

Editorial Calendar

These themes will be the focus of our editorials each month.

Other topics will be in the mix but this scheme helps direct the content and provides a guide for planning and promoting products at Dance Advantage.

JAN

Summer Study
Footwear/care

Top Dance Blogs

FEB

Career
Auditions

MAR

Commercial
Dance

Competition/
Convention

Broadway

APR

Business

Studios

Administration

Entrepreneurs

MAY

Music &
Media

Hello
Summer
Giveaway

JUN

Teaching

Classroom
Management

Planning

JUL

Technique

Training

Why Dance Matters

AUG

Back to School

Academics
(College)

Dance Fashion

SEP

Health/Wellness

Injury Prevention

OCT

Choreography

Craft

Development

NOV

Performance

Recital

Costume

Production

Giving
Thanks
Giveaway

DEC

Dance History &
Culture

Holidays/Gifts