Artwork size (w x h)

Vertical
89.5 x 273mm

Horizontal
182 x 127mm

Quarter Page

£ 180
Member rate

£ 220
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

350
+

Average
attendees



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, offering outstanding brand reach across the dance sector and a chance to demonstrate your commitment and support to dance.

To find out more, please contact comms@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



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ENGLAND**

Principal Sponsor



Image credits

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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

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

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