

one

The magazine for the UK Dance Sector

ADVERTISING RATES





WHO WE REACH

One magazine is an included benefit of One Dance UK membership, which spans **dance artists, schools, colleges and universities, dance companies and organisations**, and **arts and policy leaders**. As the Subject Association for Dance in Schools we reach a **wide array of dance educators and students** in and out of school settings.

Alongside print delivery, members are able to access the magazine in **digital format**. One Dance UK also has shop functionality on our website, allowing us to sell the magazine to an **even wider audience**. The magazine is promoted across a variety of platforms, and enjoyed by dance fans outside of our current membership, meaning your advert can reach even further.

READERSHIP



7000+ readers each print edition
7000+ impressions each digital edition

By advertising, sponsoring or partnering with One Dance UK, you can connect with our members and audiences who are passionate about dance.

BE PART OF THE FLAGSHIP PUBLICATION FROM ONE DANCE UK, THE UK'S SECTOR VOICE.

One magazine is one of the UK's leading dance publications, reaching all areas of the sector. By being part of the UK's national dance conversation, the One Dance UK editorial team proudly publish magazine content that is relevant, useful and thought provoking.

If you are interested in accessing our exclusive member rates for advertising and sponsorship, you can find out more about becoming a member [here](#).

WHAT'S INSIDE

One magazine captures the voice of the UK dance sector. Content includes:

- Interviews
- Advocacy updates and sector news
- Think pieces and columns
- Resources and the latest advice on health and wellbeing, dance education and more

In recent publications, contributors have included leaders from the following:



ADVERTISING RATES

Advert size	Rates	Artwork specification
Full Page Inside Cover <i>2 available</i> Back Cover <i>1 available</i>	£750 Members £1000 Non Members £910 Members £1210 Non Members £910 Members £1210 Non Members	210 w x 297 h (unit is mm)
Half Page Vertical Half Page Horizontal	£495 Members £660 Non Members	Vertical 89.5 w x 273 h Horizontal 182 w x 127 h (unit is mm)
Quarter Page Standard Quarter Page Banner	£315 Members £420 Non Members	Standard 89.5 w x 127 h mm Banner 185 w x 55 h mm (unit is mm)

FORMAT

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

PACKAGES AVAILABLE

You could save by spreading your message across other One Dance UK platforms! Other opportunities include the U.Dance National Festival, the One Dance UK Awards and across our website and email newsletters. Find out about our other advertising and sponsorship opportunities [here](#) or get in touch to discuss options - you will find contact details on page 6.

EXAMPLE SPREADS:

Special Focus on Sustainability



A sustainable future for dance

by Andrew Hurst MBE and Baroness Fraser of Cragsmaddock

Since One Dance UK came into existence in April 2016, dance in the UK has seen a lot of change, and there are some very real challenges to its survival and sustainability going forward.

One Dance UK itself has faced an enormous amount of change too, and we continue to learn and evolve to ensure we remain responsive to your needs and provide the support the dance sector needs to thrive and thrive.

The UK dance sector is an international success story and the envy of many of our international partners, but our vision at One Dance UK is for an even stronger, more vibrant and more diverse dance sector. Our overarching aim is to empower the dance sector workforce to be connected, unified, highly-valued and sustainable. This informs our mission to provide the information, training, resources and opportunities needed to ensure the dance workforce is well-equipped to secure dance's prominence in the cultural landscape of the future, and to champion excellence across the sector. Hopefully you will see some of this reflected over the coming pages and in everything we do to support and connect you.

"Representatives from across all of the performing arts should make it as easy as possible for Government to know what needs to be done, to understand the full implications of their actions, whilst also recognising ourselves as a sector to recognise and take advantage of opportunities as they arise."

Baroness Fraser of Cragsmaddock, Co-Chair, NPDC

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Special Focus on Sustainability

Wellbeing for Dancers

Dance psychology researcher, lecturer and Founder of Dance in Mind Imogen Aujla PhD Dip. CBT shares some tools to help you improve your wellbeing in an accessible, systematic way.




Wellbeing is a complex concept. It can often feel like there is an unending amount of wellbeing, and it can be hard to know where to start. This article offers three strategies to improve wellbeing systematically, using the Cognitive Behavioural Therapy (CBT) model and some practical tools to help you.

The negative demand theory (NDT) model and some practical tools to help you.

1. Change behaviour by regulating breathing and heart rate. This is a simple but powerful tool to help you regulate your breathing and heart rate. It can be used in a variety of ways, such as during a break, or as a tool to help you regulate your breathing and heart rate.

2. Subvert physical symptoms. This is a tool to help you subvert physical symptoms, such as anxiety, stress, or fatigue. It can be used in a variety of ways, such as during a break, or as a tool to help you subvert physical symptoms.

3. Challenge unhelpful thinking styles. This is a tool to help you challenge unhelpful thinking styles, such as negative self-talk, or overthinking. It can be used in a variety of ways, such as during a break, or as a tool to help you challenge unhelpful thinking styles.

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Special Focus on Sustainability

Safe to Be Me

Scottish Ballet's Director of Engagement, Catherine Cassidy, introduces Safe to Be Me - a pioneering dance programme that has been developed with primary schools and is now widening its scope to include secondary schools.




Safe to Be Me is an innovative part of the Scottish Ballet's outreach programme. It was created by Catherine Cassidy, the Director of Engagement, and is now widening its scope to include secondary schools.

The programme is designed to help children understand their own emotions and feelings, and to develop their self-awareness and self-esteem. It is a fun and interactive programme that uses dance and movement to explore these themes.

Safe to Be Me is a free programme that is available to all primary schools in Scotland. It is a great way for children to learn about their own emotions and feelings, and to develop their self-awareness and self-esteem.

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Special Focus on Sustainability

Sustainability, Racism and Me

By Stacey Green, Co-Founder of THE TIRED Movement, which works to drive change to improve accessibility and inclusivity in dance education.




As dance educators and leaders, it is our responsibility to ensure that the dance sector is accessible and inclusive to all. This is a challenge, but it is one that we must face if we want to ensure the future of dance.

THE TIRED Movement is a charity that works to drive change to improve accessibility and inclusivity in dance education. We do this by providing training and support to dance educators, and by creating a supportive community for dancers.

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or call **02077130730**



www.onedanceuk.org



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