



inside publications

MEDIA

2026

KIT

inside
Gymnastics
MAGAZINE

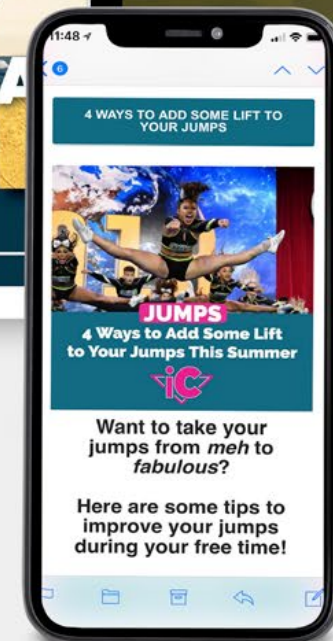
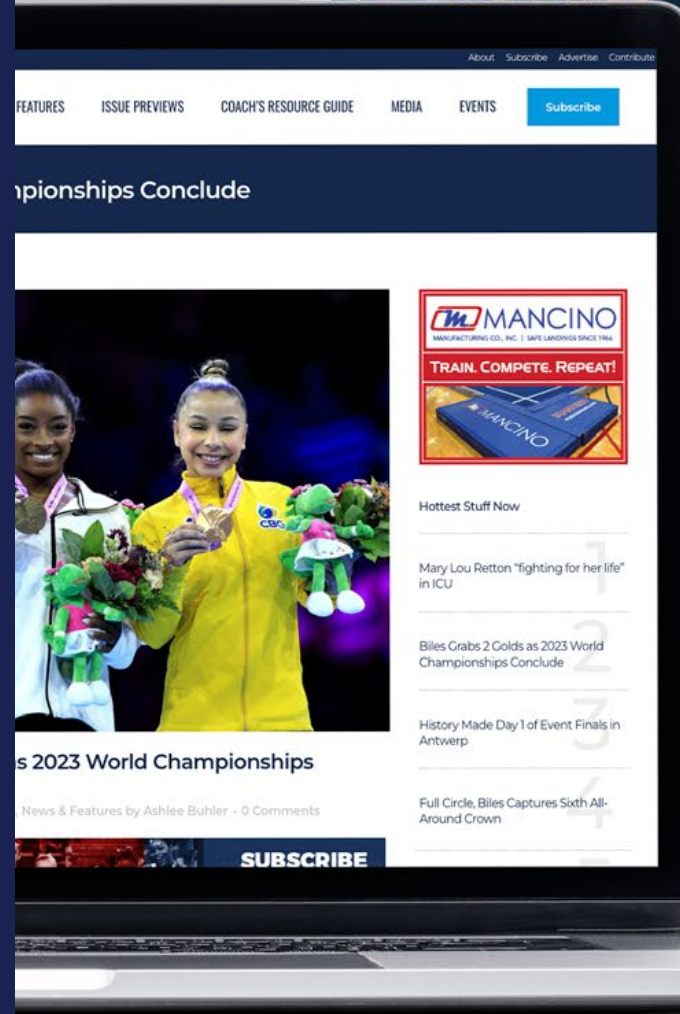
inside **DANCE**

inside
cheerleading
MAGAZINE



Inside Publications produces three bi-monthly publications and two annual publications for the **gymnastics, dance,** and **cheerleading** markets.

Our mission is to inspire, educate, and celebrate the cheerleading, dance, and gymnastics community by delivering empowering stories, expert insights, and vibrant coverage that showcase the passion, skill, and dedication of athletes at every level.





Reaching Your Audience On Every Platform

Our 360° Approach = Ultimate Visibility for Your Campaign!

PRINT

3 bi-monthly publications +2 annuals that are the go-to source for reaching an active, engaged audience!

Our readers are loyal, passionate and engaged with advertising campaigns.

Independent research shows magazines are at the top in engagement for consumer marketing.

Each of our magazines have a total distribution of around 20,000 which includes our gym/studio owner complimentary mail list.

ONLINE

Our websites contain engaging content and valuable resources, driving high traffic.

Campaign opportunities online include ad placement and event sponsorship.

E-NEWSLETTERS

Our e-newsletters reach nearly **80,000 subscribers**

Campaign opportunities include ad placements within e-newsletters and dedicated e-blasts.

SOCIAL MEDIA

Partnering with Inside Publications means gaining access to a powerful network, connecting your brand to our combined **1 Million +** engaged followers across our social media channels. Our engaged audiences look to us for the latest in industry trends, training tips, and the latest news.

Whether you're a **gymnast, coach, club owner, parent or fan**, *Inside Gymnastics* has something for everyone! Insightful articles, personality profiles, columns from Olympic legends, plus fashion, fitness, nutrition, product spotlights and more - all with stunning photography!

EDITORIAL CALENDAR

6 ISSUES PER YEAR

ISSUE	EDITORIAL THEMES	BONUS DISTRIBUTION	AD CLOSE
VOLUME 01	NEW YEAR FOCUS ISSUE 2026 Goal Setting • Fundraising 101 • NCAA Preview	+ INVITATIONALS	12/15/25
VOLUME 02	ROAD TO LA 2028 OLYMPICS ISSUE Artistic Evolution • Mental Resilience • Summer Camp	+ INVITATIONALS	2/9/26
VOLUME 03	NCAA COMMEMORATIVE ISSUE Celebrating Champions • Styles of Summer • Summer Training	+ CONGRESS AND NATIONALS	4/13/26
VOLUME 04	CONGRESS ISSUE 2026 Lovely Leo & Apparel Challenge • Sizzling Summer Products • U.S. Champs Preview	+ CONGRESS AND NATIONALS	6/8/26
VOLUME 05	50 MOST ARTISTIC ISSUE Looking Ahead to 2027 • Great Looks On & Off the Competition Floor • Tech Prep for the New Season		8/31/26
VOLUME 06	HOLIDAY ISSUE WITH GIFT GUIDE 2026 Worlds Recap • Holiday Gift Guide • Readers Choice Awards	+ INVITATIONALS	10/19/26



COMPETITIONS • PRODUCTS • COSTUMES
& FASHION • FITNESS • NUTRITION •
INDUSTRY NEWS + More!

For **dancers, teachers** and **studio owners** alike, *Inside Dance* delivers an all-access, fresh take on the world of dance. Features spotlighting conventions, competitions, tours and the commercial and professional side, plus choreography, fashion, fitness, entertainment and more – all with breathtaking photography!

EDITORIAL CALENDAR

6 ISSUES PER YEAR

ISSUE	EDITORIAL THEMES	BONUS DISTRIBUTION	AD CLOSE
VOLUME 01	DANCE EXCELLENCE: THE BEST SEASON YET The Power of Fundraising! • New Year, New Gear • Looking Ahead to the Competition Season!		12/12/25
VOLUME 02	DANCE ADVENTURES: PREP FOR SUMMER Recital Ready! • Spring Swag • Summer Intensives & Camps	+ 2026 COMPETITIONS	2/13/26
VOLUME 03	DANCE CONVENTION EXPERIENCE 2026 Tour Reveals • Summer Trends • Season in Review	+ SUMMER EVENTS	4/30/26
VOLUME 04	STRATEGIZING FOR SUCCESS IN 2027 Convention & Competition Tour Prep • Teacher Expo Season • Fundraising Goals	+ TEACHER EXPOS	6/19/26
VOLUME 05	THE FASHION ISSUE Costume & Fashion Couture • #BTS & Back to Studio Goals! • Winter Tour Stops	+ COSTUME SHOWS	8/28/26
VOLUME 06	DANCE CAREERS: BEYOND THE STAGE Ultimate Holiday Gift Guide • Winter Fashion that WOWS! • 2027 Vision Board	+ HOLIDAY SALES OPPORTUNITIES	10/16/26





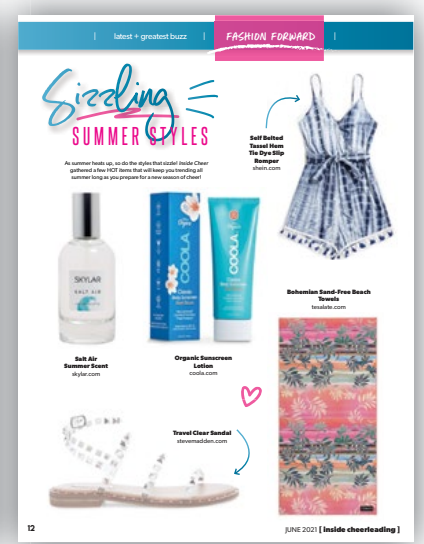
Inside Cheerleading magazine is your all-access pass to everything “cheer,” complete with engaging editorial, fashion segments, entertainment new, columns from fan favorites and stunning photography! PLUS, our special BizBUZZ section has content specifically designed for **industry professionals, gym owners, coaches, parents** and more! No matter the segment of the cheer industry, we have all the bases covered!

EDITORIAL CALENDAR

6 ISSUES PER YEAR

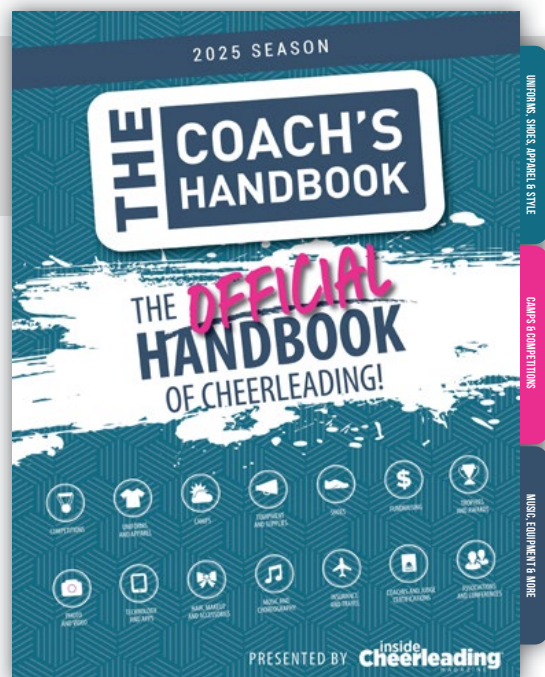
ISSUE	EDITORIAL THEMES	BONUS DISTRIBUTION	AD CLOSE
VOLUME 01	CHEERLEADING RESOLUTIONS The Power of Fundraising! • New Year, New Gear • Competition Season: Full Swing!		12/15/25
VOLUME 02	CAMP COUNTDOWN Camp Directory • Camp Fashion and Trends • End of Season Showdown	+ END OF SEASON CHAMPIONSHIPS	2/13/26
VOLUME 03	PLANNING FOR 2027 SEASON iC's Ultimate Uniform & Apparel Challenge • Planning for 2027 Season • End of season highlights	+ SUMMER COACH CONFERENCES	5/8/26
VOLUME 04	THE FASHION ISSUE New Season of Fashion • Game Day Synergy • Fundraising for the New Cheer Season		6/19/26
VOLUME 05	MASTERING YOUR SEASON GOALS Pink Awareness • Fab Fall Fashion • Holiday Prep		8/24/26
VOLUME 06	HOLIDAY ISSUE + GIFT GUIDE Ultimate Holiday Gift Guide • Mid-Season Mindset • 2027 is HERE!		10/19/26

COMPETITIONS • PRODUCTS • UNIFORMS & APPAREL • FITNESS • NUTRITION • INDUSTRY NEWS + More!



THE COACH'S HANDBOOK

THE OFFICIAL HANDBOOK OF **CHEER!**



With vendor listings by category, how-to articles, interviews with industry leaders and features on trends for the year, *The Coach's Handbook* is a must-have for cheerleading club owners, coaches and industry professionals.



THE COACH'S RESOURCE GUIDE

YOUR GO-TO GUIDE FOR **GYMNASTICS!**



With vendor listings by category, interviews with industry leaders and a comprehensive listing of meets/invitationals, *The Coach's Resource Guide* is designed with coaches and gym owners in mind!



DISTRIBUTION

- Nearly 5,000 All Star Cheer Programs and Gymnastics Clubs that Offer Cheer
- 12,000 High School Coaches and Advisors
- Events, Competitions and Conferences Throughout the Year
- Available for Reference and Viewing on InsideCheer.com

TOPICS

Competitions • Uniform & Apparel • Camps • Equipment & Supplies • Shoes • Photo & Video • Fundraising Web Design & Multimedia • Hair, Makeup & Accessories • Music & Choreography • Insurance & Travel • Trophies & Awards • Coach & Judge Certification • Associations & Conferences + Much More!

ARTWORK DEADLINE

5/12/26

BASIC LISTING

INSIDE CHEERLEADING
PO Box 88605
Atlanta, GA 30356
insidecheer.com

ENHANCED LISTING

inside Cheerleading
MAGAZINE
INSIDE CHEERLEADING
PO Box 88605
Atlanta, GA 30356
insidecheer.com

DISTRIBUTION

- Coaches, Club Owners and Industry Professionals at Virtually Every Gymnastics Club – Approximately 4,500
- Trade Shows, Conferences, Competitions and Camps Across the Country
- Digital Copies Available Through the Apple Newsstand and Amazon Marketplace
- Available for Reference and Viewing at InsideGym.com

TOPICS

Leotards • Apparel & Practicewear • Camps • Competitions • Equipment • Supplies • Trophies & Awards • Travel • Insurance • Music • Invitationals • Software • Fundraising • Careers + Much More!

ARTWORK DEADLINE

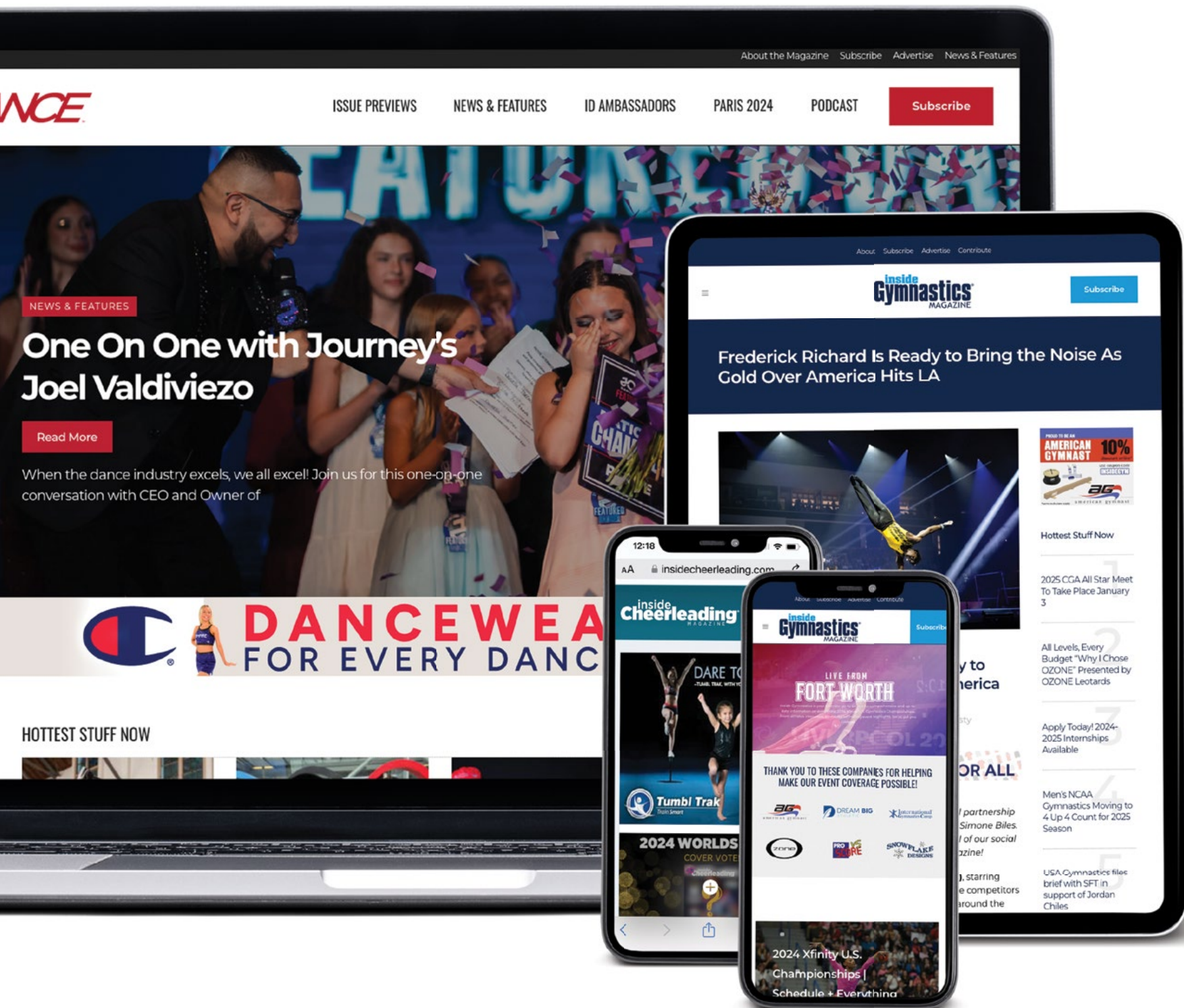
12/15/25

BASIC LISTING

INSIDE GYMNASTICS
PO Box 88605
Atlanta, GA 30356
insidegym.com

ENHANCED LISTING

inside Gymnastics
MAGAZINE
INSIDE GYMNASTICS
PO Box 88605
Atlanta, GA 30356
insidegym.com



Advertising on our website provides unparalleled access to an active and engaged audience of gymnasts, cheerleaders, dancers, and their supporters. With a dedicated following that trusts us for the latest updates and insights, your brand can connect with a community passionate about their sport. Partnering with us means placing your brand in front of loyal readers who trust our content and are ready to connect with brands that support their passions.

WEB RATES

2 consecutive month minimum required for all web banners

HOME PAGE LEADERBOARD

Position your brand front and center with premium ad placement directly beneath our main banner, ensuring high visibility to all visitors as soon as they land on our site.

SIZE	RATE
1200 w x 120 h PIXELS	\$2,000 PER MONTH

HORIZONTAL BANNER*

Engage readers as they explore our content with a prominent horizontal banner seamlessly integrated within our articles.

SIZE	RATE
1200 w x 120 h PIXELS	\$700 PER MONTH

INTERIOR LARGE*

Maximize your visibility with a strategically placed sidebar ad that captures the attention of visitors while they browse our engaging content.

SIZE	RATE
300 w x 250 h PIXELS	\$500 PER MONTH

E-NEWSLETTER

Capture attention with a banner ad in our e-newsletter, ensuring your brand catches the eyes of nearly 80,000 subscribers.

SIZE	RATE
600 w x 150 h PIXELS	\$600 PER MONTH

** These ads show in rotation with other ads*

EVENT SPONSORSHIP RATES

Take your brand to the next level by sponsoring a championship event, where top athletes showcase their skills and determination. With your sponsorship, you'll gain unmatched exposure to a passionate audience eager to support their favorite teams and athletes.

\$1,500 PER EVENT

INCLUDES:

- Logo on all print & web coverage
- Banner ad in exclusive rotation on event home page
- Banner ad appears in all e-newsletters sent during the event with link to your site
- Dedicated social post during event

Winter Cup • NCAA Championships • U.S. Classic • U.S. Championships • World Championships

SOCIAL MEDIA RATES

1 MILLION + COMBINED FOLLOWERS ON SOCIAL MEDIA

MORE THAN ANY OTHER MEDIA OUTLET IN OUR INDUSTRIES!

Partnering with Inside Publications means gaining access to a powerful network, connecting your brand to our combined 1 million + engaged followers across our social media channels. Our engaged audiences look to us for the latest in industry trends, training tips, and the latest news. Collaborate with Inside Publications to reach an active and passionate community eager to discover brands that support their athletic journey.

PHOTO OF THE DAY SPONSORSHIPS

INSTAGRAM + FACEBOOK

Our **Photo of The Day** feature on social media includes sponsor logo on the graphic, tag, mention in the text of the caption, and a collaboration request. Photos featured are from our archives of the last 20 years with a fun look at some of the most popular personalities from high profile events!

5 POSTS	\$475
10 POSTS	\$875
15 POSTS	\$1,275
30 POSTS	\$2,450

Note: Photos will be spread out over several months.

SOCIAL MEDIA SPONSORSHIPS + COLLABORATIONS POSTS

INSTAGRAM + FACEBOOK

Elevate your brand with a social media sponsorship that connects you directly to a community of passionate athletes and fans. Sponsorship post includes your image, up to 40 words of copy, tag, and a collaboration request.

1 POST	\$450
2 POSTS	\$750
3 POSTS	\$1,250

NCAA SPONSORSHIPS

@INSIDEGYM ONLY | INSTAGRAM + FACEBOOK

Tumble into the excitement of NCAA Gymnastics! Our NCAA sponsorship posts include **Meet / Routine of the Week** or **Weekly Rankings**, where dedicated fans tune in to see the biggest matchups and how their favorite teams stack up in the competition.

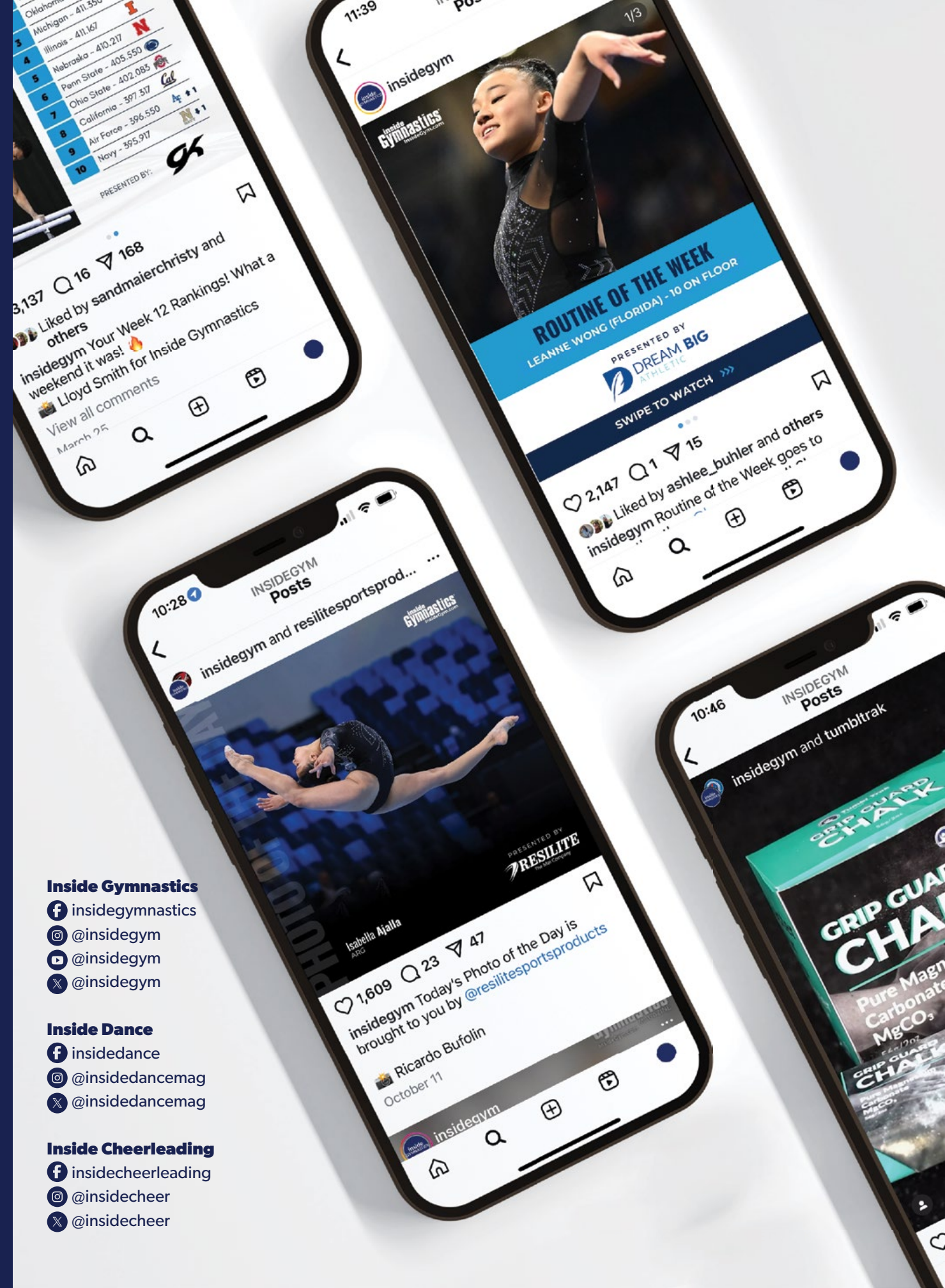
1 POST MEN'S OR WOMEN'S	\$350
2 POSTS MEN'S AND WOMEN'S	\$650

INSIDE BUZZ VIDEO SPONSORSHIP

@INSIDEGYM ONLY | INSTAGRAM, FACEBOOK + YOUTUBE

Our weekly **Inside Buzz** video feature includes sponsor logo and/or a 10 second video ad at the lead of clip, tag, mention in the text of the caption, and a collaboration request. Videos include the top 5 things that have the gymnastics community buzzing each week!

1 VIDEO	\$375
3 VIDEOS	\$1,000
5 VIDEOS	\$1,650



Inside Gymnastics

- f insidegymnastics
- @insidegym
- @insidegym
- @insidegym

Inside Dance

- f insidedance
- @insidedancemag
- @insidedancemag

Inside Cheerleading

- f insidecheerleading
- @insidecheer
- @insidecheer

RATES PER MAGAZINE

INTERIOR POSITIONS	1X	3X	6X
FULL PAGE	\$2800	\$2600	\$2400
1/2 PAGE	\$1900	\$1800	\$1700
1/3 PAGE	\$1700	\$1600	\$1500
1/4 PAGE	\$1400	\$1350	\$1300
2-PAGE SPREAD	\$3900	\$3700	\$3500

PREMIUM POSITIONS	1X	3X	6X
INSIDE FRONT COVER	\$3800	\$3600	\$3400
INSIDE BACK COVER	\$3800	\$3600	\$3400
BACK COVER	\$4600	\$4500	\$4400

ADDITIONAL PRINT POSITIONS	RATE	DETAILS
MARKETPLACE AD	\$250	2" x 2" 4-color Ad
HOLIDAY GIFT GUIDE	\$300/item	Includes photo and up to 30 words of text

MULTI-MAGAZINE DISCOUNT

Commit to at least 18 print insertions across two or more of our magazines and receive a 10 percent discount on your campaign, plus six months of BONUS online advertising!

**YOUR
> AD <
HERE**

QUINERcorner

The Quiners - Elliana, Caroline, Rachel, Savannah, Michelle and Jillian are a family that dances! Living in Long Valley, New Jersey, their love for dance and each other is apparent, and with all six sisters dancing in the same direction - and succeeding at every level - you'd think there just might be a little bit of ego and a little bit of competition - but you'd be wrong. They're completely grounded, self-driven and supportive of each other.

Inside Dance is teaming up with this super six to talk all things dance and life, and the ultimate balancing act of it all. In this inaugural installment, we asked the Quiners: With the busy performance and competition season here, how do you balance your schedules and maintain a healthy dance/life balance?

"During this busy time of the year, I make sure I'm drinking plenty of water each day. It's super important to stay hydrated when you are dancing nonstop. I also make sure to rest wherever I can. I love using my massage gun at night, especially when my muscles are really sore."



"To be honest, I do feel like a mess a lot of the time during this season. But I think one of the most important things to do is to make sure you're taking care of your body. I always have a water bottle with me in case of an emergency. Focus on the things you need to do and don't let anything distract you. And just remember, this season is here to stay, so you never know when you might change."

CAROLINE (14)

"It can be very easy to get overwhelmed, so I think it's important to stay present. We also try to take one day off per week (usually Sunday). It's important to give yourself time to relax and recover and do something other than dance. On really busy days, I often bring my school work in the car. I sometimes fall behind in school, so adjustments like that help me maximize my time."

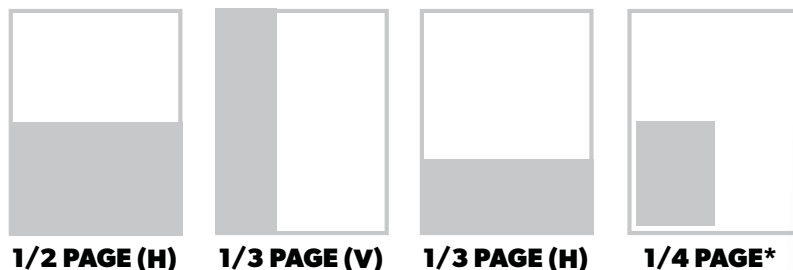
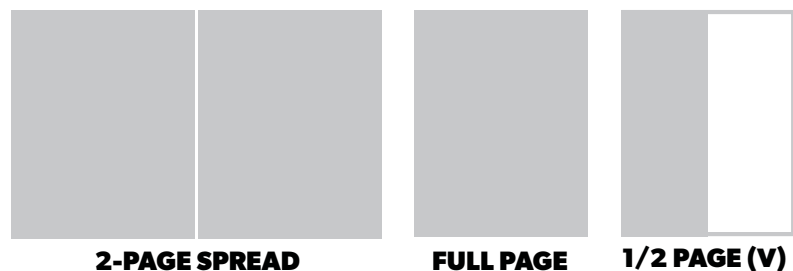
RACHEL (16)

"Balancing dance and school is always super difficult! Since we're homeschooled, I try to get a lot of school done in the morning and do the rest in the car on the way to NYC. We have also started doing meal prep on Sunday afternoons when our schedule allows. We play some fun music in our kitchen and cook together!"

JILLIAN (24)

"Planning ahead is a good way to pursue balance between commitments and activities! I've found that creating a schedule for each week and each day during busy seasons like the performance and competition circuit helps maintain focus and care of your body, so thinking ahead to how best to meet your nutritional, exercise, and sleep needs is useful for ensuring you can function at an optimal level and keep your regular workload manageable. All in all, identifying and anticipating what is most important to you during a busy season helps keep you going and maintain balance in your life."

Follow the Quiners! @quiner_sisters • @rachelquiner • @caroline_quiner • @michellequiner • @ellianaquiner • @savannahquiner • @jillianquiner



COACH'S RESOURCE GUIDE

AD SIZE	BLEED SIZE	TRIM SIZE
FULL PAGE	7" x 9.375"	6.75" x 9.125"
1/2 PAGE	7" x 4.625"	6.75" x 4.375"
1/4 PAGE	4.5" x 4.5"	4.25" x 4.25"
2-PAGE SPREAD	13.75" x 9.375"	13.5" x 9.125"

ALL OTHER PUBLICATIONS

AD SIZE	BLEED SIZE	TRIM SIZE
FULL PAGE	8.125" x 10.75"	7.875" x 10.5"
1/2 PAGE	8.125" x 5.5"	7.875" x 5.25"
1/4 PAGE	3.875" x 5.125"	3.625" x 4.875"
2-PAGE SPREAD	16" x 10.75"	15.75" x 10.5"

ACCEPTED FILE FORMATS

- PDF X-1a (preferred)
- JPG & TIFF (300 dpi)

Files submitted in the wrong color, space or size could result in print errors.

FOR MORE INFORMATION on sizing options and artwork guidelines contact: info@insidepubs.com



*1/4 page ads will be inset (white border around the ad), they will not bleed off the page.

STAND OUT from the Competition

ADDITIONAL PRINT OPPORTUNITIES AND ADD-ONS AVAILABLE!

YOUR
AD
HERE



COVER WRAPS



LOOK BOOKS



PRINT SPONSORSHIPS



INSERTS



BELLY BANDS



STICKERS AND POST-IT NOTES



CUSTOM PUBLISHING

Need help designing an ad? Creating a brochure? Developing marketing materials? Creating graphics? We can help your company with all of your design, production and marketing needs! Let us know the scope of your project, and we'll provide a custom quote and then go to work for you!

YOUR 360-DEGREE CAMPAIGN!

In addition to the options available in this media kit, ask your sales rep about our 360 Custom Proposals. These comprehensive year-round programs bundle a full spectrum of our mediums, including print, web, social media, e-newsletters and more, all with a convenient quarterly payment option.

Magazines Deliver!

Trust & Engagement

Magazines score higher than internet, television and other mediums on engagement attributes. Readers find content "more trustworthy, inspiring, and life-enhancing" and their engagement with ads is significantly stronger than other mediums.

SOURCE: 2021 MPA RESEARCH FACTBOOK

Purchase Inspiration

Magazines are one of the highest indexing mediums that inspire consumer purchases. Time of interaction plus level of engagement leads to purchase intent.

SOURCE: MRI-SIMMONS MULTI-MEDIA STUD

Longevity and Interaction

Readers view magazines multiple times on first read plus reference issues over and over. 30% of general magazine readers report keeping issues forever.

SOURCE: TRENDENCY RESEARCH, JUNE 2021

Pass-Along = More Eyeballs

Studies show magazines have an average pass around rate of 6. With distribution to sports and arts facilities across the country, our magazines often even exceed that pass around rate.

SOURCE: MRI, FALL 2020 GFK REPORT

What neuroscience says about why magazine ads work!

More Focused Attention, Less Distractions

Higher Comprehension, Recall

Stimulate Emotions & Desire

Drives Sensory Involvement, Leading to Reader Connection

inside
Gymnastics
MAGAZINE

inside
DANCE

inside
Cheerleading
MAGAZINE

Let Us Help You Plan Your Campaign!

The Inside Publications Sales & Partnership Team is here for all of your marketing needs!



Chris Korotky
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