



WHAT IS SDL

SDL (Street Dance Lifestyle) is an online magazine that started in 2006 and launched its first interview January 2007. SDL will be featuring new volumes three times a year, of which each volume will be hosted on- line for four months. In addition, there is a monthly pod cast added, which launched in 2008.

SDL's main purpose was to interview dancers from all over the world in various dance styles primarily urban dance. Also including musicians, DJ's, music producers and artists in general; Showing a connection between dance, music, fashion and art. The interviews can be viewed by going to www.themovementfoundation.org (SDL Magazine tab).

WHO WE ARE

The Ultimate Information Culture Guide to Dance, Music, Fashion and Art

SDL (Street. Dance. Lifestyle) is a online magazine that will show and feature many individuals and companies from around the world to show how they connect Dance, Music, Fashion and Art to their lifestyle, at the same time give insightful information to how the reader can apply this to their everyday lives as well.

Editorial Mission

Our mission is to stay true to what we represent, which is a culture. Moreover, to bring fresh content, up to date, and quality information to our readers. In addition, creating a passionate and loyal following:

- + Exclusive interviews from Dancers, Music producers, and Artist,
- + Music reviews from a wide genre of taste
- + Latest up and coming fashion trends
- + Local parties and various events held around the city and worldwide
- + Cutting edge product reviews

Trendsetting Readership

SDL attracts a special segment of consumers who, like the lifestyle itself, are on the Leading edge of trends and music knowledge who:

- + Are curious about the world of dance and music, fashion and Art
- + Are first to try new products and services and influence others

- + Lead value-driven lives and invest in quality
- + Are proactive about their health and well-being

CLOSING DATES/ VOLUME RELEASE:

Issue Date Material

January ~ April
May ~ Aug
September ~ December

due Date

October
February
June

On-Sale Date

December 1
April 1
August 1

SDL Magazine