

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

Goals
Summer Strategy
Commercial Dance

FEB

Career & College
Choreography
Cultural Dance

LOVE Readers Giveaways

MAR

Body/Mind
Performance
Spring Fashion
Injury/Prevention

APR

Production
Dance History
Technique
Hip Hop

MAY

Nutrition
The Internet & Technology
Tap Dance

JUN

Studio Business
Summer Study
Music
Ballet

JUL

Back To School
Why Dance Matters
Fitness
Jazz Dance

AUG

Class Planning
Adult Dancers
Modern/Contemporary Dance

SEP

Heads-Up On Higher Ed
Terminology
Pointe

So Long Summer Giveaways

OCT

Costume Companion
Competition
Fall Fashion
Concert Dance

NOV

Look Ahead To Recitals
Gift Guide
Parent Guide
Ballroom

DEC

The Holidays
Teacher Training
Winter Fashion
Dance History