

# DANZA DANCE



[www.DanzaDance.com](http://www.DanzaDance.com)  
[www.Danza.tv](http://www.Danza.tv)

**The most popular  
Italian Web Dance Site**

## **DanzaDance - Who are we**

www.DanzaDance.com had its start up (almost for fun) in July 2002.

Today it is the best well known internet site, totally devoted the pop and modern dance, classic ballet and musical. Irene Romano - a Web Creative Designer with a strong knowledge and experience in advertising - leads a group of enthusiastic and motivated young people. Presently DanzaDance has an average of about **8.000 daily visitors**, while our Newsletter counts on **25.500 members**, still increasing. In addition, the DanzaDance Forum is Number One in visitors!

Our site has been created and tailored in order to reach precise targets: passionate dance amateurs, professional dancers as well as a great number of dance insiders.

Our target goes from 12 to 30 years of age, 85% of them are girls.

To best meet the needs of our visitors, the site includes surveys, articles on special events as well as useful information on schools, ballet companies, theatres and specialized shops.

## **DanzaDance in trade magazines**

In addition to being on-line, DanzaDance has its own four page colour section within the monthly All Casting Magazine (newspaper size) sold in newsstands. We also have a monthly collaboration with the three other best known trade magazines: Expression, Musical! and DanzaSì.

## **DanzaDance believes and supports Emergent Talents**

As from 2006 we produce and organize dancing events all over Italy.

The main objective is to discover emergent talents. In quite an occasion, our staff - together with professionals who often collaborate with us - succeeded in helping talented persons to stand up and grow.

Last but not least, since 2004 our editorial office created a **DanzaDance Calendar**, each page showing dancing shots mailed by our visitors. Participation and calendar distribution are totally free. Just to give an idea of its success, this year we chose our 18 pictures out of 250!

Redazione

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