



WHO WE ARE

SeeChicagoDance.com is a program of Audience Architects, Chicago’s dance service organization. SCD.com 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.com’s Monthly Newsletters, Weekly Discount eBlasts and Dedicated eBlast opportunities.

Our advertising prices are based on organizational budget size. See our ad order 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

41% 18-44

59% 45-65

HOUSEHOLD

With children: 20%

Without children: 80%

SOCIAL MEDIA

Over 2000 Facebook Likes

Over 2600 Twitter Followers

OTHER INTERESTS

Film/movies

Books and Literature

Travel

Cooking

ATTENDANCE

77% of dance patrons attend more than 4 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

WHAT USERS ARE SAYING:

“Audience Architects is an invaluable resource for major organizations, emerging artists and new arrivals. It will be essential to inviting advocacy and encouraging support for the volume and diversity of dance in Chicago.”

— Zachary Whittenburg, Manager of Communications, Hubbard Street Dance Chicago

Source: Dance Ticket Buyer Research Survey 2014

Conducted by CBWhite Market Research and Strategy