



Mission Statement

Starting (or returning) to ballet as an adult can be a terrifying adventure. The Adult Ballerina Project is designed to create a community for beginner adult ballerinas to come and learn about ballet as well as find dancers who are similar to them.

www.adultballerinaproject.com
adultballerinaproject@gmail.com
@kristengillette on Twitter

Readers

Adult Ballerina Project's audience is a variety of women and men who do ballet (or are looking to start ballet) in their early 20's to late 30's and 40's. Primarily, the Adult Ballerina Project looks to serve those who are looking to start ballet in adulthood or those looking for information about ballet as a nonprofessional ballerinas.

Who Am I?

My name is Kristen Gillette, and I took ballet classes as a child for roughly 3 years. For ages, I debated getting involved in any one of the numerous ballet classes offered in Philadelphia. In April of 2012 with a little encouragement, I finally faced my fears, bought my first pair of ballet slipper since age 5 and began taking classes at Philly Dance Fitness.

I'm also a reporter for Generocity.org and a freelance journalist. I've written for various publications including the Philadelphia Dance Journal, TechnicallyPhilly.com, MetroKids, thINKingDANCE.net, Philly2night.com, Cred Magazine, 215 Magazine and more.

Calendar

Adult Ballerina Project publishes five stories, one a day, ranging between 200-500 words. Adult ballerina profiles are published on Fridays. Guest bloggers share their insight into the adult ballet world on Mondays. The remaining days are filled with tips and tricks, instructional posts, personal blog entries, product reviews, and other general information for adult ballerinas.

Studio Guide

In September 2013, ABP launched its studio guide as a guide to adult dance studios throughout the US and the world. Each studio listing includes basic information as well as reviews by local dance students.

Reach

Twitter followers (@kristengillette): 790
Facebook Page likes: 291
Montly Views in 2014: 13,000 page views/ 4700 unique visitors

Advervising Rates

125 by 125 1 month ad on ABP=\$10
Studio Feature =\$20
Sponsored Post= \$20
Twitter and Facebook Shoutout=\$10
Full Package (feature/sponsored post, ad, shoutouts)=\$40

Awards

ABP was ranked one of the Top 20 Dance blogs by DanceAdvantage.net
Kristen Gillette won the Sam Singer Reviewing Award from Temple University in 2013 for her dance reviews.