



Blissnetwork
LIFESTYLE MEDIA GROUP
2017 MEDIA KIT

LA YOGA | BOSTON YOGA | EVENTS.YOGA

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 print magazines and digital platforms is to empower readers with tools that allow them to live with balance, integrity, and vitality.

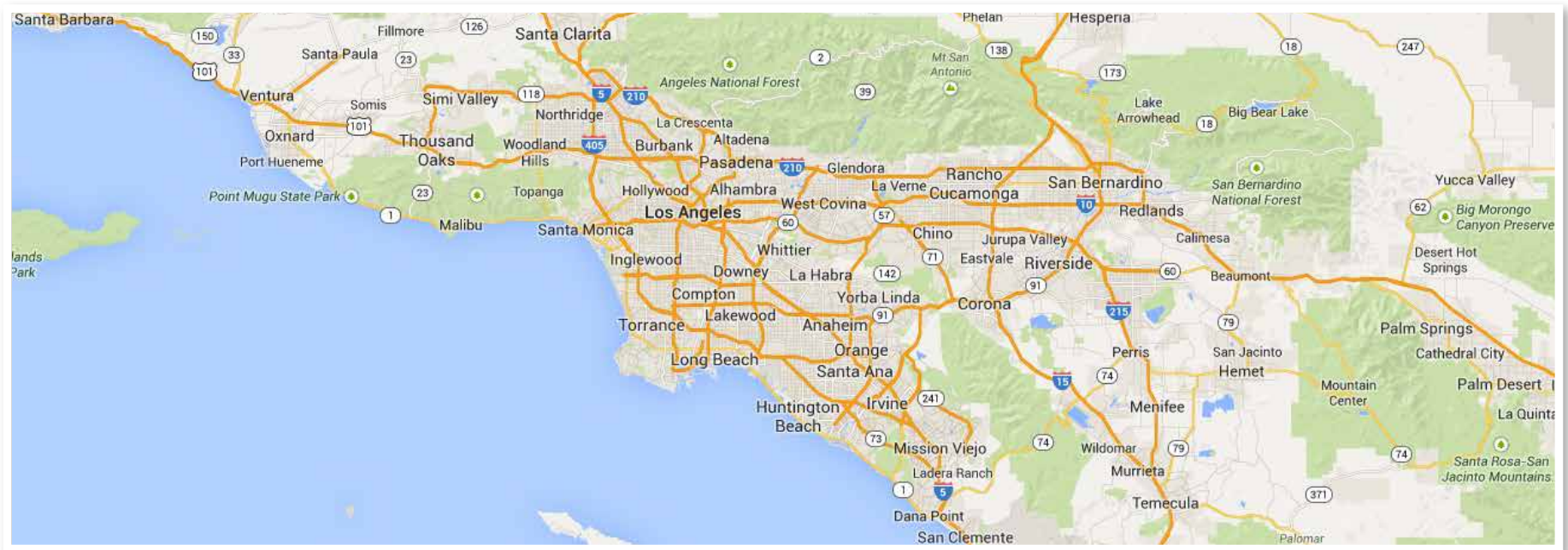
We're located and distributed in the nation's centers for innovation, spiritual study, creativity, health and fitness. We offer advertisers unmatched opportunities to reach and interact with influential readers through our highly targeted and tightly managed distribution program.

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.

BOSTON YOGA 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.

DISTRIBUTION & CIRCULATION



LA YOGA MAGAZINE **50,000 PRINT COPIES**

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

DISTRIBUTION LOCATIONS:

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

LA YOGA EDITORIAL



FEBRUARY
FOOD, DRINKS +
SUPPLEMENTS FOR VITALITY

GUIDE TO KOMBUCHA | HOW TO SET UP AN AT-HOME SPA DAY
SPAS FOR VALENTINE'S DAY | SPIRITUAL FILMS | ENLIGHTENED
GUIDE TO FOOD LABELS | GUIDE TO TEA

MARCH
SPRING FITNESS + CROSS TRAINING

SPRING EQUINOX MEDITATIONS | LA MARATHON | BARRE TRENDS
WORK OUT WITH YOUR PETS | DISCIPLINE AND CROSS-TRAINING

APRIL
SPRING CLEANING + HOME

SET UP YOUR KITCHEN TO WIN | PROPS FOR HOME PRACTICE
BEST OF EXPO WEST | CREATE YOUR HOME YOGA PRACTICE SPACE

MAY
SUMMER TRAVEL + ROAD TRIPS

FOOD FOR TRAVEL | PACK FOR ROAD TRIPS | YOGA PRODUCTS
ON THE GO | SUMMER FESTIVAL GUIDES | KIDS YOGA

JUNE
CYCLING, YOGA FOR FAMILIES
TEACHER TRAINING GUIDE

GUIDE TO CYCLING: INDOORS, OUTDOORS + AT HOME
FAMILY YOGA | TEACHER TRAINING GUIDE

JULY / AUGUST
BEACH YOGA + WATER SPORTS

OCEAN ACTIVISM | YOGA MATS FOR THE BEACH | PICNIC FOOD +
PICNIC BASKETS | SURFING, SURFERS + YOGA

SEPT
FALL FASHION

FALL FASHION | FENG SHUI | CLOSET DETOX
BACK TO SCHOOL FOOD | CHOOSING SPA TREATMENTS

OCT
WORLD TRAVEL

INTERNATIONAL RETREATS + YOGA AROUND THE WORLD
FOOD FOR ON-THE-GO | IN-FLIGHT MEDITATION

NOV
MUSIC

MUSIC AND MUSICIANS | HOW TO SET UP YOUR YOGA PLAYLIST
APPETIZERS FOR PARTIES | YOGA FOR THE IMMUNE SYSTEM
SETTING A HOLIDAY TABLE

DECEMBER / JANUARY
TEACHER TRAINING GUIDE

TECHNOLOGY AND FITNESS | NEW YEAR, NEW YOU
POWER OF RITUAL AND INTENTION | WINTER TEACHER TRAINING
GREEN CLEANING SUPPLIES | RETHINKING POWER BREAKFASTS



CUTTING-EDGE STYLE



LA YOGA PRINT 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 + 1/3	3,900	3,515	3,125	2,740
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*

SPECIAL OPPORTUNITIES AND GIFT GUIDES

New Year New Gear - February 2017 \$295

Summer Essentials Guide - May 2017 \$295

Holiday Gift Guide - November 2017 \$295

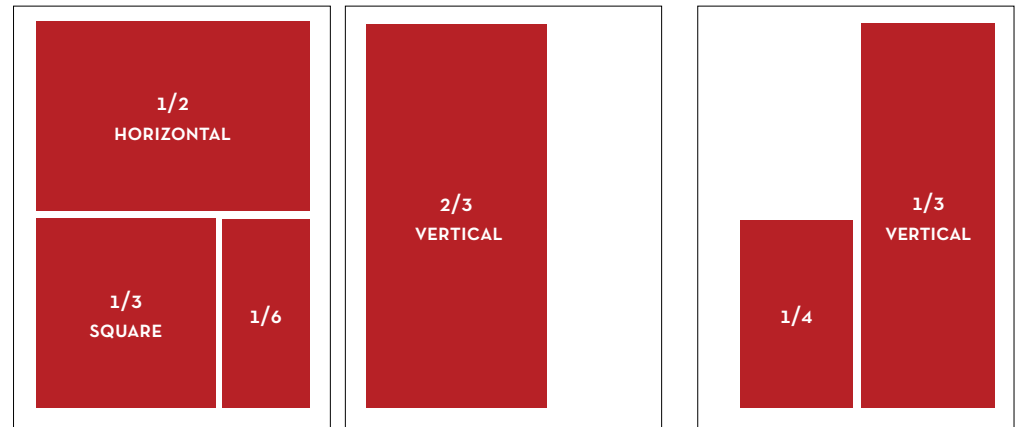
Film Screenings and WOM promotions - \$1,000

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 18	Jan 20	Jan 31
March	Feb 15	Feb 17	Feb 28
April	March 15	March 17	March 28
May	April 12	April 14	April 25
June	May 17	May 19	May 30
July/August	June 14	June 16	June 27
September	Aug 16	Aug 18	Aug 29
October	Sept 13	Sept 15	Sept 26
November	Oct 18	Oct 20	Oct 31
December/Jan	Nov 20	Nov 22	Dec 5



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 + 1/3	3.375" X 11.375"	2.875" X 10.875"	2.375" X 9.875"
FULL PAGE	8.875" X 11.375"	8.375" X 10.875"	7.375" 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"		

FRESH AND FABULOUS FOOD

WEBSITE AND NEWSLETTER ADVERTISING - LA YOGA

All print advertisers enjoy additional exposure through an app-based digital edition of LA Yoga magazine. Interactive options are available to enhance the power of your ad. A wide variety of digital advertising opportunities through website and newsletter banner ads effectively drives qualified customers to your website or event.

WEBSITE	\$/cpm
Leaderboard	\$15/cpm
Side Box	\$10/cpm
Half Page	\$10/cpm
Leaderboard - lower	\$5/cpm

NEWSLETTER - 11,000+ SUBSCRIBERS

Banner	\$100/\$75
Sponsor Box	\$50/wk
Text Box	\$150/wk
Promotions	\$250/wk

SUBMITTING ARTWORK

Email your artwork to: news@layoga.com
Please supply your file as a 72dpi, .jpg, .png or .gif format.
DO NOT submit layered psd files.

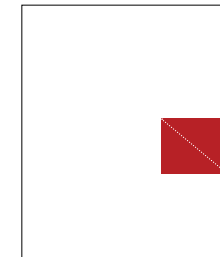
Website Advertising Opportunities



LEADERBOARD

Size: 1200 x 148

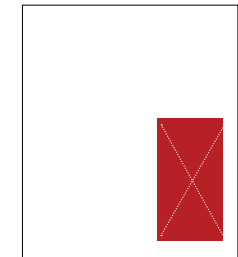
Cost: \$15/\$5 cpm



SIDE BOX

Size: 300 x 250

Cost: \$10 cpm

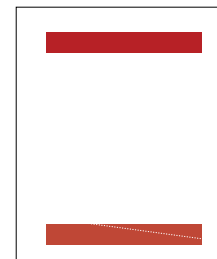


HALF PAGE

Size: 300 x 600

Cost: \$10 cpm

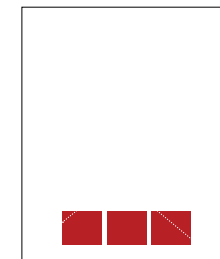
Weekly News Advertising Opportunities



BANNER

Size: 468 x 60

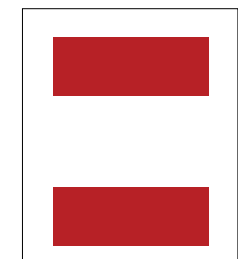
Cost: \$100/\$75



SPONSOR BOX

Size: 180 x 150

Cost: \$50/week



TEXT BOX

\$150/week

PROMOTIONS

\$250/week

SPONSORED CONTENT - LA YOGA

LEVEL ONE - SILVER

Price: \$5,150

Time Frame: Three Months

- \$1,000 - 25,000 Impressions for banner ads in all four spots full road block on this article.
- \$1,000 - Choice of banners site wide at \$15/M and/or \$10/M.
- \$2,500 - Includes one original article(750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$500 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$150 - One LA Yoga Weekly Newsletter Editorial Text Box.

LEVEL TWO - GOLD

Price: \$10,800

Time Frame: Six Months

- \$3,000 - 75,000 Impressions for banner ads in all four spots full road block on this article.
- \$3,000 - Choice of banners site wide at \$15/M and \$10/M.
- \$3,500 - Includes two original articles (750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$1,000 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$300 - Two LA Yoga Weekly Newsletter Editorial Text Boxes.

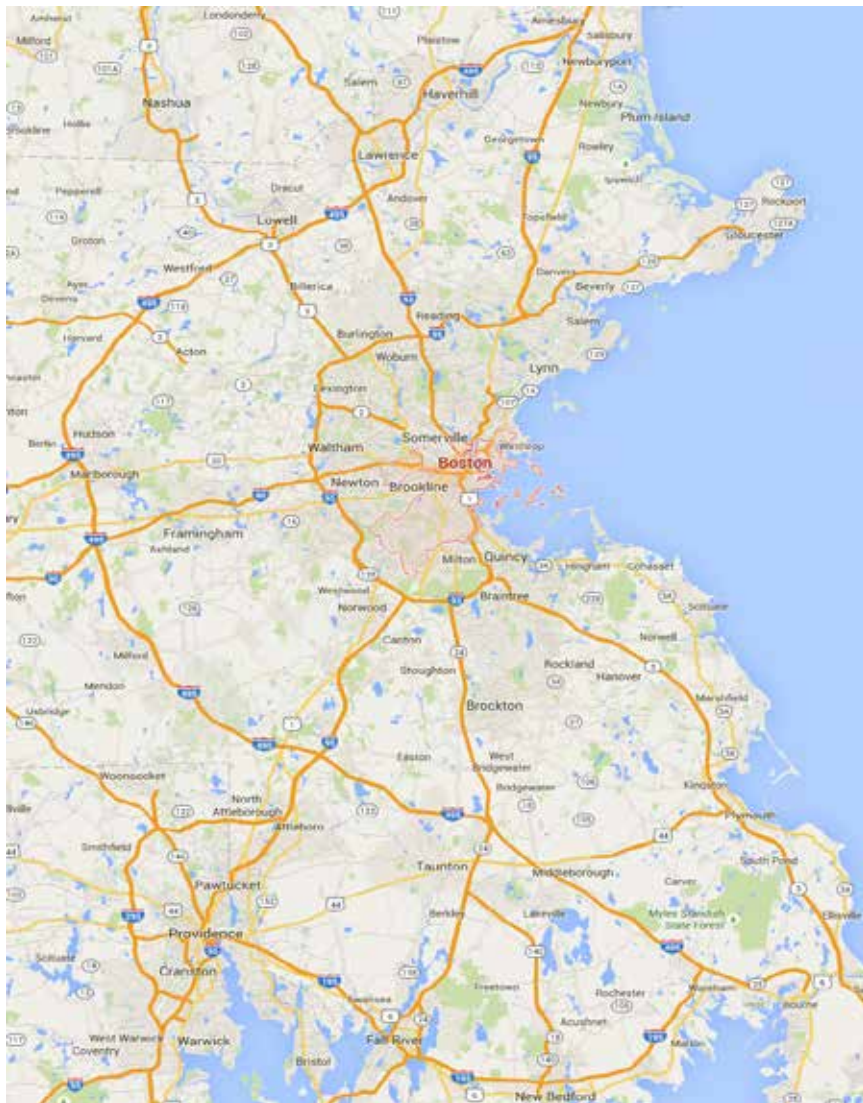
LEVEL THREE - PLATINUM

Price: \$16,450

Time Frame: One Year

- \$5,000 - 125,000 Impressions for banner ads in all four spots full road block on this article.
- \$5,000 - Choice of banners site wide at \$15/M and \$10/M.
- \$4,500 - Includes three original articles (750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$1,500 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$450 - Three LA Yoga Weekly Newsletter Editorial Text Boxes.

BOSTON YOGA



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 Boston Yoga 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!

BOSTON YOGA 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

WEBSITE & NEWSLETTER ADVERTISING - BOSTON YOGA

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.

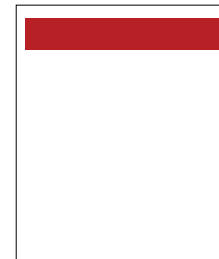
WEBSITE	\$/cpm
Leaderboard	\$15/cpm
Side Box	\$10/cpm
Half Page	\$10/cpm

NEWSLETTER	WEEK
Banner	\$100/\$75
Text Box	\$150/wk
Promotions	\$250/wk

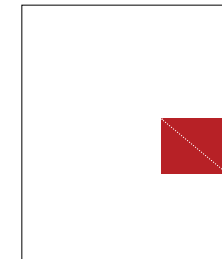
SUBMITTING ARTWORK

Email your artwork to: web@boston.yoga
Please supply your file as a 72dpi, .jpg, .png or .gif format.
DO NOT submit layered psd files.

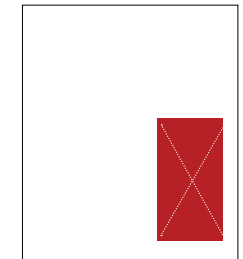
Website Advertising Opportunities



LEADERBOARD
Size: 1200 x 148

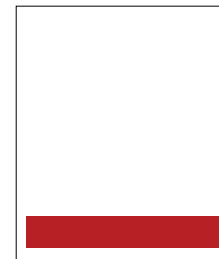


SIDE BOX
Size: 300 x 250
Cost: \$10 cpm



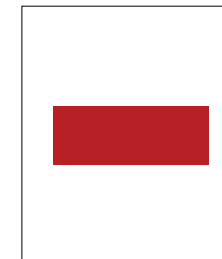
HALF PAGE
Size: 300 x 600
Cost: \$10 cpm

Website

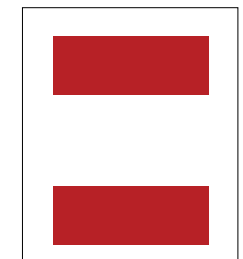


FOOTERBOARD
Size: 1200 x 148
Cost: \$5/cpm

Weekly News Advertising



PROMOTIONS
\$250/week



BANNER AD
Size: 1200 x 148
Cost: \$100/week

SPONSORED CONTENT - BOSTON YOGA

LEVEL ONE - SILVER

Price: \$1,800

Time Frame: Three Months

- \$200 - 5,000 Impressions for banners ads in all four spots full road block on this article.
- \$200 - Choice of banners site wide at \$15/M and/or \$10/M.
- \$1,200 - Includes one original article(750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$150 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$50 - Boston Yoga Weekly Newsletter Editorial Text Box.

LEVEL TWO - GOLD

Price: \$3,600

Time Frame: Six Months

- \$500 - 12,500 Impressions for banner ads in all four spots full road block on this article.
- \$500 - Choice of banners site wide at \$15/M and \$10/M.
- \$2,200 - Includes two original articles (750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$300 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$100 - Boston Yoga Weekly Newsletter Editorial Text Box.

LEVEL THREE - PLATINUM

Price: \$6,050

Time Frame: One Year

- \$1,000 - 25,000 Impressions for banner ads in all four spots full road block on this article.
- \$1,000 - Choice of banners site wide at \$15/M and \$10/M.
- \$3,000 - Includes three original articles (750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$900 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$150 - Boston Yoga Weekly Newsletter Editorial Text Box.



Los Angeles



SEE EVENTS NOW!

Boston



SEE EVENTS NOW!

San Francisco



SEE EVENTS NOW!

EVENT PROMOTION - LOS ANGELES

BASIC EVENT PROMOTION

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Your event at the top of the calendar for one week as one of the **Featured Events**. Includes large image and short description. **\$50/wk. \$175/mo.**

SILVER PACKAGE

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Featured Event Your event at the top of the calendar for one week as one of the Featured Events. Include large image and short description. **\$50/wk.**

Newsletter Event Listing (11,000+ subscribers) Your event with approximately 30 words. **\$50/wk.**

Twitter (53,000+) One tweet to our followers. **\$75/wk.**

TOTAL PACKAGE PRICE \$175/WEEK

GOLD PACKAGE

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Featured Event Your event at the top of the calendar for one week as one of the Featured Events. Include large image and short description. **\$50/wk.**

Newsletter Event Listing (11,000+ subscribers) Your event with approximately 30 words. **\$50/wk.**

Twitter (53,000+) Two tweets to our followers. **\$75/wk.**

Facebook (24,000+) One post to entire Facebook following. **\$75/wk.**

TOTAL PACKAGE PRICE \$250/WEEK

PLATINUM PACKAGE

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Featured Event Your event at the top of the calendar for one week as one of the Featured Events. Include large image and short description. **\$50/wk.**

Newsletter Event Listing (11,000+ subscribers) Your event with approximately 30 words. **\$50/wk.**

Newsletter Editorial Box (11,000+ subscribers) Includes approximately 100 words plus a link to your website and an image. **\$150/wk.**

Twitter (53,000+) Three tweets to our followers. **\$75/wk.**

Custom Original Content Post We will have one of our expert magazine writers craft an exclusive original post about your event on layoga.com of approximately 350 - 500 words. We will edit, redline and add one to three photos to the post. This includes one additional facebook post, one additional tweet. **\$450/WEEK**

TOTAL PACKAGE PRICE \$775/WEEK

EVENT PROMOTION - BOSTON

BASIC EVENT PROMOTION

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Your event at the top of the calendar for one week as one of the Featured Events. Includes large image and short description. **\$10/mo.**

SILVER PACKAGE

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Featured Event Your event at the top of the calendar for one week as one of the Featured Events. Include large image and short description.

Newsletter Event Listing (300+ subscribers) Your event with approximately 30 words.

Twitter (1,000+) One tweet to our followers.

TOTAL PACKAGE PRICE \$45/WEEK

GOLD PACKAGE

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Featured Event Your event at the top of the calendar for one week as one of the Featured Events. Include large image and short description.

Newsletter Event Listing (300+ subscribers) Your event with approximately 30 words.

Twitter (1,000+) One tweet to our followers.

One post to entire Facebook following.

TOTAL PACKAGE PRICE \$60/WEEK

PLATINUM PACKAGE

Standard event listing with images, description, map, pricing, contact link, ticket sales. **Included**

Featured Event Your event at the top of the calendar for one week as one of the Featured Events. Include large image and short description.

Newsletter Event Listing (300+ subscribers) Your event with approximately 30 words.

Twitter (1,000+) One tweet to our followers.

One post to entire Facebook following.

Custom Original Content Post We will have one of our expert magazine writers craft an exclusive original post about your event on layoga.com of approximately 350 - 500 words. We will edit, redline and add one to three photos to the post. This includes one additional Facebook post, one additional tweet. Article on website is evergreen meaning it will be indexed on Google and other search engines and live on the website for many years probably a decade or more. This offers you a high quality link back as well for the duration.

TOTAL PACKAGE PRICE \$250/WEEK

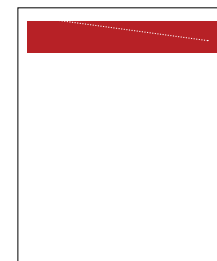
WEBSITE ADVERTISING - EVENTS.YOGA

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

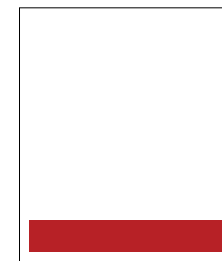
WEBSITE	\$/cpm
Leaderboard	\$15/cpm
Footerboard	\$15/cpm
Half Page	\$15/cpm



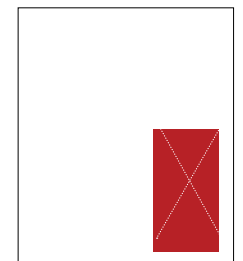
Website Advertising Opportunities



LEADERBOARD
Size: 1200 x 148
Cost: \$15 cpm



FOOTERBOARD
Size: 1200 x 148
Cost: \$5 cpm



HALF PAGE
Size: 300 x 600
Cost: \$10 cpm

SUBMITTING ARTWORK

Email your artwork to: news@layoga.com. Please supply your file as a 72dpi, .jpg, .png or .gif format. DO NOT submit layered psd files.

TESTIMONIALS

“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

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

“LA Yoga has 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 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 LA YOGA has been extremely successful for us in bringing our product in front of the valuable Southern California market. LA YOGA has the ideal audience to promote our name, brand and growing line of products.

NATALIE LERCH SUDIT, SHASHI COOL FEET SOCKS

“After advertising in LA Yoga Magazine 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