



Blissnetwork

LIFESTYLE MEDIA GROUP

LA YOGA
BOSTON YOGA
EVENTS.YOGA

2018 MEDIA KIT

WELCOME TO BLISS



“The energy that carries us into the ecstasy of a good concert, or the sublime bliss of a good meditation, is the same: the desire for oneness, to become one with the music of life, to merge with the fundamental pulsation of creation.”

—Lorin Roche, PhD

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.

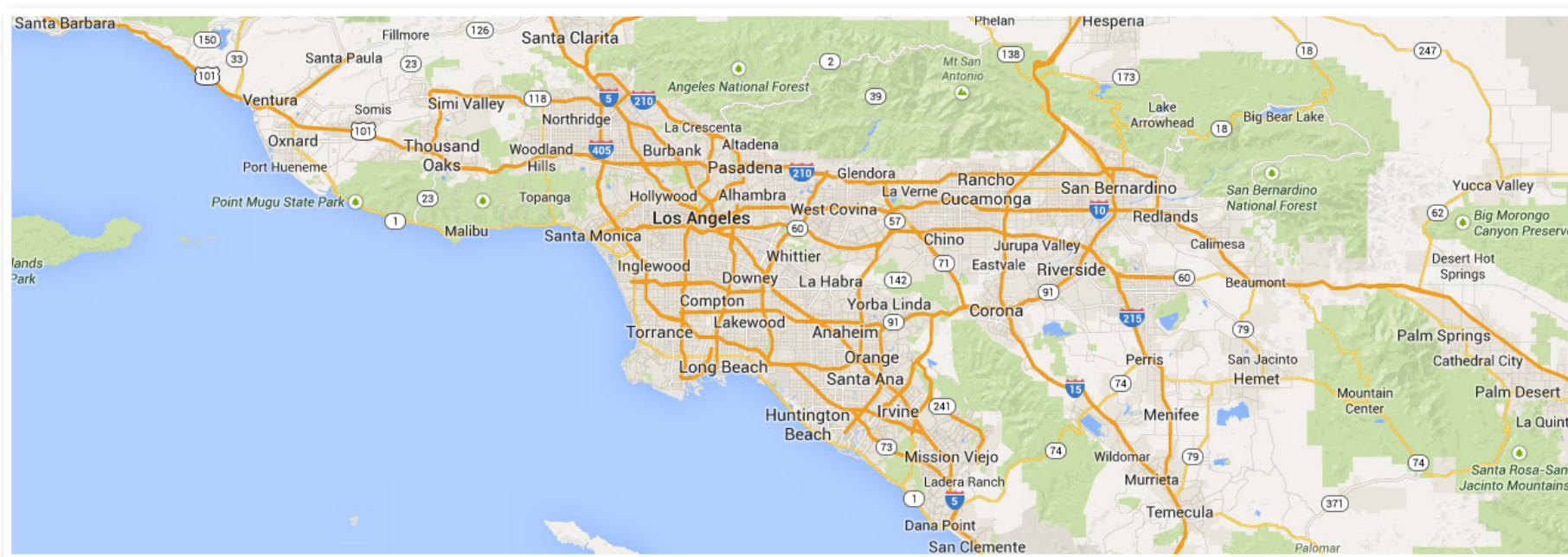
We're located and distributed in the nation's centers for innovation, spiritual study, creativity, health and fitness. We offer advertisers unmatched opportunities to reach and interact with influential readers through our highly targeted and tightly managed distribution program.

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

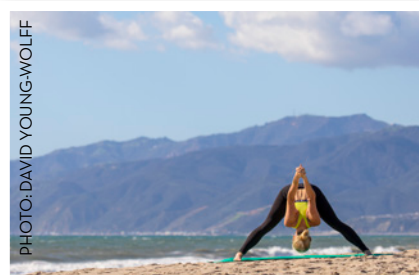
50,000 PRINT COPIES

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

THE FOOD ISSUE

MARCH

CROSS TRAINING

APRIL

SPRING FASHION

MAY

REGIONAL TRAVEL

JUNE

FAMILY YOGA + EDUCATION

JULY / AUGUST

OUTDOORS

SEPTEMBER

FALL FASHION

OCTOBER

PROPS + TRAVEL

NOVEMBER

FOOD + HOME

DECEMBER / JANUARY

YOGA TEACHER TRAINING

In every issue

FOOD | HOME | SPA | PRACTICE

MEDITATION + MINDFULNESS
RELATIONSHIPS
TRAVEL
GEAR + ACCESSORIES
FASHION
YOGA THERAPY
EVENTS

COMMUNITY PROFILES
ADDICTION & RECOVERY
ASTROLOGY
AYURVEDA
CHARITY + ACTIVISM
FILM, MUSIC + THE ARTS
INTERVIEWS

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
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 2018 \$295

Summer Essentials Guide - May 2018 \$295

Holiday Gift Guide - November 2018 \$295

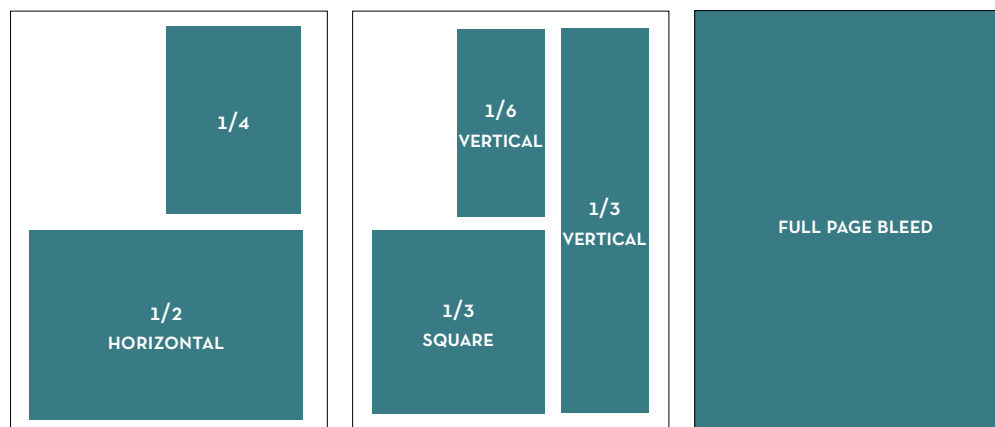
Film Screenings and WOM promotions - \$1,000

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 17	Jan 19	Jan 30
March	Feb 14	Feb 16	Feb 27
April	March 14	March 16	March 27
May	April 18	April 20	May 1
June	May 16	May 18	May 29
July/August	June 20	June 22	July 3
September	Aug 15	Aug 17	Aug 28
October	Sept 19	Sept 21	Oct 2
November	Oct 17	Oct 19	Oct 30
December/Jan	Nov 21	Nov 23	Dec 4



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"
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
Footerboard	\$5/cpm

NEWSLETTER - 12,000+ SUBSCRIBERS

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

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.

Text box - image, 100 words + web link.

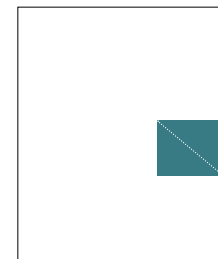
Website Advertising Opportunities



LEADERBOARD

Size: 1200 x 148

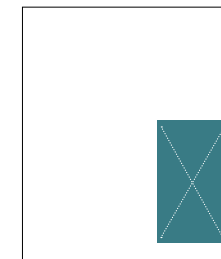
Cost: \$15/\$5 cpm



SIDE BOX

Size: 300 x 250

Cost: \$10 cpm

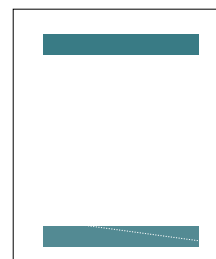


HALF PAGE

Size: 300 x 600

Cost: \$10 cpm

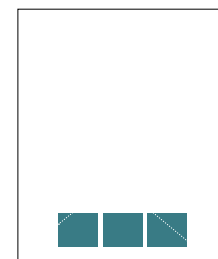
Weekly News Advertising Opportunities



BANNER

Size: 468 x 60

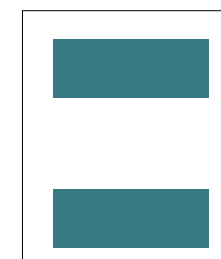
Cost: \$100/\$75



SPONSOR BOX

Size: 180 x 150

Cost: \$50/week



TEXT BOX

\$150/week

PROMOTIONS

\$250/week

SPONSORED CONTENT - LA YOGA

LEVEL ONE - SILVER

Price: \$2,900

Time Frame: Three Months

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

LEVEL TWO - GOLD

Price: \$4,800

Time Frame: Six Months

- \$1,500 - Choice of banners site wide at \$15/M and \$10/M.
- \$2,500 - Includes two original articles (750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$500 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$300 - Two LA Yoga Weekly Newsletter Editorial Text Boxes. Three months apart.

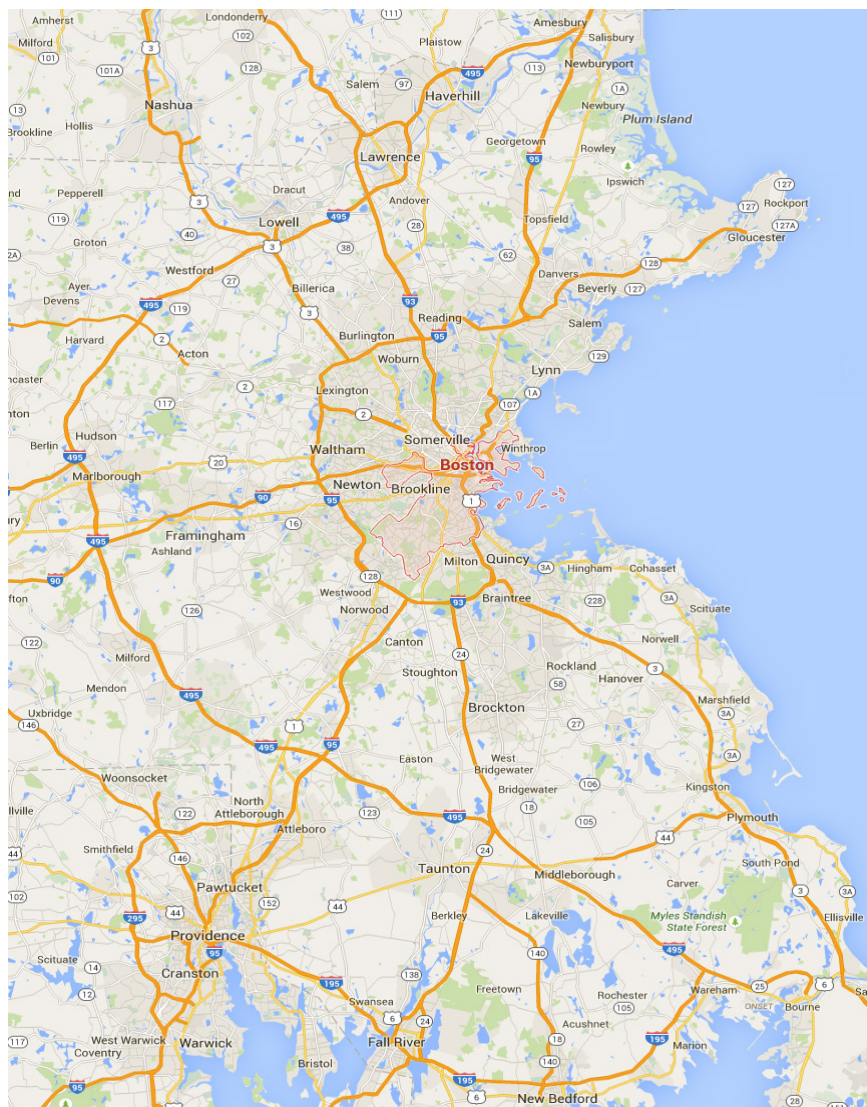
LEVEL THREE - PLATINUM

Price: \$6,700

Time Frame: One Year

- \$2,000 - Choice of banners site wide at \$15/M and \$10/M.
- \$3,500 - Includes three original articles (750-1,250 word count). Fee includes writing, editing, proofing and images (unless supplied).
- \$750 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$450 - Three LA Yoga Weekly Newsletter Editorial Text Boxes. Three months apart.

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
Footerboard	\$5/cpm

NEWSLETTER **WEEK**

Banner	\$100/week
Text Box	\$150/week
Promotions	\$250/week

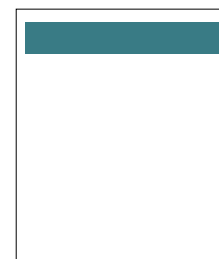
SUBMITTING ARTWORK

Email your artwork to: web@boston.yoga

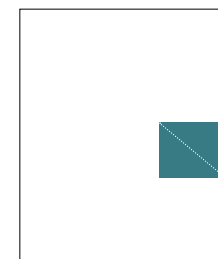
Please supply your file as a 72dpi, .jpg, .png or .gif format.

DO NOT submit layered psd files.

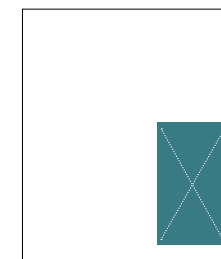
Website Advertising Opportunities



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



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



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

Website

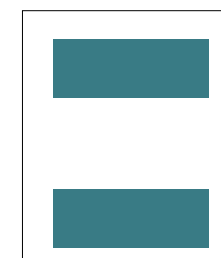


FOOTERBOARD
Size: 1200 x 148
Cost: \$5/cpm

Weekly News Advertising



PROMOTIONS
\$250/week



BANNER AD
Size: 728 x 90
Cost: \$100/week

TEXT BOX
Cost: \$150/week

* ASK SALES REP FOR SPECIAL RATES AS WE BUILD OUR BOSTON AUDIENCE.

events  yoga



Choose your city and explore!

Los Angeles



Go to City

EXCITING CHANGES COMING SOON, CONTACT YOUR SALES REPRESENTATIVE FOR DETAILS.

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

Leaderboard

Footerboard

Half Page

\$/cpm

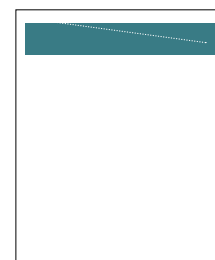
\$15/cpm

\$5/cpm

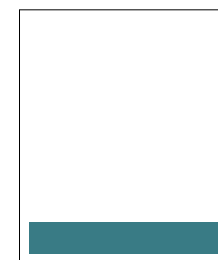
\$10/cpm



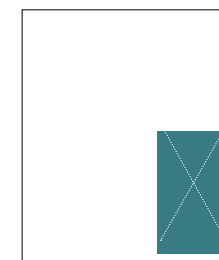
Website Advertising Opportunities



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@events.yoga. Please supply your file as a 72dpi, .jpg, .png or .gif format. DO NOT submit layered .psd files. Contact your sales representative or Doug Corbett at 310.306.1785.

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