



Blissnetwork
LIFESTYLE MEDIA GROUP

2015 MEDIA KIT

WELCOME TO BLISS



“NOTHING IS MORE IMPORTANT THAN RECONNECTING WITH YOUR BLISS. NOTHING IS AS RICH. NOTHING IS MORE REAL.”

—Deepak Chopra

THE MISSION OF THE BLISS NETWORK is to connect community, offer meaningful inspiration, educate readers on real-world sustainable solutions, showcase people finding balance in their lives and pursuing dreams, and to provide suggestions for practice. The aim of our magazines and digital platforms is to empower readers with tools that allow them to live with balance, integrity, and vitality.

We're located and distributed in the nation's center for innovation, spiritual study, creativity, health and fitness. We offer advertisers unmatched opportunities to reach and interact with influential readers through our highly targeted and tightly managed distribution program.

LA YOGA connects thousands of yoga students, teachers, studio owners, and balance-seekers with information on how to integrate yoga in the modern world. We profile teachers, feature events, showcase people changing communities, share vegetarian recipes, include Ayurvedic and health knowledge, and go backstage with musicians, filmmakers, and other artists.

We invite you to partner with us on this life-changing content delivery. Influence trend-setters, share innovative stories, products and services, and enhance people's lives.

DISTRIBUTION & CIRCULATION



LA YOGA

**50,000 PRINT COPIES
PLUS 10,000 DIGITAL SUBSCRIBERS.**

LA Yoga is distributed to hundreds of carefully selected and monitored locations throughout Southern California.

YOU WILL FIND US AT:

Yoga Studios, Retreats, Health Food Stores, Pilates Centers & Gyms, Spiritual Centers, Coffee Shops, Teacher Trainings, Holistic Health Centers, Green Expos, Yoga Conferences, Food Festivals, Music Festivals, Health Fairs and other locations.



PHOTO: DAVID YOUNG-WOLFF

LA YOGA EDITORIAL



FEBRUARY FOCUS ON FILM

FOCUS ON FILM ISSUE | PARTNER YOGA | CROSS-TRAINING
SNOWBOARDING | APHRODISIAC FINGER FOODS

MARCH LA MARATHON/ANIMALS

HOLISTIC PET PRODUCTS | RUNNING IN THE LA MARATHON
CROSSFIT CROSS-TRAINING

APRIL SPRING FASHION

SPRING FASHION GUIDE | LA NATIONAL WALKING MONTH
ROUND-UP OF SPRING CLEANSERS

MAY SPRING FOOD

SPRING FOOD ISSUE | AROMATHERAPY | KIDS YOGA AND
SUMMER CAMP GUIDES | YOGA OVER 50 | CYCLING

JUNE TEACHER TRAINING

TEACHER TRAINING GUIDE | YOGIS WITH MANY PROFESSIONS
HOW TO CHOOSE A YOGA VACATION | GOLFING

JULY/AUG SUMMER READING

STAND UP PADDLEBOARD AND YOGA | SUMMER READING
GUIDE | HOW TO STAY HYDRATED

SEPT FALL FASHION

FALL FASHION STYLE GUIDE | MUSIC FOR YOGA
HOW CAN PILATES HELP YOUR YOGA PRACTICE?

OCT YOGA TECHNOLOGY

INNOVATION IN YOGA PRODUCTS | YOGIC ENTREPRENEURS
SPINNING | PRODUCTS FOR YOUR HOME STUDIO

NOV FOOD ISSUE

GUIDE TO SUPERFOODS | HOLIDAY GIFT GUIDE | SELECTING
THE DIET THAT IS RIGHT FOR YOU | THE BARRE PHENOMENON

DEC WINTER TEACHER TRAINING

TEACHER TRAINING GUIDE | MINDFULNESS | MINDFUL
HOLIDAYS | MINDFUL GIFTS | SKIING AND SNOWSHOEING

GROUND-BREAKING STYLE



PHOTO: DAVID YOUNG-WOLFF

LA YOGA RATES



LA Yoga is out and about every week supporting community events and programs. This ongoing community outreach provides a variety of opportunities for our advertising partners through product sampling, gift bags, give away contests and other creative programs coordinated with our social media channels.

AD SIZE	1X	3X	6X	10X
Full Page Spread	4,790	4,300	3,840	3,360
Full Page	2,830	2,550	2,270	1,990
2/3 Vertical	2,170	1,960	1,740	1,530
1/2 Horizontal	1,640	1,480	1,310	1,140
1/3 Column	1,085	980	870	765
1/3 Square	1,085	980	870	765
1/4 Page	820	745	660	570
1/6 Page	545	500	445	385
Back Cover	1,225*	1,175*	1,125*	1,075*
Inside Front Cover	665*	615*	560*	510*
Inside Back Cover	665*	615*	560*	510*

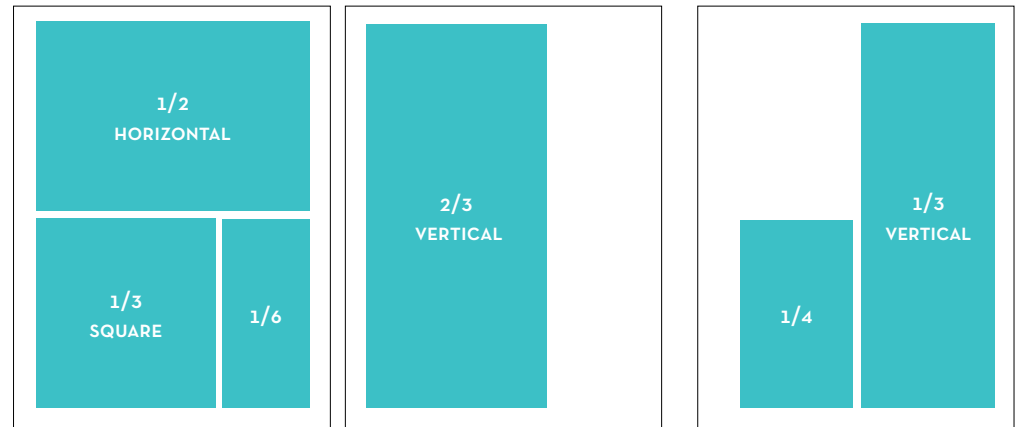
**added to standard full page rate*

YOGA STUDIO GUIDE

Studio Profile	195	195	195	195
Studio Listing	35	35	35	35

SPECS & SCHEDULES

ISSUE	AD CLOSE	ARTWORK DUE
February	Jan 14	Jan 16
March	Feb 18	Feb 20
April	Mar 18	Mar 20
May	Apr 15	Apr 17
June	May 20	May 22
July/August	Jun 17	Jun 19
September	Aug 19	Aug 21
October	Sep 16	Sep 18
November	Oct 14	Oct 16
December/Jan	Nov 18	Nov 20



ALL ADS

Please provide a PDF/x-1a, PDF/x-4 or PDF/x-4 to: Art@layoga.com

BLEED SAFETY:

Keep all live matter 1/4" from the trim size on all four sides.

LIVE AREA:

All critical matter must be kept within the non-bleed live area dimension. Add 1/8" on each side of center line of spine for safety margin.

IMPORTANT NOTE: Do not add borders, lines or shadows around the edge of your ad. Our production team will create a border when necessary.

ALTERATIONS TO ARTWORK, AND LATE ARTWORK PENALTY:

We may charge a small penalty for late artwork. If your advertisement does not meet our production requirements it may be necessary for us to alter and adjust your artwork. If this is the case we may charge an additional artwork penalty fee.

UNIT	BLEED	TRIM	LIVE
2-PG. SPREAD	17.25 X 11.375"	16.75" X 10.875"	15.75" X 9.875"
FULL-PAGE	8.875" X 11.375"	8.375" X 10.875"	7.375" X 9.875"
1/3 VERTICAL +FP	3.375" X 11.375"	2.875" X 10.875"	2.375" X 9.875"
2/3 VERTICAL	4.875" X 9.875"		
1/2 HORIZONTAL	7.375" X 5"		
1/3 SQUARE	4.875" X 5"		
1/3 VERTICAL	2.375" X 9.875"		
1/4 VERTICAL	3.6" X 5"		
1/6 VERTICAL	2.375" X 5"		

DIGITAL ADVERTISING

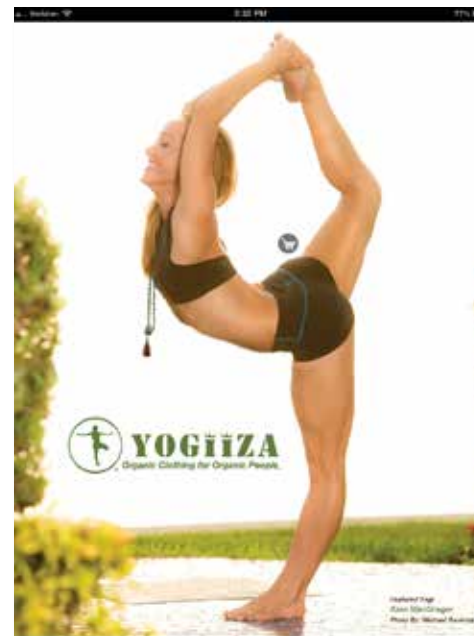
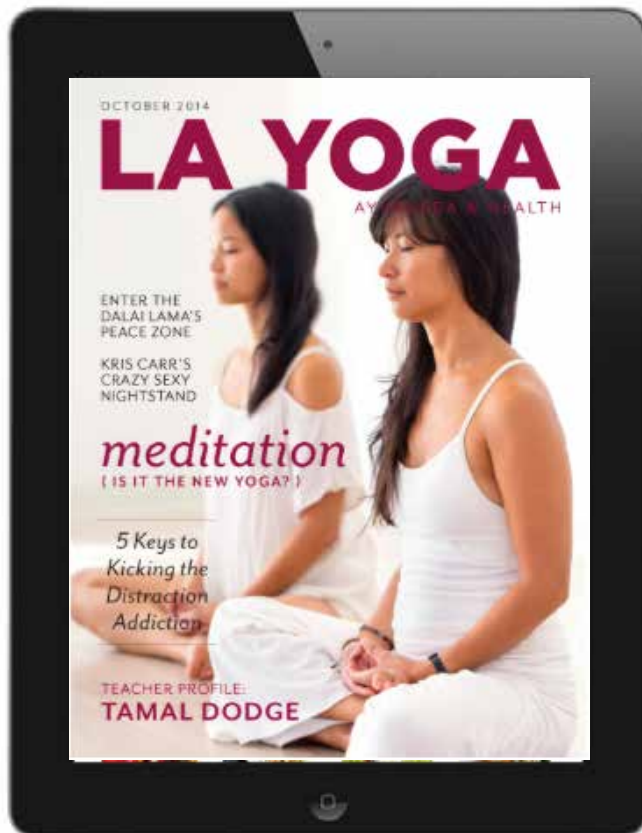
All print advertisers enjoy additional exposure through a browser flip book and an app-based digital edition of LA Yoga magazine. A variety of interactive options are available to enhance the power of your ad.



APP ADVERTISING - SHOPPING CART

Sell your products right from your ad!

Introducing a one click buying experience. When readers click on the cart icon alongside an item in your ad a window scrolls up showing the exact item in your online store.



SHOPPING CART ICONS

LA YOGA MAGAZINE

Tap to open - \$50
Open on flip - \$100



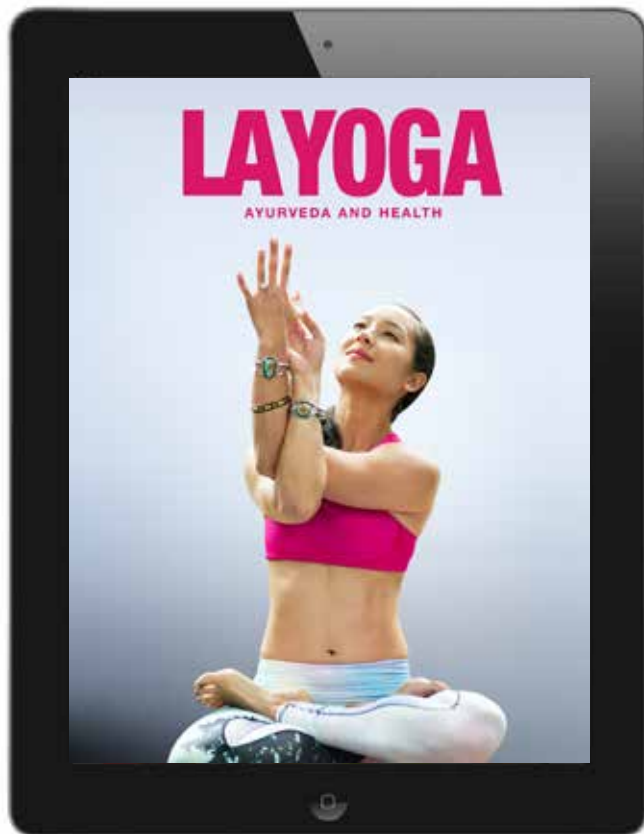
FIND BLISS MAGAZINE

Tap to open - \$25
Open on flip - \$50

APP ADVERTISING - VIDEO

Educate potential customers with video!

Videos engage and educate readers and bring your mission statement to life. Show your television ad or utilize great video clips of your CEO telling the company story.



EMBEDDED VIDEO

LA YOGA MAGAZINE

Tap to open - \$50

Open on flip - \$100



FIND BLISS MAGAZINE

Tap to open - \$25

Open on flip - \$50

WEB AND EMAIL ADVERTISING

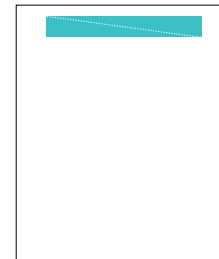
A wide variety of digital advertising opportunities through website and newsletters banner ads effectively drives qualified customers to your website or event.



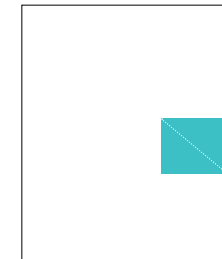
FACEBOOK BOOSTS
\$500, \$1,000, \$1,500 and \$2,000

FILM SCREENINGS \$1,000

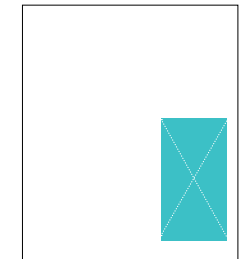
Website Advertising Opportunities



LEADERBOARD
Size: 728 X 90
Cost: \$15 CPM

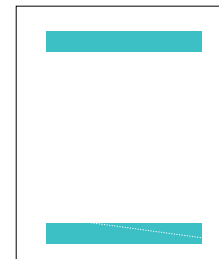


SIDE BOX
Size: 300 X 250
Cost: \$10 CPM

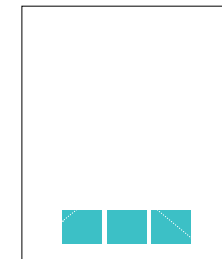


HALF PAGE
Size: 300 X 600
Cost: \$10 CPM

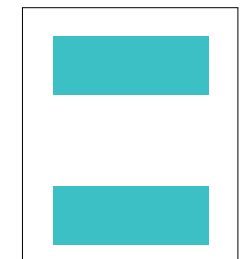
Weekly News Advertising Opportunities



BANNER
Size: 468 X 60
Cost: \$100/\$75



SPONSOR BOX
Size: 180 X 150
Cost: \$50/week



TEXT BOX
\$150/week
PROMOTIONS
\$250/week

ALL ARTWORK

to be submitted 100% at 72dpi, jpg or gif format. Please do not submit layered psd files.

APP SOCIAL SHARING

Revolutionary new technology allows readers to instantly share small clips of items or full pages with their friends or complete fan base.



TESTIMONIALS

“After advertising in both LA Yoga and Find Bliss Magazines for almost a year, I feel like my company has been well exposed to the general yoga community in the California area. I received one particularly good distribution deal exclusively in Japan out of it and an increase in retail sales on my website. Thanks!!!

DIDI WONG, CHAKRAS BY DIDI

Thanks you for all of your efforts during the Yogi Tea planning process. LA Yoga is the only regional publication on the schedule.

JOANNE SAUNDERS, RK MEDIA SOLUTIONS

“Find Bliss and LA Yoga have been instrumental in spreading the word about my malas, my passion and my brand. My dream clients are reading this magazine and due to my advertising with them, I have received many wonderful referrals and inquiries. My work with LA Yoga/Find Bliss has taken Jewels of Saraswati to the next level of recognition.”

SARASWATI ZAVLUNOV, JEWELS OF SARASWATI

“I advertise with three different magazines in the country and LA Yoga nets me the biggest results.”

ROBIN LEE, GRATITUDE UNLIMITED INC.

SHASHI Cool Feet Socks considers its marketing partnerships carefully. Our selection of FIND BLISS and LA YOGA has been extremely successful for us in bringing our product in front of the valuable Southern California market. FIND BLISS and LA YOGA has the ideal audience to promote our name, brand and growing line of products.

NATALIE LERCH SUDIT, SHASHI COOL FEET SOCKS

“There is never a time when I am not inspired by some gem I’ve discovered in LA Yoga.”

LAUREN LANDRESS, PUBLIC AFFAIRS, SELF-REALIZATION FELLOWSHIP

“Not only do I appreciate LA Yoga’s thought-provoking content and that they are a free resource for Angelenos, but I also have found that Skirball audiences often cite “LA Yoga” as a good source for learning about what is new at the Skirball!”

LISA DELGIN, MARKETING & SOCIAL MEDIA SPECIALIST, SKIRBALL CULTURAL CENTER

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LIFESTYLE MEDIA GROUP

THANK YOU
