

Dancing With Her

Media Kit 2018/2019



WHO ARE WE?



“Dancing With Her is more than just an online resource and print magazine. It’s a community of women who love women. A community that is creative, diverse and inclusive”

We believe that diversity and representation in the wedding industry is crucial.

In 2016, Founders, Tara Baker and Arlia Hassell became an engaged couple. The first thing they did was head to a large magazine store in search of wedding inspiration.

What they were presented with was a selection of media that left them feeling unrepresented.

They felt deflated in a time that should have been about celebration.

And, it’s with that in mind that they began Dancing With Her, a publication, both in digital and in print, that empowers a community of women who love women.

Dancing With Her offers a robust and growing digital space that shares the real stories of couples as well as offering advice to those people who are planning their own wedding day. It’s an opportunity for a community that has otherwise been largely unrepresented within the wedding space to be inspired.

In November 2017, Dancing With Her Magazine was launched and it is the first wedding magazine of its kind.

Our style is different, it’s modern and is designed to celebrate the love just as much as the wedding day.

It went off with a bang and now reaches 40+ countries around the globe. Already having a readership of over 6K people per issue, with only three printed magazines in circulation, tells us that women everywhere were waiting for a publication just like Dancing With Her - and now it exists.

For brands and small businesses alike, being a part of the Dancing With Her community means that you are instantly recognizable as an inclusive vendor, that is of a sort after quality.

Our community will know that you don’t just work with LGBTQ+ couples in a way that is non-discriminatory, which we know is so vital to the LGBTQ+ community, but you’re a vendor that we have shortlisted as one of the very best in the industry.

Alongside our publication, moving forward, Tara and Arlia will be spending more time working with vendors to help them work in the most inclusive and diverse way they can.

This looks like industry nights, speaking at conferences and across media. We even just got off the stage speaking with the likes of Forbes about the work that we do.

Dancing With Her- Celebrating LGBTQ+ Women in Love.

Image by Fox & Kin

Cover image by Thomas Stewart

OUR AUDIENCE



"Dancing With Her is your new go to for wedding inspiration. It's basically the only wedding inspiration you'd ever need"
- The HuffPost

Dancing With Her is the first publication of its type, in the world- and that has got a few people talking.

Not only has Dancing With Her been coined as the worlds first lesbian wedding magazine (thank you, Cosmopolitan) but we've also made a name for ourselves as 'having one of the most scroll worthy Instagram feeds' (thank you, Pedestrian TV) and been labelled as a leading wedding space disruptor (thank you, Forbes).

Dancing With Her has been published in more than 500+ online editorials and has featured in printed media in the US & Australia. The team has also spoken on live radio in more than 8+ countries.

Founder and Editor, Tara, is also a regular contributor to the HuffPost & BuzzFeed- two platforms with tremendous reach. Tara is passionate about the intersections between weddings and sexuality and gender diverse people. It is also an excellent opportunity to spread the word about Dancing With Her and the work that we do.



Cosmopolitan

[The First Ever Bridal Magazine for Queer Women has Finally Launched and It's Stunning](#)

Huffpost

[This Lesbian Bridal Magazine Is Your New Go-To For Wedding Inspo](#)

Forbes

[Forbes 30 under 30- Media, Marketing & Advertising, Featured Winner](#)

THE DIRECTORY



Joining the Dancing With Her Directory is one of the best places to put your business in front of a targeted community that has otherwise been left unrepresented. There are three tiers, depending on your individual business needs.

BASIC	STANDARD	PREMIUM
<p>A simple listing.</p> <p>Our basic directory listing package consists of a 200 word listing, featuring a slideshow of eight images across one category.</p> <p>Plus, all listings include a hyperlink to your website, social media links and contact details.</p>	<p>Everything you need to make an impact.</p> <p>Our standard directory listing package consists of a 200 word listing, featuring a slideshow of eight images across one category.</p> <p>In addition to this, we will push at least one dedicated social media post to thousands of our community across Facebook or Instagram.</p> <p>AND, we will give you a 8% discount on our print advertising rates.</p> <p>Plus, all listings include a hyperlink to your website, social media links and contact details.</p>	<p>For businesses who want more, and do more.</p> <p>Our premium directory listing package consists of a 200 word listing, featuring a slideshow of eight images with the option to feature across two categories.</p> <p>In addition to this, we will push unlimited (min. 2) dedicated social media posts to thousands of our community online via Facebook or Instagram.</p> <p>You'll also get 12% discount on our print advertising rates.</p> <p>We will feature your business in a sponsored blog and shared across all our social media channels.</p> <p>Plus, all listings include a hyperlink to your website, social media links and contact details.</p>
\$129 / year	\$229 / year \$328 value save \$99	\$329 / year \$905 value save \$576

THE WEBSITE

THE DIGITAL STATS

Monthly Visitors 25K+
Monthly Page Views 100K+

Top US States

California
New York
Rhode Island
Florida
Massachusetts
Washington
Illinois
Texas
Pennsylvania
Georgia

Top 10 Countries

United States of America
Australia
Canada
United Kingdom
Germany
Brazil
Finland
New Zealand
Netherlands
Japan

HOMEPAGE BANNER



Front and centre- this banner is a bold statement on our homepage and will be hyperlinked directly to your website.

\$645 p/month

SIDEBAR BANNER



The Skinny

Features on the right hand side of every blog page and can be hyperlinked directly to your website.

\$179 p/month



The Long One

Features on the right hand side of every blog page and can be hyperlinked directly to your website.

\$249 p/month

SPONSORED CONTENT & MORE



Make your business stand out - either sponsor an editorial or have our editorial team work on an editorial that makes your business shine. We'll also add a custom banner, hyperlinked to your website, to the top of the page.

SPONSORED BLOG EDITORIAL



Sponsored by '*YOUR BUSINESS NAME*'

Have an editorial written for you by one of our writers. It might be about your business directly, or one that offers advice to people planning their wedding day, or it might be a combination of both.

We will include links to your website and socials within the post.

Starts from \$249

Want to contribute something different that you've written but still want to include all the links and banner advertising?

Starts from \$99

COMPETITIONS

You take the lead

If you are running your own promotion, but want a space to tell the world? We can upload all of the information and links to your competition via our 'WIN' page online.

\$39

Donate

If you'd rather leave the giveaway completely to us, that's okay too. We will put together and promote it to our audience for you.

P.O.A

Collaborate in other ways

Got an idea that's a little more out of the box? We are open to your collaboration ideas- no idea is too left of field for us to consider. The way people engage with brands and advertising is changing, and to keep up, we're really open to giving anything a go!

Need us to consult on a new suit design for women, or maybe you'd like to create a new line of gift cards specifically for the Dancing With Her community, we want to hear about it!

SOCIAL MEDIA

THE SOCIAL STATS

When it comes to social media, we are leaders in the pack. While we might be only 18 months young, we've managed to create an audience that is highly engaged and active. We often receive feedback from our audience that they check back with us every day for inspiration- incredible, right?!

Instagram

57K+ Followers
7M+ Impressions per month
1M+ Reach per month
7% Average Engagement Rate

Facebook

6K+ Followers
120K+ Impressions per month
25K+ Reach per month
18.2% Average Engagement Rate

Pinterest

500+ Followers
72K+ Monthly Page Views
140K+ Monthly impressions
6.5K Monthly engaged people



Instagram Sponsored Post

Feature front and center on the feed. We will even add a curated list of hashtags for the best reach.

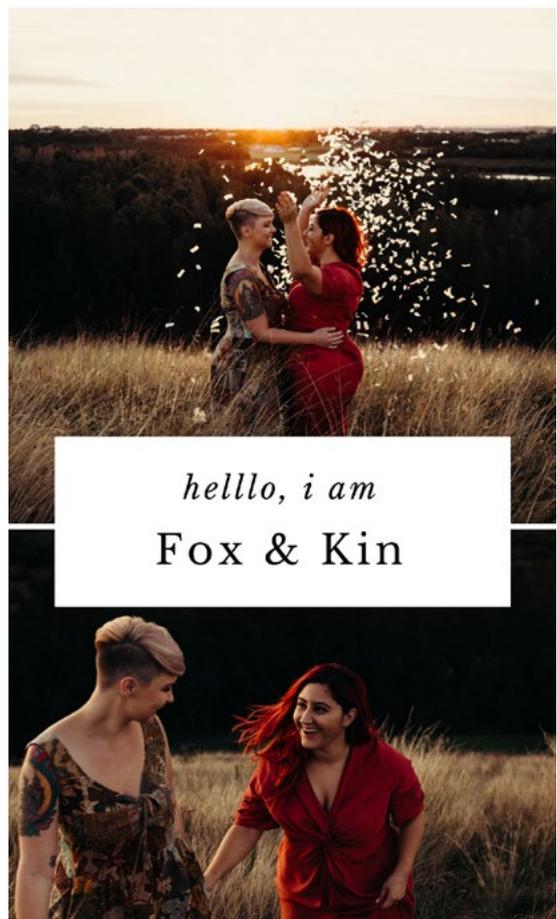
from \$199



Facebook Sponsored Post

We'll tag you and share either one of your own links or use images of your work.

from \$129



Instagram Takeover

Each week one business gets the chance to takeover our Instagram stories. Share between 8-24 stories that can showcase your work, who you are or follow you around for a day while you work. It's a great opportunity to make more than 96K impressions to a active community.

from \$249

PRINT ADVERTISING



THE PRINT STATS

Print Schedule	3+ times each year
Print Run	Minimum 5,000 per run
Distribution	USA, Australia & around the world

STANDARD ADS

Full Page	\$524
Double Spread	\$999

PREMIUM ADS

Outside Back Cover	\$1149
Inside Back (Double)	\$1399
Inside Back (Single)	\$999
Inside Front (Double)	\$1399
Inside Front (Single)	\$999

Interested in knowing just what our magazine looks like? Let us know and we will send across a taster.

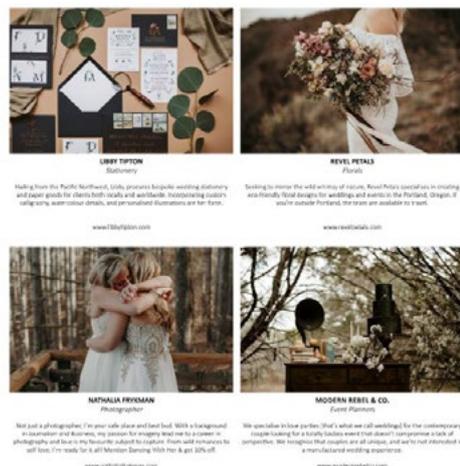
partnerships@dancingwithher.com

Image by Shannon Stent Photography

HER LIST - PRINTED DIRECTORY

A dedicated section with some of the very best vendors from the USA, Australia & around the world.

1/4 page listing - limited to 16 vendors per location. **\$199**



HONEYMOONS



Our community is made up of lovers who can not wait to honeymoon. Our Honeymoon Directory, dedicated blog and dedicated section of our print magazine is made up LGBTQ+ friendly places to visit all across the world.

PRINT ADVERTISING

1/4 Page Print Listing

Limited to 12 listings in each volume, we will list your business in the dedicated Honeymoon section of our print magazine alongside a link to your website, a photo and 80 words.

\$199

Full Page Ad

We will pop it in our 10+ page honeymoon printed guide inside every volume of DWH. Full page ads are limited to 2 placements per volume.

\$524



DESTINATION GUIDES

Want to show us around your part of the world on a faml tour? We put together some of the most comprehensive [LGBTQ+ Friendly] Destination Honeymoon Guides listing the best things to do, places to stay and where to eat out, its accessibility and pride status.

Email us for collaboration details

DIGITAL ADVERTISING

Directory Listing

Be listed among some of the very best in the industry online

From \$129

Sponsored Blog Post

Sponsor a post in our dedicated honeymoon section of our website.

From \$99

Sidebar Advertising

Be listed among the very best in the industry across our blog and make hundreds of thousands of impressions.

From \$179 /month



COLONY PALMS HOTELS
United States of America

Colony Palms Hotel has been known as one of Palm Springs' most iconic and luxurious hotels since 1936. A one-time retreat for Hollywood's elite, the resort retains many charming features while infusing modern style. The hotel is a tranquil, secluded oasis unto itself, but also ideally situated close to the city centre.

www.colonypalmshotel.com



ALTO ATACAMA DESERT LODGE & SPA
South America

The lodge has 42 spacious guest rooms, all of which have a private terrace. On offer are more than 30 different excursions, from bike rides to volcano treks, picnics at high-altitude salt lakes and visits to geysers fields, amongst others. The lodge also boasts a private open deck observatory for stargazing.

www.altoatacama.com

Ready to join the community?

We look forward to hearing from you.

Dancing With Her

W dancingwithher.com
F facebook.com/dancingwithher
I instagram.com/dancingwithher
P pinterest.com/dancingwithher
E partnerships@dancingwithher.com