

One

The magazine for the UK Dance Sector

ADVERTISING RATES 2025





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

Spring 2025

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.

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** which includes click-through for advertisers. One Dance UK has a **new website** and shop functionality, allowing us to sell the magazine to an **even wider audience** in 2025. The magazine is also sold publicly across a variety of platforms, and enjoyed by dance fans outside of our current membership, meaning your advert can reach even further.

WHAT'S INSIDE

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

- Interviews
- Advocacy and fundraising updates and guidance
- Think pieces and columns
- Resources and the latest advice

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



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.

ADVERTISING RATES

Advert size	Rates	Artwork specification
Full Page Inside Cover <i>2 available</i> Back Cover <i>1 available</i>	£675 Members £900 Non Members £750 Members £1000 Non Members £825 Members £1100 Non Members	210 w x 297 h (unit is mm)
Half Page Vertical Half Page Horizontal	£450 Members £600 Non Members	Vertical 89.5 w x 273 h Horizontal 182 w x 127 h (unit is mm)
Quarter Page Standard Quarter Page Banner	£285 Members £380 Non Members	Standard 89.5 w x 127 h mm Banner 185 w x 55 h mm (unit is mm)

PACKAGES AVAILABLE

Book early and save by spreading your message across other One Dance UK platforms! View our wider Advertising Rate Card [here](#).

Magazine and U.Dance Package

- 1 x magazine advert
- U.Dance National Festival brochure advert

10% discount

Magazine and Digital Package

- 1 x magazine advert
- Website, e-news or email advertising – 2 months (limited opportunity)

15% discount

EXAMPLE SPREADS:

The example spreads shown are from the journal 'Wellbeing for Dancers'. Each spread features an article with a photograph and a large pink box with the text 'YOUR ADVERT HERE' and an arrow pointing to the ad space. The articles include:

- A sustainable future for dance** by Andrew Hure MBE and Emma Fraser of CrispMedia. The article discusses the importance of sustainability in the dance industry and how it can be achieved through various means.
- Wellbeing for Dancers** by Mind Imogen Aujla PhD Dip. CBT. The article shares tools to help improve wellbeing in an accessible, systematic way.
- Sustainability, Racism and Me** by Stacey Green, Co-Founder of The Tired Movement. The article discusses the intersection of sustainability and racism in the dance industry.
- Safe to Be Me** by Catherine Cassidy, Scottish Ballet's Director of Engagement. The article 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.

Previous advertisers include:



TRINITY LABAN



ROYAL ACADEMY OF DANCE

CONTACT US

If you would like to take advantage of these opportunities or view a sample of the magazine, get in touch with the team today:

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