



Blissnetwork
LIFESTYLE MEDIA GROUP

2016 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 both 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 centers 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.

Find Bliss educates, informs, and inspires readers with beautiful visuals, expert advice, and powerful stories. Within our four editorial cornerstones of food, home, spa, and practice, we profile spas and treatments, interview chefs, show inspirational homes and gardens, feature nutritious and delicious recipes, and provide a comprehensive and user friendly event calendar.

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

LA YOGA EDITORIAL



FEBRUARY
FILMMAKING AND STORYTELLING

FILMMAKERS INFLUENCED BY SPIRITUALITY (HONORING THE OSCARS) HOW TO SET UP AN AT-HOME SPA DAY | AN ENLIGHTENED GUIDE TO WINE | WHERE TO FIND SPIRITUAL FILMS | GUIDE TO INDOOR CYCLING PROGRAMS

MARCH
ACRO YOGA COMPANION ANIMALS

ACRO YOGA TRENDS AND COMMUNITY | THERAPY ANIMALS HOW TO COOK FOR YOUR DOG | YOGIS AND THEIR CATS DISCIPLINE AND RUNNING A MARATHON IN LIFE

APRIL
PROPS FOR YOUR PRACTICE

FEATURE ON YOGA PROPS AND SETTING UP YOUR PRACTICE NATIONAL WALKING MONTH | GUIDE TO SPRING CLEANSSES GUIDE TO SUMMER FESTIVALS | A GUIDE TO YOGA MATS

MAY
SPRING FOOD AND KIDS ISSUE

SPRING FOOD ISSUE | PICNICS AND WEDDINGS | KIDS YOGA AND SUMMER CAMP GUIDES | GUIDE TO KIDS MEDIA | THE LATEST IN DANCE AND FUSION PROGRAMS | WHERE TO PRACTICE YOGA OUTSIDE IN LA | OBSTACLE COURSES AND CROSS TRAINING

JUNE
YOGA TEACHER TRAINING GUIDE

HOW TO CHOOSE A YOGA VACATION | YOGA AND GOLFING THE EVOLUTION OF AERIAL YOGA | TENNIS AND YOGA

JULY / AUGUST
YOGA AND THE OCEAN

SURFING, SURFERS AND YOGA | KITE SURFING | NON-PROFITS CLEANING UP OUR OCEANS | SUMMER READING GUIDE GUIDE TO WATER BOTTLES | GUIDE TO HYDRATION DRINKS

SEPT
FALL FASHION AND MUSIC

FALL FASHION | MUSIC FOR YOGA | GUIDE TO YOGA MUSIC HOW TO MAKE A MOTIVATIONAL PLAYLIST | SPEAKERS TO PLAY MUSIC FOR YOUR PRACTICE

OCT
TECHNOLOGY AND WELLNESS

TECHNOLOGY AND MEDITATION (TRENDS AND VIRTUAL REALITY) FITNESS MONITORS | THE GROWING ONLINE YOGA COMMUNITY HOW TO READ BEAUTY PRODUCT LABELS | WALKING MEDITATION PRACTICE

NOV
FOOD, GRATITUDE AND HEALTH

SETTING A HOLIDAY TABLE | HEALTHY PARTY BUFFETS PRACTICING GRATITUDE WITH FAMILY | PRACTICES TO STRENGTHEN DIGESTION | PRACTICES TO STRENGTHEN THE IMMUNE SYSTEM

DECEMBER / JANUARY
TEACHER TRAINING GUIDE

WINTER TEACHER TRAINING GUIDE | HOW TO SET UP A PERSONAL YOGA RETREAT | POWER OF RITUAL AND INTENTION | WEIGHT AND STRENGTH TRAINING AND YOGA | HOW TO CHOOSE A TEACHER

GROUND-BREAKING STYLE

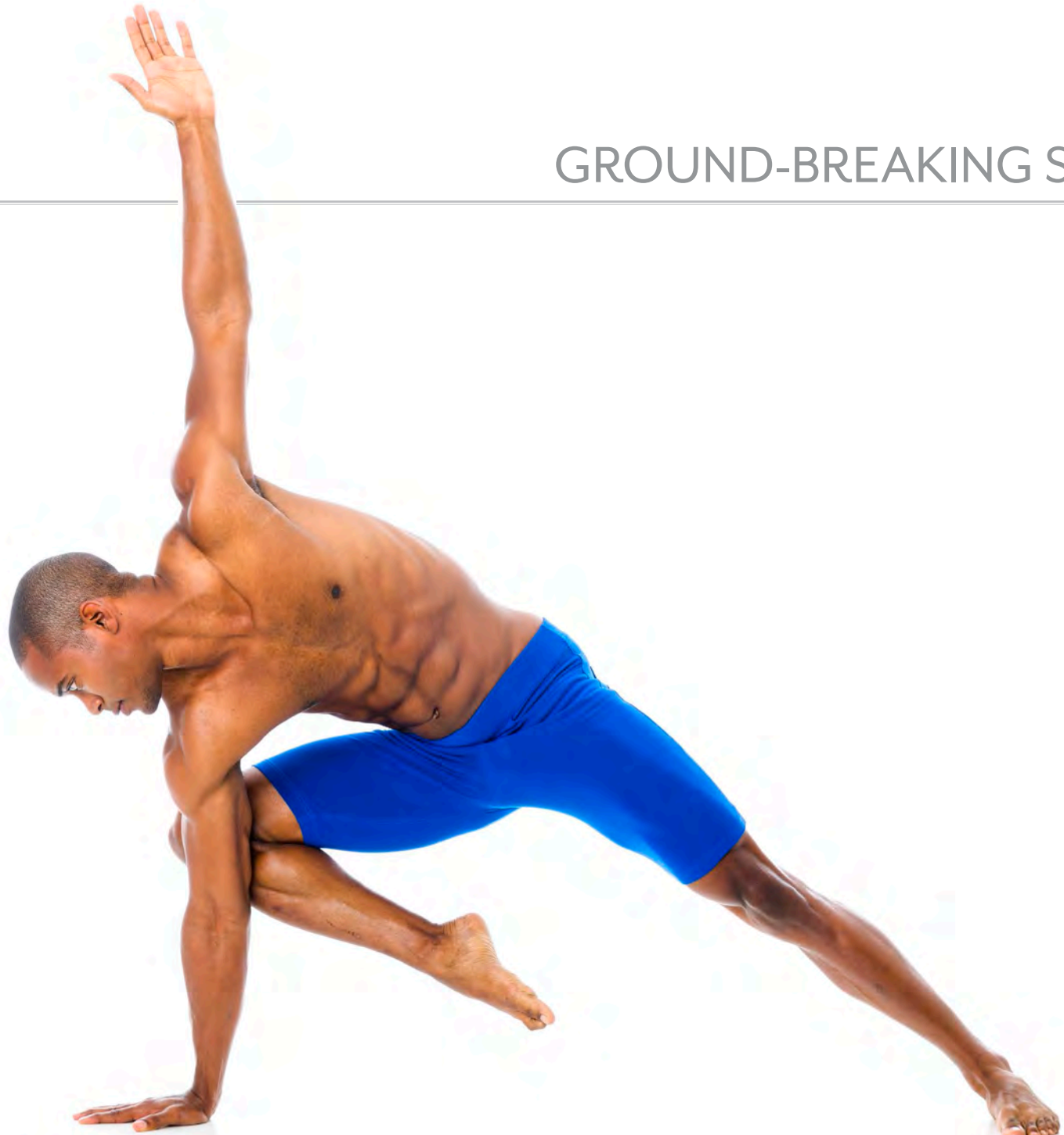
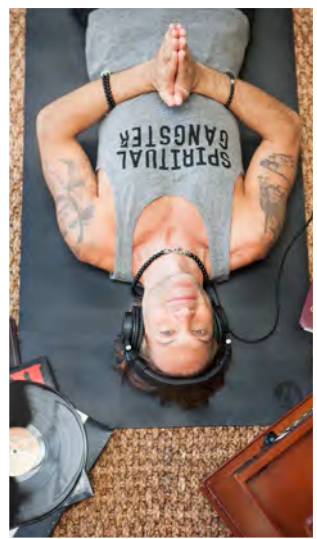


PHOTO: DAVID YOUNG-WOLFF

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*

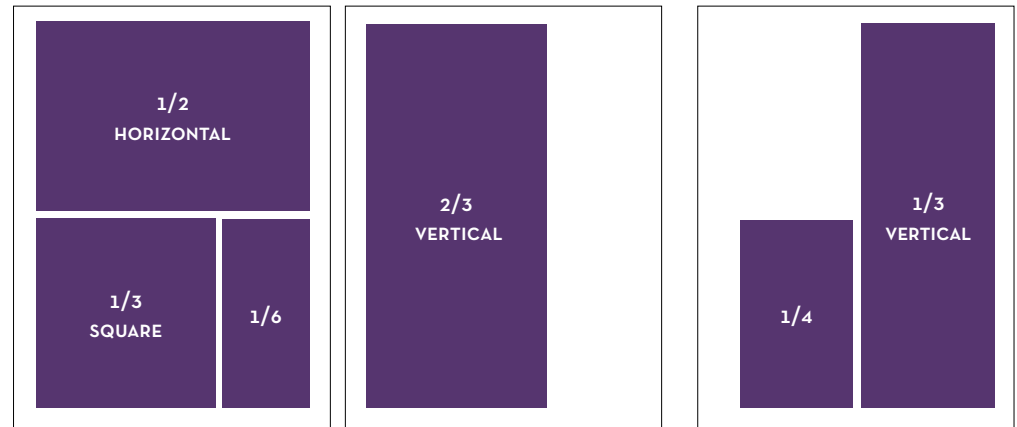
**added to standard full page rate*

YOGA STUDIO GUIDE

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

SPECS & SCHEDULES

ISSUE	AD CLOSE	ART DUE	ON SALE
February	Jan 13	Jan 15	Jan 26
March	Feb 17	Feb 19	March 1
April	March 16	March 18	March 29
May	April 13	April 15	April 26
June	May 18	May 20	May 31
July/August	June 15	June 17	June 28
September	Aug 17	Aug 19	Aug 30
October	Sept 14	Sept 16	Sept 27
November	Oct 12	Oct 14	Oct 25
December/Jan	Nov 16	Nov 18	Nov 29



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 4.875"		
1/3 SQUARE	4.875" X 4.875"		
1/3 VERTICAL	2.375" X 9.875"		
1/4 VERTICAL	3.6" X 4.875"		
1/6 VERTICAL	2.375" X 4.875"		

DIGITAL ADVERTISING

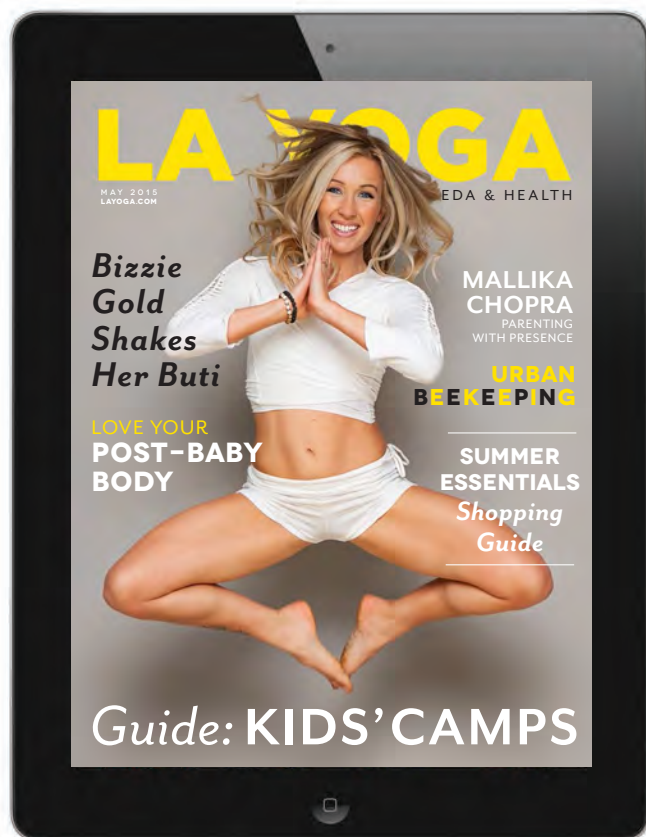
All print advertisers enjoy additional exposure through a browser flip book and an app-based digital edition of LA Yoga magazine. A variety of interactive options are available to enhance the power of your ad.



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.

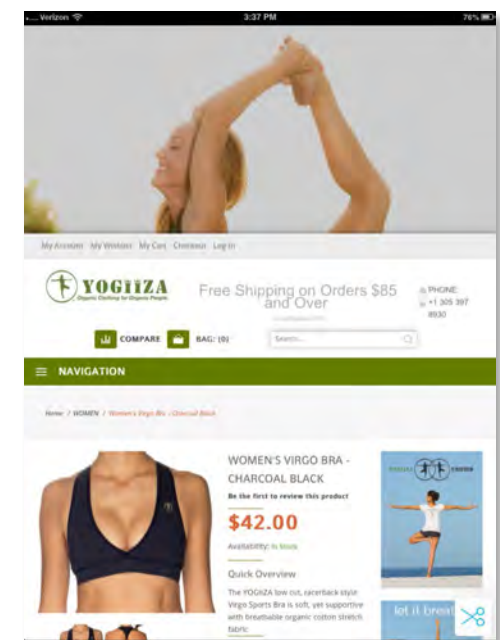


SHOPPING CART ICONS

LA YOGA MAGAZINE

Tap to open - \$50

Open on flip - \$100



FIND BLISS MAGAZINE

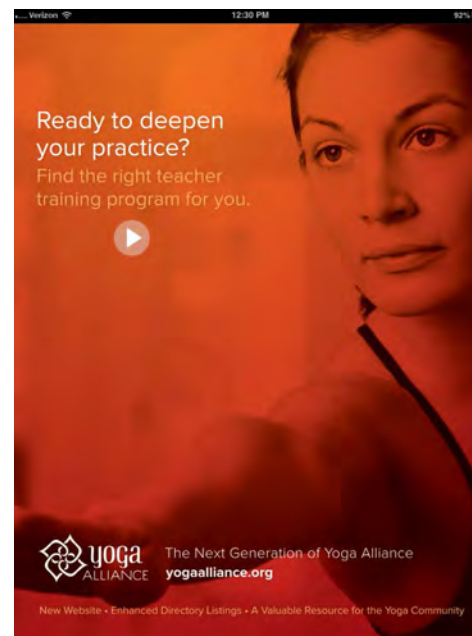
Tap to open - \$25

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.

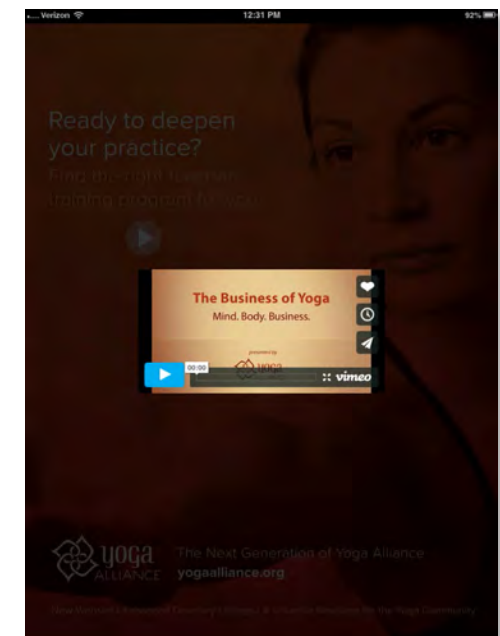


EMBEDDED VIDEO

LA YOGA MAGAZINE

Tap to open - \$50

Open on flip - \$100



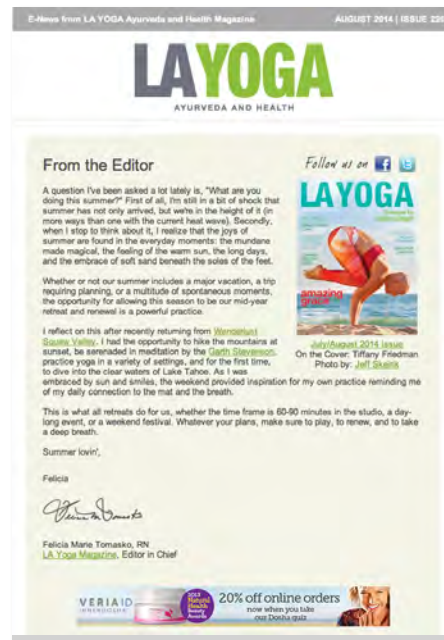
FIND BLISS MAGAZINE

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.



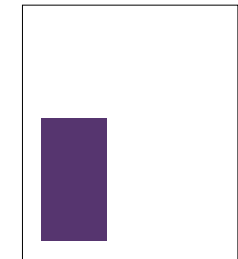
Website Advertising Opportunities



LEADERBOARD
Size: 1120 X 138
Cost: \$15 CPM



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



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

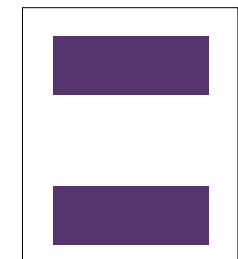
Weekly News Advertising Opportunities



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



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



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

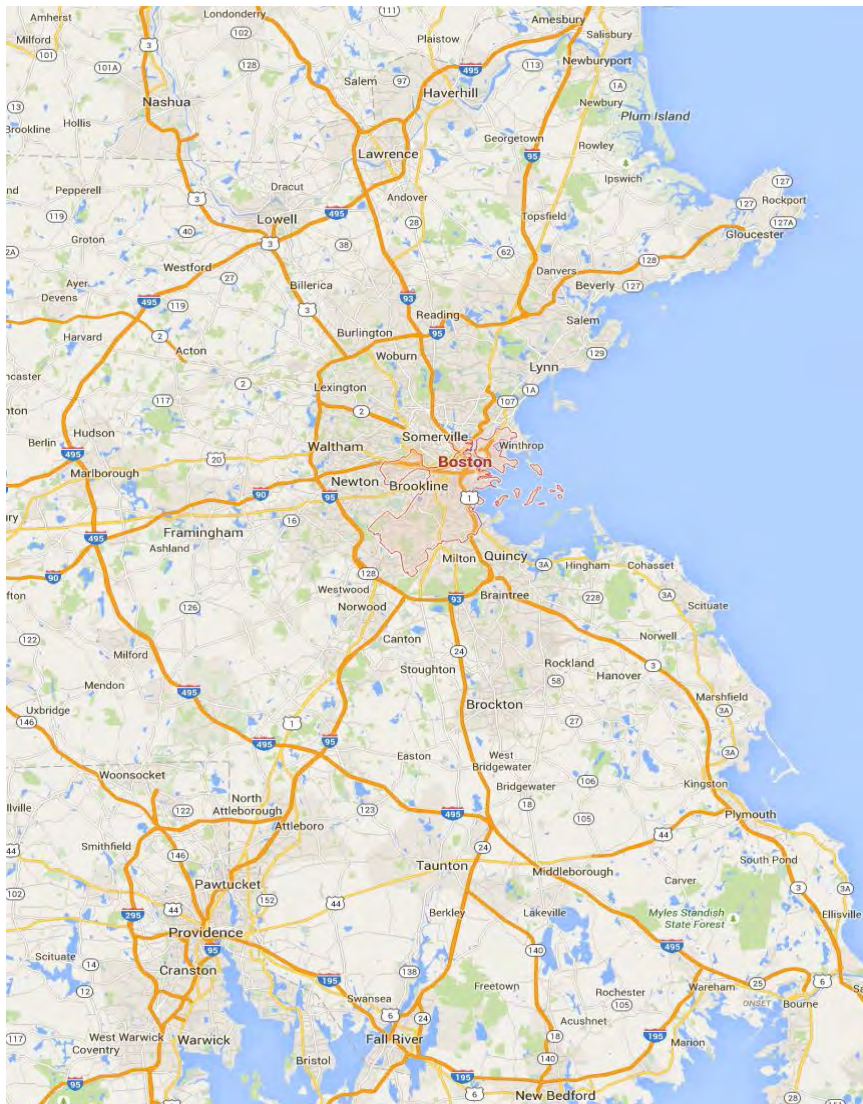
FACEBOOK BOOSTS
\$500, \$1,000, \$1,500 and \$2,000

FILM SCREENINGS \$1,000

ALL ARTWORK

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

INTRODUCING FIND BLISS BOSTON



BOSTON, OUR BELOVED CITY OF ICONS...our great institutions, the nesting ground for the transcendentalists, the trailblazers, the lifelong learners. These emblems define our neighborhoods in so many ways and serve as our barometers.

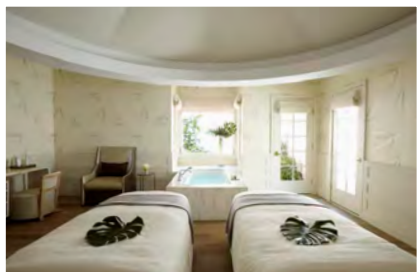
We live in a time of shifting tides. We read about it 24 hours a day. Our mission at Find Bliss Boston is not to report on these challenges, but rather provide tools, resources and inspiration to help our readers pivot towards a more sustainable and balanced way of life.

Our current platforms for content delivery and outreach are:

- Weekly Newsletter
- Website
- Calendar of Events
- Social Media

We are excited to embark on this journey with you!

FIND BLISS EDITORIAL



FOUR EDITORIAL CORNERSTONES:

FOOD

FARM TO TABLE | SLOW FOOD | RESTAURANT REVIEWS | ARTISAN CHEESE, WINE & BREAD MAKERS | EATING FOR FUN AND FITNESS

HOME

SACRED SPACES | FIRE PITS | KITCHENS THAT WORK
FINEST HOME SPAS & MEDITATION PLACES IN BOSTON

SPA

SPA DIRECTOR PROFILES | SPA CHEF RECIPES | FEATURED SPA
HOME SPA TREATMENTS

PRACTICE

MEDITATION | YOGA | PILATES | FITNESS | CROSS TRAINING | DANCE
RUNNING | SPINNING

RELATIONSHIPS

FINDING THE ONE | USEFUL GROUND RULES | SETTING BOUNDARIES
POWER OF FORGIVENESS | AGING GRACEFULLY TOGETHER

CAREER

STEP BY STEP PROCESSES TO HELP REVEAL YOUR PASSION | FINDING
WORK THAT FULFILLS | DEFINING THE PERFECT JOB OR VENTURE

GARDEN

KITCHEN GARDENS | HERB & FLOWER GARDENS | GREEN HOUSES

MONEY MATTERS

CONSCIOUS INVESTING | DEBUNKING ABUNDANCE AND PROSPERITY
GIVING BACK | LEGACY WORK | CREATING FINANCIAL PEACE

SUCCESS STORIES

INSPIRING AND INSIGHTFUL INTERVIEWS | PROCESSES OTHERS USED
TO FOLLOW THEIR BLISS | COMPANY PROFILES OF OUR PARTNERS

BEAUTY

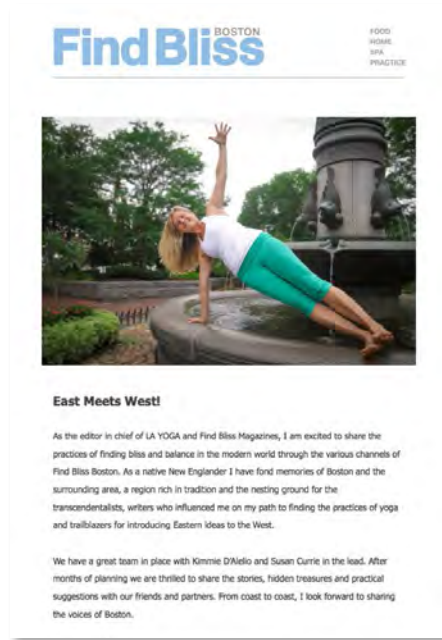
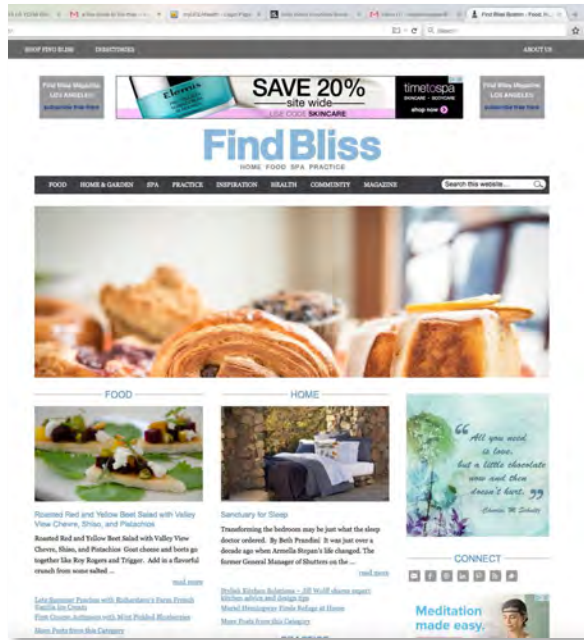
ORGANIC SKIN CARE | NUTRITION AND BEAUTY

STYLE

FINDING YOUR INNER FASHIONISTA | UPCYCLE YOUR WARDROBE

ADVERTISING & PARTNERSHIPS

We offer our business partners in Boston a wide variety of digital marketing opportunities through websites, calendar of events and newsletter ads that effectively drive qualified customers to your website or event.



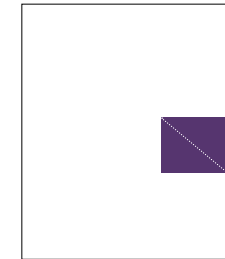
FACEBOOK BOOSTS
\$500, \$1,000, \$1,500 and \$2,000

FILM SCREENINGS \$1,000

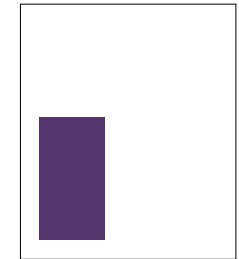
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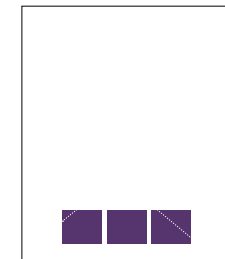


HALF PAGE
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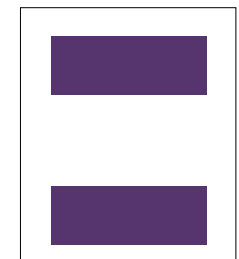
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TESTIMONIALS

“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