

MEDIA KIT  
ETA | 2020

# Dance Mogul Magazine

*Inspiring Self-Empowerment*





## ABOUT US:

**Dance Mogul Magazine** was founded in 2010 by Mr. Basil Harris as a vehicle to promote and engage dancers, dance institutions, creative artists, community leaders, educators, mentors, and any organizations that can contribute towards improving community esteem through artistic, healthy, and safe resources.

Strategically assembled by a broad range of contributors with expertise in dance, film, education, fashion, and business, our multi-generational team has created a dynamic that keeps readers captivated, inspired, and united. **Dance Mogul Magazine** is not limited to the world of performing arts, but is intended to reflect topics of interest that will positively showcase, embrace, support, and enhance communities nationwide.

**Dance Mogul Magazine** has currently reached all 50 states and has a growing international market. We are on the bedsides of thousands of young people. Additionally, dance studios and other arts-related businesses have subscribed to the new wave of the future. We are currently in the process of partnering with a host of academic institutions across the nation as a choice resource to enlighten the minds of our youth community. As an influential resource, we will continue to motivate young people by initiating and sponsoring creative avenues to assist students to make and achieve their goals, while simultaneously encouraging parental involvement.

Our website has been designed to provide a safe networking environment for live chat with other Mogul readers. The site also services our readership with video footage and library articles on current events and community highlights. You will also find mentor chat, an online store, and much more. It is a dynamic platform with the latest in web technology that will allow you to listen and learn as well as to be heard. Web: [www.DanceMogul.com](http://www.DanceMogul.com)

Our readers are artistic in the visual and auditory aspects of performance. They are sophisticated, imaginative, educated, and progressive. They create, write, educate, inspire, uplift and rebuild people around them. Our readers are individuals and families who are hungry for the best guidance, in addition to positive entertainment and mentorship through mass media.

20% Elementary and Middle School  
40% High School Graduates or currently enrolled  
35% College Degree or currently enrolled  
5% Graduate Degrees or currently enrolled



## DANCE MOGUL CATALOGS

Thank you for choosing to advertise with ***Dance Mogul Magazine***. We understand that brand recognition, growing your brand, and product placement are of utmost importance to you. In today's worldwide marketplace, one of the best ways to stand out and promote healthy branding is to align your brand with brands that *share your purpose*. Education and the Arts have always created an atmosphere that is welcoming to all brands and sponsors that can appreciate their products and services being shared with future generations. ***Dance Mogul Magazine*** takes pride in inspiring self-empowerment, and our choices of advertisers are always met with the utmost scrutiny because of the delicate nature of our audience. We are very selective and careful in our choice for long-term partnerships and collaboration.

We have created an easy, fun, and user-friendly approach to advertising. As a customer, you have the opportunity to have your ad placed in any of our issues that appear in a specific category. Our specialty magazines featuring some of the world's finest dancers, choreographers, and artistic directors deliver a full dose of self-empowerment that keeps our readers informed and inspired. Our catalogs feature categories such as classical dance, commercial dance, street dance, and international dance—with more on the horizon. Each category covers a specific demographic that can give you the maximum brand exposure that you are looking for, with a specific focus on your target audience.

Our issues can be seen on line on our website at [Dancemogul.com](http://Dancemogul.com), in homes all over the world, schools across the country, world wide dance events, and other arts related activities...

At this time, we have consciously chosen not to have our publications on the newsstands. We value a family-friendly publication. We have chosen not to expose some of our younger readers to other magazines on the newsstands.

We accept Pay Pal & money orders and cashier's check *only*... For more information, contact us at [Dancemogulmagazine@gmail.com](mailto:Dancemogulmagazine@gmail.com)

**SUBSCRIBE NOW !**

**DANCE MOGUL**

**DANCE MOGUL**



**SUBSCRIBE TO  
WWW.DANCEMOGUL.COM**

**INSPIRING SELF EMPOWERMENT**

**Dance Mogul... "The Ultimate Self-Empowerment Magazine"**  
**Get Connected to the fastest growing Network in the world**

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FULL PAGE  
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1/2

Contact: **DANCE MOGUL MAGAZINE**  
Email: **DanceMogulMagazine@gmail.com**

# DANCE

Mogul <sup>TM</sup> zine  
powerment

*Debbie  
Allen*

**Dec**  
16th-17th  
**2016**

PRESENTS THE  
HOT CHOCOLATE  
NUTCRACKER  
2016 PERFORMANCE

CELEBRITY CAST  
TISHA CAMPBELL  
TICHINA ARNOLD  
& MORE

**BEHIND  
THE SCENES:**  
THE STAFF  
UP CLOSE &  
PERSONAL

VISIT: [DANCEMOGUL.COM](http://DANCEMOGUL.COM)  
MORE INSPIRING ISSUES

THE  
MUSIC CENTER  
PERFORMING  
ARTS CENTER

LOS ANGELES  
CALIFORNIA

*The*  
**QUEEN** *of*  
**DANCE**

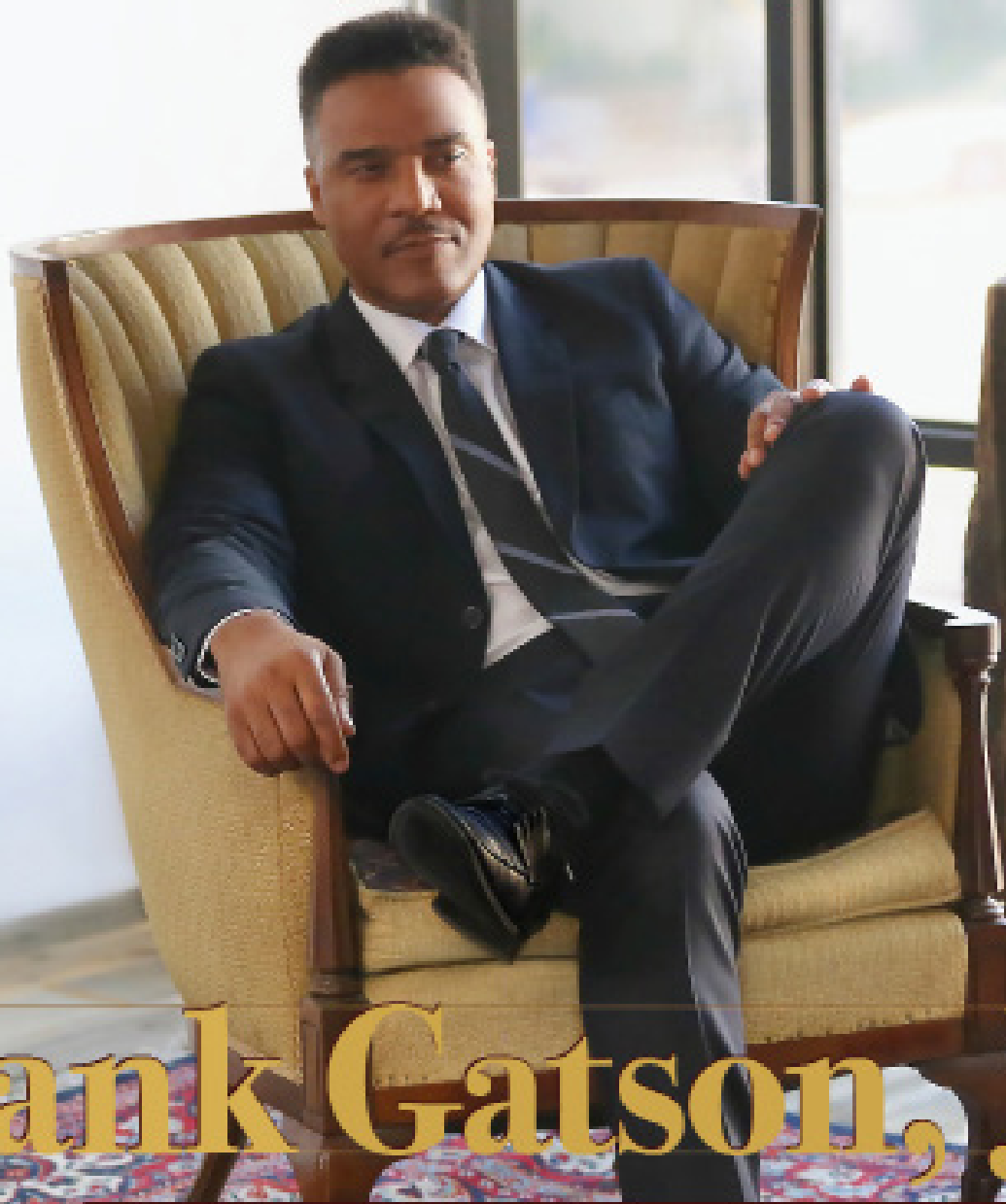


# DANCE

## Mogul Magazine™

SPECIAL ISSUE

Inspiring Self Empowerment



# Frank Gatson, Jr.



*“Honoring the Role of LEADERSHIP”*

DANCE MOGUL MAGAZINE PUBLICATION | [WWW.DANCEMOGUL.COM](http://WWW.DANCEMOGUL.COM)

# DANCE

Mogul <sup>TM</sup> Magazine  
Inspiration | Entertainment



WORLD  
PREMIERE



CIARA  
RILEY WILSON

CELEBRATING EXCELLENCE 2019



DANCE MOGUL MAGAZINE PUBLICATION | [WWW.DANCEMOGUL.COM](http://WWW.DANCEMOGUL.COM)

# DANCE

## Mogul Magazine®

Inspiring Self Empowerment



QUINETTA  
Photo by: Wes Klain  
SHAW

# DANCE

# Mogul Magazine™

SPECIAL EDITION

Inspiring Self Empowerment



Dance Mogul  
Exclusive



THIS IS **US**

**Faithe** Herman

**STARS** AS

Annie Pearson

Season 3 is airing now on NBC

# DANCE

## Mogul Magazine<sup>TM</sup>

SPECIAL EDITION

Inspiring Self Empowerment

### WORLD AIDS DAY

“Keeping the Promise”

Celebrating *ICONS* of Dance  
Presented by AHF in Collaboration  
with Debbie Allen

Harlem's Legendary  
Apollo Theater  
1,000,000 Lives in Care

# ADVERTISING OPTIONS

**Platinum Package:** Includes a double full page advertisement placement, on camera interview, written interview, cover page placement option, and a special thanks portion in the recognition page.

**Premium Package:** Includes either a full, half, or quarter page advertisement placement and a written interview.

**Standard Package:** includes either a full, half, or quarter page advertisement placement.



# ADVERTISING OPTIONS

CELEBRITY SERIES DANCE MOGUL MAGAZINE ISSUES | CATALOG

(Platinum) Cover Page Ad Placement: \$20,000.00

(Platinum) Full Page Ad Placement: \$15,000.00

(Premium) Full Page Ad Placement: \$7,000.00

(Premium) Half Page Ad Placement: \$3,500.00

(Premium) Quarter Page Ad Placement: \$1,750.00

(Standard) Full Page Ad Placement: \$3,500.00

(Standard) Half Page Ad Placement: \$1,750.00

(Standard) Quarter Page Ad Placement: \$900.00



### Who am I

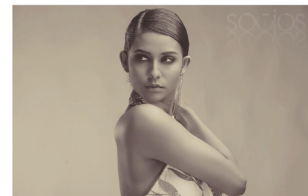
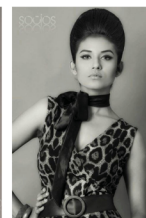
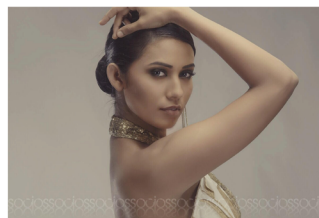
*I am originally a classical trained dancer specialized in Kathak. I have been doing this dance form for the last 13 years. I have been trained by Birju Maharaj for this form & specially performed for him on stage in a big show where I got to share the stage with other senior experienced dancers when I was just 13 years old. After completing school I got into hip hop as it grabbed my attention with the new crews coming up in our city & different street battles happening. Then I started training in other street dance forms like waacking, house, old school.*

*Anasua Chowdhury India*

Dance Mogul Magazine Exclusive >>>

**Why I chose waacking-**

Long time had been a fan of waacking do this dance form in a video. And it grabbed my attention as I found it very different and stylish. After that we met up & I told her how I wanted to learn waacking & how much I loved about the style. My friend helped me learn the basics and I started from there I started watching videos of the pioneers of the style, battles, showcases, about the history of the style & c. From there on my friend & myself decided to work on this style together & make a troupe of waacking in our city to get it in the eyes of other dancers! Ever since from then I have not stopped waacking & my friends and I love for this style just keep increasing. I feel I can relate to this dance style the most & really feel it when I do this style coz its so much fun & it just gives u that vibe of disco & funk. Also I feel it looks damn creative & innovative when mixed with other dance styles! And thats what I try to do! We waacking with kathak/classical dance forms to give that modern feel to the form.



**Achievements-**

I have won many scholarships for my classical dance form & won many competitions (replied Nehru Children's Scholarship, Osh Aurbindo Institute & c. I have been a finalist in a reality tv show called India's Got Talent season 6 as a solo artist. Have also won local battles in my city as a solo & duo. All style dancer & with my music partner. I have recently been a part of a show called Street Hoppers who won WOD 2015 in their home city on the journey of the dancers to WOD called Blindas Naach.

Apart from this I am an actor professionally & have done tv fiction shows like Dil Dost Dance, Dil get up and dance, Fearless, CEO, etc. I also do corporate shows in abroad. Like Kenya, Uganda and within the country I have also been featured in the viral tv of Miss 2016 and many other real life tv programs!

**About HOS-**

Through HOS I want to build this dance style more with my fellow mates & bring it into the notice of the dancers here in India. As all in different college levels when I perform in waack, people come & tell me they have not seen waacking like this before & that they want to learn it properly. Hence clearly the people here have full or correct knowledge about it. I hence want to make this style a more famous style here & to introduce it to the whole of India.

# ADVERTISING OPTIONS

CELEBRITY SERIES DANCE MOGUL MAGAZINE ISSUES | CATALOG



(Platinum) Cover page Ad Placement: \$20,000.00

[Click Here to Preview Issue](#)

# ADVERTISING OPTIONS

CELEBRITY SERIES DANCE MOGUL MAGAZINE ISSUES | CATALOG



(Platinum) Cover page Ad Placement: \$20,000.00

[Click Here to Preview Issue](#)

# ADVERTISING OPTIONS

TEEN EDITION DANCE MOGUL MAGAZINE ISSUES | CATALOG

**(Platinum) Cover Page Ad Placement: \$15,000.00**

**(Platinum) Full Page Ad Placement: \$10,000.00**

**(Premium) Full Page Ad Placement: \$5,000.00**

**(Premium) Half Page Ad Placement: \$2,500.00**

**(Premium) Quarter Page Ad Placement: \$1,250.00**

**(Standard) Full Page Ad Placement: \$2,500.00**

**(Standard) Half Page Ad Placement: \$1,250.00**

**(Standard) Quarter Page Ad Placement: \$750.00**



# ADVERTISING OPTIONS

TEEN DANCE MOGUL MAGAZINE ISSUES | CATALOG



The image shows a magazine cover for "Dance Mogul Magazine". At the top, the word "DANCE" is written in large, purple, serif capital letters. Below it, "Mogul Magazine" is written in a smaller, white, serif font, with "Mogul" and "Magazine" on separate lines. A small "TM" symbol is to the right of "Magazine". Underneath, the words "Inspiration" and "Empowerment" are written in a smaller, white, serif font, separated by a vertical line. In the center, a young Black woman, Destiny Wimpye, is captured in a dynamic dance pose. She is wearing a purple and white leotard and is balancing on one leg, with her other leg raised and bent. Her right arm is extended upwards, and her left hand is holding her right foot. To the left of the dancer, there is a decorative purple flourish above the words "WORLD PREMIERE" in a bold, purple, serif font, which is flanked by two more decorative purple flourishes. At the bottom of the cover, the name "Destiny Wimpye" is written in a large, white, cursive font. Below her name, the text "Pushing Through Boundries to Follow her Dreams..." is written in a smaller, white, cursive font. At the very bottom, "Coming Soon to: [www.DanceMogul.com](http://www.DanceMogul.com)" is written in a smaller, white, cursive font. The entire cover is set against a light gray background and is presented on a dark gray rectangular base.

**DANCE**  
Mogul Magazine<sup>TM</sup>  
Inspiration of Empowerment

WORLD PREMIERE

*Destiny Wimpye*  
*Pushing Through Boundries to Follow her Dreams...*  
*Coming Soon to: [www.DanceMogul.com](http://www.DanceMogul.com)*

(Standard) Cover Page Ad Placement: \$2,500.00

[Click Here to Preview Issue](#)

# ADVERTISING OPTIONS

CLASSICAL EDITION DANCE MOGUL MAGAZINE ISSUES | CATALOG

(Platinum) Cover Page Ad Placement: \$15,000.00

(Platinum) Full Page Ad Placement: \$10,000.00

(Premium) Full Page Ad Placement: \$5,000.00

(Premium) Half Page Ad Placement: \$2,500.00

(Premium) Quarter Page Ad Placement: \$1,250.00

(Standard) Full Page Ad Placement: \$2,500.00

(Standard) Half Page Ad Placement: \$1,250.00

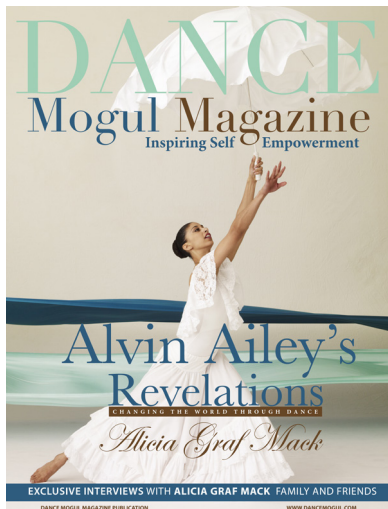
(Standard) Quarter Page Ad Placement: \$750.00



# ADVERTISING OPTIONS

CLASSICAL EDITION DANCE MOGUL MAGAZINE ISSUES | CATALOG

Premium Issue



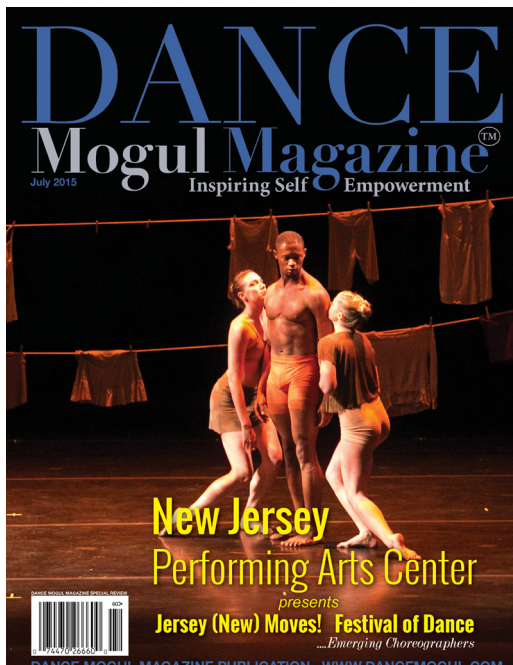
Premium Issue



Premium Issue



Standard Issue



Standard Issue



(Premium) Cover Page Ad Placement: \$15,000.00  
(Standard) Full Page Ad Placement: \$2,500.00

Click on the words Standard or Premium issue above each magazine for a preview.

# ADVERTISING OPTIONS

INTERNATIONAL DANCE MOGUL MAGAZINE ISSUES | CATALOG

(Platinum) Cover Page Ad Placement: \$25,000.00

(Platinum) Full Page Ad Placement: \$20,000.00

(Premium) Full Page Ad Placement: \$15,000.00

(Premium) Half Page Ad Placement: \$7,000.00

(Premium) Quarter Page Ad Placement: \$3,500.00

(Standard) Full Page Ad Placement: \$5,000.00

(Standard) Half Page Ad Placement: \$2,500.00

(Standard) Quarter Page Ad Placement: \$1,250.00



# ADVERTISING OPTIONS

INTERNATIONAL DANCE MOGUL MAGAZINE ISSUES | CATALOG

*Standard Issue: Dance Mogul Italy*



*Standard Issue: Dance Mogul Croatia*



*Standard Issue: Dance Mogul Brazil*



*Standard Issue: Dance Mogul Japan*



(Standard) Full Page Ad Placement: \$5,000.00

# ADVERTISING OPTIONS

*BEHIND THE SCENES DANCE MOGUL MAGAZINE ISSUES | CATALOG*

**(Platinum) Cover Page Ad Placement: \$30,000.00**

**(Platinum) Full Page Ad Placement: \$20,000.00**

**(Premium) Full Page Ad Placement: \$10,000.00**

**(Premium) Half Page Ad Placement: \$5,000.00**

**(Premium) Quarter Page Ad Placement: \$2,500.00**

**(Standard) Full Page Ad Placement: \$6,000.00**

**(Standard) Half Page Ad Placement: \$2,000.00**

**(Standard) Quarter Page Ad Placement: \$1500.00**



# ADVERTISING OPTIONS

BEHIND THE SCENES DANCE MOGUL MAGAZINE ISSUES | CATALOG

**DANCE**  
Mogul Magazine™  
APRIL 2016    Inspiration    Empowerment

# HIGH STRUNG

SEE THE MUSIC. HEAR THE DANCE.

*The Movie....*  
**IN THEATERS NOW!**

WRITTEN BY: MICHAEL & JANEEN DAMIAN

DANCE MOGUL MAGAZINE PUBLICATION    WWW.DANCEMOGUL.COM

Barcode: 74470 2666D 87>

(Platinum) Cover page Ad Placement: \$30,000.00

[Click Here to Preview Issue](#)

# ADVERTISING OPTIONS

STREET DANCE MOGUL MAGAZINE ISSUES | CATALOG

(Platinum) Cover Page Ad Placement: \$15,000.00

(Platinum) Full Page Ad Placement: \$10,000.00

(Premium) Full Page Ad Placement: \$5,000.00

(Premium) Half Page Ad Placement: \$2,500.00

(Premium) Quarter Page Ad Placement: \$1,250.00

(Standard) Full Page Ad Placement: \$2,500.00

(Standard) Half Page Ad Placement: \$1,250.00

(Standard) Quarter Page Ad Placement: \$750.00

The image displays two magazine covers for 'SILVERBACK OPEN PRO BREAKING TOUR'. The top cover features the text 'DANCE MOGUL MAGAZINE EXCLUSIVE COVERAGE' in a red banner, followed by 'SILVERBACK OPEN' in large red letters and 'PRO BREAKING TOUR' in white. Below this, it says 'OCTOBER 10-11, 2015 | PHILADELPHIA, PA | SANCTIONED BY UDEF'. The cover image shows a dancer in mid-air, performing a power move. The bottom cover is similar but lacks the top text. Both covers have a red footer with the page number '60' on the left and '61' on the right, along with the website 'WWW.DANCEMOGUL.COM' and the tagline 'INSPIRING SELF-EMPOWERMENT • DANCE MOGUL MAGAZINE •'.

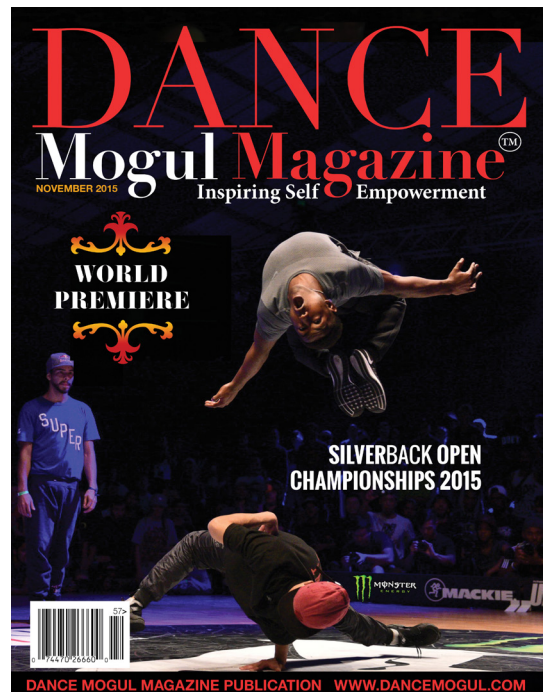
# ADVERTISING OPTIONS

STREET DANCE MOGUL MAGAZINE ISSUES | CATALOG

Standard Issue



Premium Issue



Standard Issue



Standard Issue



(Premium) Cover Page Ad Placement: \$15,000.00

(Standard) Full Page Ad Placement: \$2,500.00

# ADVERTISING OPTIONS

## COMMERCIAL DANCE MOGUL MAGAZINE ISSUES / CATALOG

(Platinum) Cover Page Ad Placement: \$15,000.00

(Platinum) Full Page Ad Placement: \$10,000.00

(Premium) Full Page Ad Placement: \$5,000.00

(Premium) Half Page Ad Placement: \$2,500.00

(Premium) Quarter Page Ad Placement: \$1,250.00

(Standard) Full Page Ad Placement: \$2,500.00

(Standard) Half Page Ad Placement: \$1,250.00

(Standard) Quarter Page Ad Placement: \$750.00



### JERMEEL HEWITT

CELEBRATES CHUCK MALDONADO 2014

My dance background stems back to high school. It's where I actually started taking dance a little more serious, because I had more resources to do so. As a child, I would always make up little fun, kid routines and teach them to my younger siblings to perform for my parents. But it wasn't until I got into high school that I actually started dancing. Since then I've been a part of numerous dance crews, I was the Step captain for my high school Step team for two years. Then I was Step Captain for my college fraternity for three years. After graduating, I started taking more professional level classes and was later signed to Molodi Live, a stage production which encompasses body percussion like you've never seen.

My relationship with Chuck is unlike any other! He's like the big brother I wish I had. I first met Chuck 7 years ago when I was a junior in high school and the Step team I was captain of performed at the Debbie Allen dance academy. We met, I knew who he was then and was in awe to perform in front of my inspirations. So I kept in touch with him via Facebook. Then, we became fraternity brothers and got closer. I am so ecstatic about all the success Chuck has seen! It is our motto in our fraternity, "Achievement in EVERY field of human endeavor," and he truly lives that motto.

The advice I would give the future generation dancers would be: stay humble, kind and take a chance! Step out on a leap of faith; it may surprise you what you are capable of accomplishing. I would like to leave a legacy, not of something where people remember me because of something I was good at, but how I made them feel. That's how you truly impact a generation, by influencing their feelings. First and foremost, I would like to thank God! Without Him there would be no me. I want to thank my mother for always encouraging me and my mentors for pulling out of me what I didn't even know was there, and CHUCK for countless reasons. At this point in my life I am in debt to Chuck, and it is like a student loan; it's going to take a long time to pay back the wisdom and knowledge and kindness he's shared with me.

# ADVERTISING OPTIONS

COMMERCIAL DANCE MOGUL MAGAZINE ISSUES | CATALOG

Premium Issue



Premium Issue



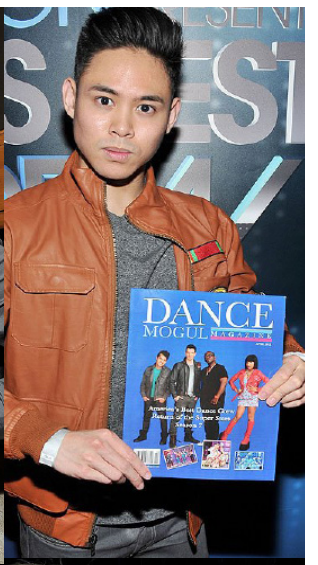
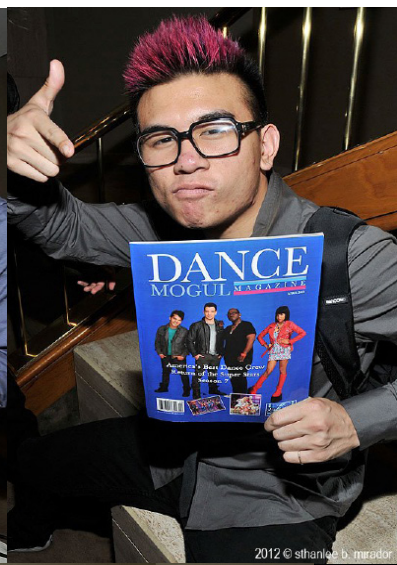
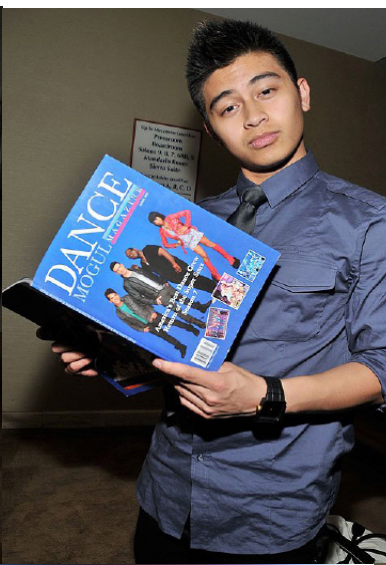
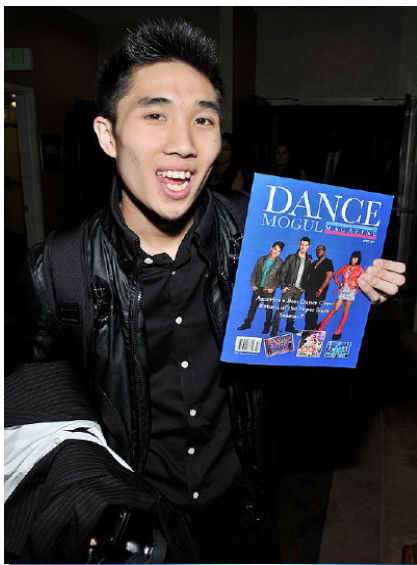
Standard Issue



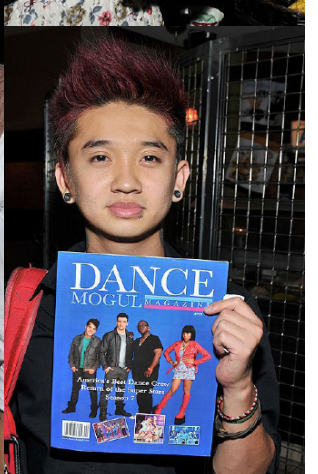
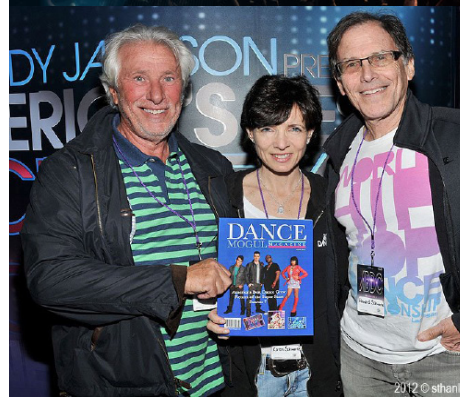
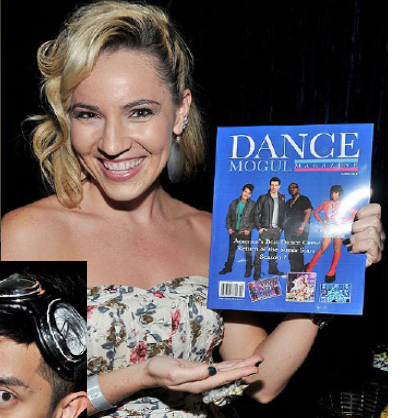
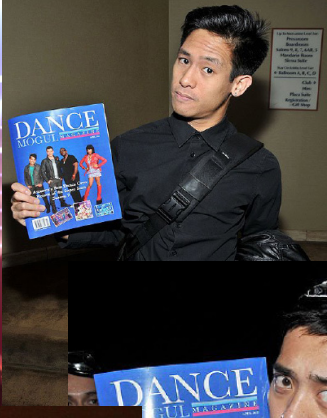
Standard Issue



(Premium) Cover Page Ad Placement: \$15,000.00  
(Standard) Full Page Ad Placement: \$2,500.00



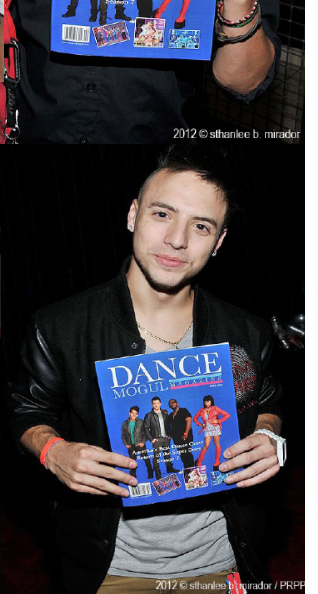
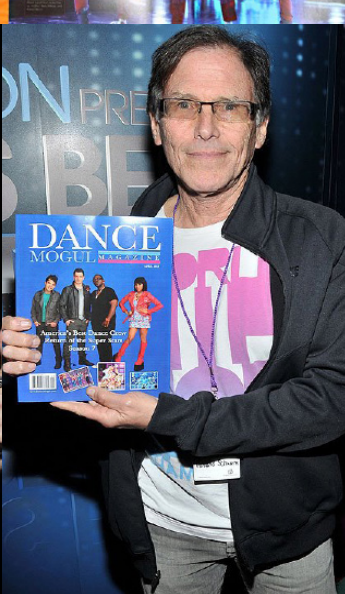
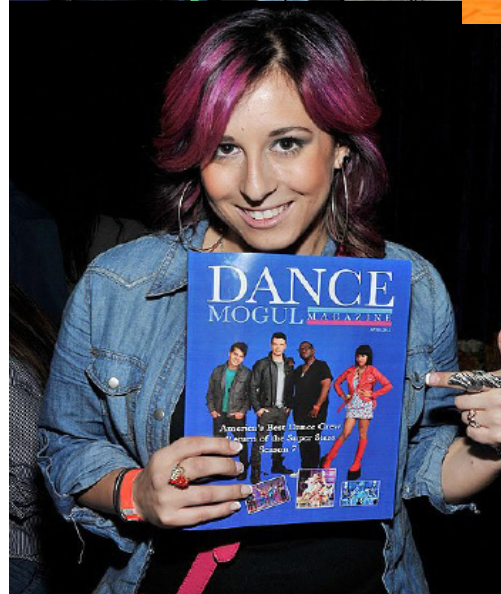
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# Questions & Answers

## 1. How often will my ad run?

**DMM:** Once you pay for your ad for a specific issue, it will stay there for a lifetime in the issue you selected.

## 2. Do you offer video ads?

**DMM:** Yes, we do. Your video message, promotional content or image will be placed at the end of our recap videos.

## 3. Do you offer promotion and marketing services?

**DMM:** Yes, we do. We will promote your content after it is reviewed. Prices are negotiable based on your budget.

## 4. Do you design custom ads?

**DMM:** Yes, we do. We will work with your budget to design a full page ad that satisfies your needs.

## 5. What file type do you except for your Ads?

**DMM:** Our full page Ads are 8.5 x 11, paper size. Hi Resolution, CMYK, Jpeg or PNG

## Demographics & Industry Circulation

### Los Angeles Dance Studios :

1. La Dancefit
2. Debbie Reynolds Dance Studio
3. Millennium Dance Complex
4. Movement Lifestyle Studio
5. Debbie Allen Dance Academy
6. Moore Dance Studio
7. Edge PAC
8. Arthur Murray Ballroom Dance Studio
9. Westside School of Ballet
10. Live Arts Los Angeles LALA
11. Arthur Murray Dance Center
12. The Secret Pole Dancing Studio
13. International Dance Academy
14. 3RD Street Dance
15. Studio A Dance
16. UCLA Kaufman Hall

### New York Dance Studios :

1. Broadway Dance Center
2. Steps on Broadway
3. The Ailey Studios (Alvin Ailey American Dance Theater)
4. Cedar Lake Contemporary Ballet
5. Joffrey Ballet School
6. Peridance Capezio Center
7. Ballet Academy East
8. PMT Dance Studio
9. Dance With Me SoHo
10. Exile Professional Gym
11. Gibney Dance Center Downtown
12. Pearl Studios
13. You Should Be Dancing / Club 412
14. Joel Salsa NY8.3
15. Ripley-Grier Studios

### Creative Directors:

Frank Gatson Jr., Jamal Sims, Chuck Maldonado, Laurie Ann Harlie Gibson, Anthony Burrell, Richard Jackson

### Dance Agencies:

**LOS ANGELES:** GO 2 TALENT AGENCY (GTA) | Bloc | CLEAR TALENT GROUP | McDONALD SELZNICK ASSOCIATES (MSA) | THE MOVEMENT TALENT AGENCY (MTA)

### Dance Conventions:

ATLA Take Over | Elementz Dance Convention | Silverback Open | Hip Hop International

### Television Shows:

Americas Best Dance Crew | Dance Moms | Chasing Destiny

**DMM**

**DANCE MOGUL MAGAZINE**

**INSPIRING SELF-EMPOWERMENT**