



# Adult Ballerina Project

## 2014 Media Kit

Contact:

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## Mission Statement

You're never too old for ballet. ABP was designed not only to document my own ballet experience but also to be a form for other ballerinas to share their own.

## About ABP

Kristen Gillette created Adult Ballerina Project to document her own ballet experiences as well as provide an online magazine full of resources for other beginner dancers like her.

Just like many other little girls, I had a dream about being a ballerina and took ballet classes as a little girl for about three years before moving on to soccer, tee-ball, gymnastics, swimming, etc. You name it, I probably tried it as a little kid.

About two years ago, I decided to take a ballet class randomly at Philly Dance Fitness after trying out one of their hip hop classes. To my surprise, I fell in love with ballet. Soon after, I started Adult Ballerina Project to document my journey.

I'm also a runner, although some ballerinas frown on the idea. I hated running in middle school and high school—it wasn't until about a year ago when I decided to start running. I owe Philadelphia Runner a lot of the credit for making running fun by hosting awesome events and being super supportive. In addition, I'm a general fitness junkie.

Adult Ballerina Project is broken into several different topics: personal ballet posts, guest posts, information posts about ballet, and interviews. ABP runs at least 5 articles a week.

**What's your story?** Share it with me by e-mailing me at [adultballerina@project@gmail.com](mailto:adultballerina@project@gmail.com)!

# Reader Demographics

Recently, Adult Ballerina surveyed 50 of its readers to find out how they read ABP, what demographics they fell into, and what they liked reading on the site. Find more information at [adultballerinaproject.com/survey-results-part-reader-demographics/](http://adultballerinaproject.com/survey-results-part-reader-demographics/)

- 33 percent of readers were between 18 and 25, while 31 percent were between 26 and 35
- 88 percent of readers are female
- 45 percent of ABP's current readers found the website via a Google search, while 35 percent discovered ABP through another blogger
- Readers reach ABP through a variety of different resources (Facebook, Twitter, feeds, newsletters). However, most people either visit directly or visit via Facebook.
- Overwhelmingly, most readers liked reading posts about my personal journey, interviews with ballerinas, and guest articles.

# Reader Testimonials

"As I am still relatively new to the world of adult ballet (1 year) I find it helpful and motivating to hear about about the challenges and successes of other adult students." -Athena

"Because its nice to feel that I'm not alone in wanting to be good at this. I'm coming from literally no experience and not a great level of fitness and have been taking classes for 5 months now. Its just cool to know there are other people with limited or no experience who feel the same." --Lucy

"The profiles about older dance students- this is quite literally the only place I have found a group of women exactly like me, who will never be prima ballerinas but have a great time learning and dancing ballet."--Lara

"I love that ABP creates an online community for adult ballerinas and provides them with an opportunity to share their thoughts and experiences through writing." --Rachel Hellwig

"I like to read about other adult dancers' experiences. It makes me feel like I belong to a group...like I'm not alone in my dance journey."--Heidi

# ABP Statistics

- 11,000 pageviews a month
- 5,000 unique views
- 889 Twitter Followers (@KristenGillette)
- 428 Facebook Likes

# ABP AD Rates

125 by 125 1 month ad = \$25

Studio Feature = \$50

Sponsored Post = \$50

Twitter and Facebook Shoutout = \$20

Full Package = \$75

# Brand Partnerships

Contact me at [AdultBallerinaProject@gmail.com](mailto:AdultBallerinaProject@gmail.com) for information about working with ABP as a brand. Previous partners include Sweat Pink, Fitfluential, Girls Gone Sporty, KT Tape, Kotex, ProCompression, X2 Performance, Frozen Peaz, Core Power, Hot Chocolate 5k/15k, Flipbelt, and more.