



Who We Are

See Chicago Dance (SCD) is Chicago's dance service organization. SCD is the most comprehensive source for information on Chicago's vibrant dance scene. Advertisers gain exclusive access to over 13,000 website visitors each month and 11,000 subscribers via SCD's Monthly Newsletters, Weekly Discount eBlasts and Dedicated eBlast opportunities.

Our advertising prices are based on organizational budget size. See our advertising rates form for more information.

WHO WE REACH

Tech-savvy cultural consumers who are avid dance patrons.

GENDER

Female: 78%

Male: 22%

EDUCATION

College degree or higher: 89%

INCOME

Over \$60k: 46%

Over \$150k: 21%

AGE

18-44: 41%

45-65: 59%

HOUSEHOLD

With children: 20%

Without children: 80%

SOCIAL MEDIA

Over 7,000 Facebook likes

OTHER INTERESTS

Film / Movies

Books / Literature

Travel

Cooking

ATTENDANCE

77% of dance patrons attend more than four performances every year

DANCE TICKET BUYERS ARE MOTIVATED TO SEE SOMETHING NEW WHEN:

- New performance offers a discounted ticket
- New performance offers online video previews

TOP CROSSOVER CULTURAL ACTIVITIES:

Theater Performances • Broadway in Chicago, The Goodman, Steppenwolf, Chicago Shakespeare • Music Performances • Pritzker Pavilion, Harris Theater for Music and Dance, Ravinia, Chicago Symphony • Museums and Cultural Institutions • Art Institute, MCA, Lincoln Park Zoo, Chicago Cultural Center

*Source: Dance Ticket Buyer Research Survey 2014
Conducted by CBWhite Market Research and Strategy*

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