

LA YOGA

FIND BLISS

2020 MEDIA KIT

Blissnetwork
LIFESTYLE MEDIA GROUP

THE MISSION

THE MISSION OF THE BLISS NETWORK is to connect community, offer meaningful inspiration, and educate readers on real-world sustainable solutions. These tools empower yoga teachers, studio owners and fitness enthusiasts to live with balance, integrity, and vitality. We provide our advertising partners access to this vibrant, engaged and trend-setting audience.

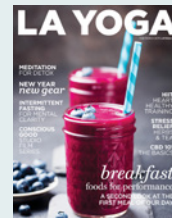
It's all about Bliss. Bliss is why we do yoga; it's why we shop organic, go for a spa treatment, get up for the sunrise, care about the planet and search for meaning.

LA YOGA

- Build Brand Awareness in the #1 Yoga Market
- Reach active, upscale trendsetters
- Reach key influencers
- Reach over 400 yoga studio owners
- Position yourself as the leading Wellness and Mindfulness brand
- Leverage success to help build other markets
- High quality inbound links from keyword rich sponsored content

FIND BLISS

- Expand your message to multiple cities
- Engage with wellness enthusiasts
- Reach key influencers interested in food, home, spa and practice
- Promote your events through newsletter and social media



welcome

Get to know OUR AUDIENCE

76%

The number of yoga practitioners in the U.S. has increased to more than 36 million in 2016, up an impressive 76% from 20 million in 2012.

\$808B

Micro-segments in the luxury travel market include global wellness tourism, which is predicted to grow 37.5 percent to \$808 billion by 2020.

Yoga practitioners report spending over **\$16 billion** annually on yoga clothing, equipment, classes and accessories in the last year.

SPA INDUSTRY STATISTICS



\$17.5 billion
in 2017

187 million
spa visits
in 2017

Just over

one third

(34%) or more than 80 million Americans say they are somewhat or very likely to practice yoga in the next 12 months.

Yoga practitioners are significantly more involved in many other forms of exercise than non-practitioners, with 79% claiming they participate in at least one other athletic activity, such as running, cycling and weightlifting.

WHY PRINT WORKS

Research shows that people of all ages read and trust print media. According to a Millward Brown Digital survey, print ads significantly boosted the effectiveness of cross-platform campaigns. LA Yoga magazine offers a highly targeted, cost effective way to leverage print as part of your overall sales strategy.

Staying Power:
For the past 10 years,
the total number
of print consumer
magazines has
surpassed 7,000

Number of U.S. print
consumer magazines 2008–2018

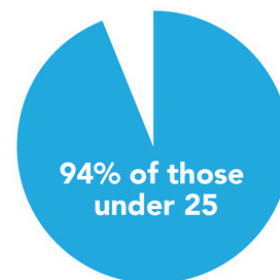
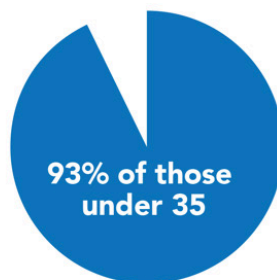
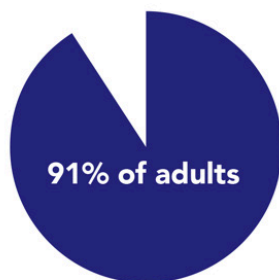
YEAR	CONSUMER MAGAZINES
2018	7,218
2017	7,176
2016	7,216
2015	7,293
2014	7,289
2013	7,240
2012	7,390
2011	7,179
2010	7,163
2009	7,110

Note: Includes consumer print magazines in the U.S. across all frequency; does not include Sunday supplements/Sunday magazines.
Source: National Directory of Magazines, MediaFinder.com, 2019

MPA THE ASSOCIATION OF MAGAZINE MEDIA 113 FACTBOOK 2019

“MarketingSherpa surveyed 1,200 Americans.
They found that consumers trust print ads more than any other type of advertisement.”

Americans of all ages read magazines — especially younger adults



Read magazine media in the last six months (print and digital editions)

Base: U.S. adults 18+. Source: MRI-Simmons, Fall 2018

MPA THE ASSOCIATION OF MAGAZINE MEDIA 1 FACTBOOK 2019

Ads in
magazine media
are **more**
engaging and
valued than ads
in other media

(index)	magazine media	websites	ad supported TV networks
pay attention to or notice ads	146	88	96
ads fit well with the content	145	94	90
products/services advertised are high quality	140	90	87
has ads about things I care about	135	92	88
get valuable info from the ads	133	93	89
more likely to buy products in ads	129	96	88
ads help make purchase decisions	128	96	88

Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium.
Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these magazine media, websites, and TV vehicles.
Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

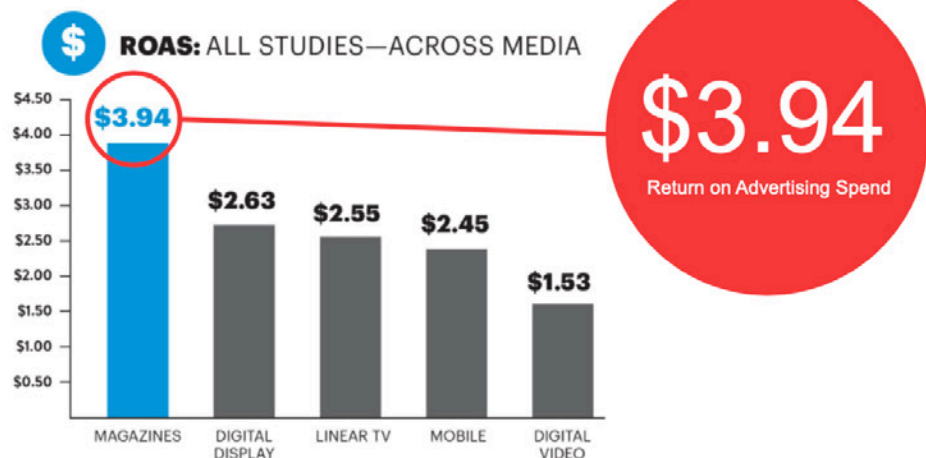
“While digital content is scanned quickly, paper-based reading is slower and more deliberate, leading to greater rates of comprehension and recall,” says Media Space Solutions.

For advertisers, this means that traditional print media ads are more likely to make a lasting impression and, thus, lead to more sales.”

NOT EVERY AD DOLLAR IS THE SAME

Magazines have long been known as the most influential of all media, and now, reliable third-party research proves that they are also **the best place to drive sales.**

Nielsen Catalina Solutions analyzed 1400 campaigns across measured media types



A woman with dark hair pulled back is posing on a balcony railing. She is wearing a white blazer over a dark top, dark leggings, and white sneakers. She is looking off to the side with a slight smile. The background is a blurred cityscape.

SOUTHERN CALIFORNIA TRENDSETTING EDITORIAL

AS SEEN IN LA YOGA AUGUST/
SEPTEMBER FASHION ISSUE

2020 Editorial Calendar



ISSUE	THEME	GUIDES	SPECIAL SECTIONS
FEB/MARCH	WELLNESS & FOOD		NEW YEAR NEW GEAR
APRIL/MAY	REGIONAL TRAVEL	CROSS-TRAINING STUDIO	
JUNE/JULY	FITNESS & CROSS-TRAINING	HOLISTIC PRACTITIONER	SUMMER ESSENTIALS
AUG/SEPT	HOME & FASHION	YOGA STUDIO	
OCT/NOV	TRAVEL & MINDFULNESS	RETREAT & WELLNESS TRAVEL	HOLIDAY GIFT
DEC /JAN	YOGA TEACHER TRAINING	2021 TEACHER TRAINING	

IN EVERY ISSUE

MEDITATION + MINDFULNESS | RELATIONSHIPS | TRAVEL | GEAR + ACCESSORIES | FASHION

YOGA THERAPY | EVENTS | COMMUNITY PROFILES | ADDICTION & RECOVERY | ASTROLOGY | AYURVEDA

CHARITY + ACTIVISM | FILM, MUSIC + THE ARTS | INTERVIEWS

“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

LA YOGA DISTRIBUTION & CIRCULATION

LA YOGA MAGAZINE

125,000 Readership

In partnership with our dedicated circulation team we have developed and continue to maintain a network of carefully selected distribution points throughout Southern California from Santa Barbara throughout Los Angeles to Newport Beach and out to Palm Springs. This collection of boutique hotels, luxury spas, yoga studios and wellness centers reaches your ideal customers.



DISTRIBUTION LOCATIONS

400+ Distribution Locations

Yoga Studios, Health Food Stores, Pilates Studios, Gyms, Spiritual Centers, Teacher Trainings, Holistic Health Centers, Yoga Conferences, Food Festivals, Music Festivals, Health Fairs, Luxury Spas, Boutique Hotels, Meditation Centers, Retreat Centers, B-to-B events and other locations.



LA YOGA PRINT RATES

AD SIZE	1X	3X	6X
Two Page Spread	5,260	4,220	3,690
Full Page + 1/3 Column	4,290	3,440	3,010
Full Page	3,100	2,490	2,180
1/2 Horizontal	1,800	1,440	1,250
1/3 Column	1,190	950	840
1/3 Square	1,190	950	840
1/4 Page	900	720	620
1/6 Page	600	490	420
Back Cover*	1,350	1,230	1,180
Inside Front Cover or Inside Back Cover*	730	620	560
*added to standard full page rate			
Studio Profile	215	215	215
Studio Listing	40	40	40

SPECIAL OPPORTUNITIES AND GUIDES

Cross-Training Guide	April/May	95
Holistic Practitioners	June/July	95
Studio Guide	Aug/Sept	95
Retreat & Wellness Travel Guide	Oct/Nov	395
New Year New Gear	Feb/March	295
Summer Essentials Guide	June/July	295
Holiday Gift Guide	Oct/Nov	295
Teacher Training Guide	Dec/Jan	95

SOCIAL MEDIA PROMOTION

Facebook - \$95/post
Instagram - \$95/post
Twitter - \$275/post

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.

SPECS & SCHEDULE

ISSUE	AD CLOSE	ART DUE	ON SALE
Feb/March	Jan 22	Jan 24	Feb 5
April/May	March 11	March 13	March 25
June/July	May 13	May 15	May 27
Aug/Sept	July 15	July 17	July 29
Oct/Nov	Sept 23	Sept 25	Oct 7
Dec/Jan	Nov 11	Nov 13	Nov 25

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:

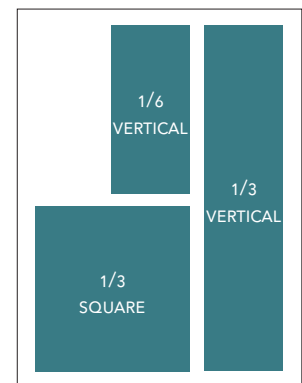
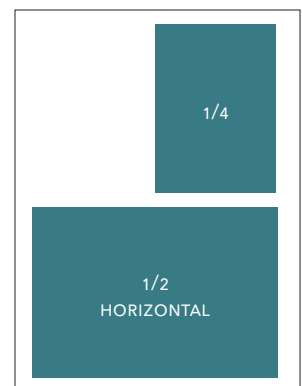
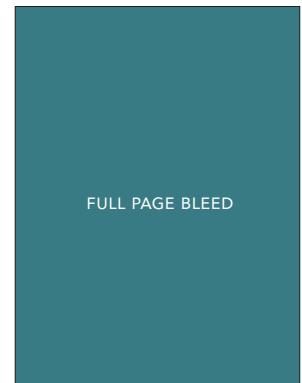
All critical matter must be kept within the non-bleed live area dimension. Add 1/8" on each side of center line of spine for safety margin.

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.

No cancellations accepted after space reservation close date.



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"	

LA YOGA NEWSLETTER

The LA YOGA weekly newsletter contains inspirational content, events, tips and tools and special offers. Our newsletter readership represents the core LA YOGA audience of active yoga and fitness enthusiasts who take classes, visit spas, dine out, shop, go on retreats, complete yoga teacher trainings, and attend cultural events. This is a go-to resource for planning and inspiration.

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



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



TEXT BOX \$150/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.

LA YOGA WEBSITE

The layoga.com website features expanded versions of articles featured in the print magazine plus a curated collection of articles from experts in wellness, yoga, meditation, nutrition, etc. Interactive pages like our annual Yoga Teacher Training Guide consistently draw traffic to the site every day.

LEADERBOARD Size: 1200 x 148 Cost: \$15/\$5 cpm

3rd ANNUAL UCLA INTEGRATIVE MEDICINE AND MENTAL HEALTH CONFERENCE

The Healing Power of Sound

SATURDAY, APRIL 7TH – SUNDAY, APRIL 8TH 2018
9:00am – 5:30pm

Register today 310-825-1333 or visit:
www2.semel.ucla.edu/integrativementalhealth

WANDERLUST

SQUAW VALLEY • NORTH LAKE TAHOE, CA

PRACTICE LISTEN TASTE LEARN EXPLORE

JULY 19-22, 2018

BUY TICKETS

#bagswithasilverlining

JLW
SPORT

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

The all-new 36 MPG* Symmetrical All-Wheel Drive Subaru Impreza. Experience love that lasts.

[Learn More ►](#)

SUBARU
Confidence in Motion

Go!-dies necklace work to boost immunity

JenStock.com
get your omies

ALOHA

Kinlofello

New & Improved
Superfood Smoothie Kit

[TRY IT FREE ►](#)

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

WELLSPRING

PALM SPRINGS
OCTOBER 26 – 28, 2018

[REGISTER NOW](#)

WANDERLUSTWELL.COM

STEP OFF THE MAT AND TEACH!

Experience the best in Barre and Yoga Teacher Training at exhale Venice.

[LEARN MORE ►►](#)

exhale
BARRE • YOGA • SPA

MAKING STRANGE

GAGA WAKA • POSTMORTEM by Vivian Sundaram

Contemporary art from India
On view through September 6, 2015

fowler.ucla.edu **Fowler**
MUSEUM AT UCLA

LA YOGA SPONSORED CONTENT

Build brand awareness and generate high ranking inbound links using sponsored content on our websites. Collaborate with our editorial team to create powerful content that solves pressing issues in the area of self-help, wellness, mindfulness, yoga, and more relevant categories. These evergreen posts can generate high-quality leads to your website for many years.



LEVEL ONE - SILVER

Price: \$1,500

- \$1,500 - Includes one original article (750-1,250 word count).
*Fee includes editing, proofing and production and preparation of supplied images.

LEVEL TWO - GOLD

Price: \$2,000

- \$1,500 - Includes one original article (750-1,250 word count).
*Fee includes editing, proofing and production and preparation of supplied images.
- \$465 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$150 - LA Yoga Weekly Newsletter Editorial Text Boxes.

LEVEL THREE - PLATINUM

Price: \$2,500 | Time Frame: Three Months

- \$300 - Full website run of half page banners 30,000 impression six months.
- \$1,500 - Includes one original article (750-1,250 word count).
*Fee includes editing, proofing and production and preparation of supplied images.
- \$465 - Social Media sharing on Facebook, Instagram & Twitter accounts.
- \$300 - One LA Yoga Weekly Newsletter Editorial Text Box.

inspiration

Meditate
Sing
Read
Dance
Float
Dream
Explore
Play
Pursue
Vibrate
Collaborate
Grow
Give
Receive

Do things in life that
make you happy.

Find Your Bliss.



FIND BLISS[®]

YOUR ONE STOP SHOP FOR MINDFUL EVENTS AND INSPIRED CONTENT.



IT'S ALL ABOUT BLISS.

A comprehensive online directory, calendar of events, content and products dedicated to helping people create a life of balance, integrity and vitality.

- Expand your message to multiple cities
- Engage with wellness enthusiasts
- Reach key influencers interested in food, home, spa and practice
- Promote your events through newsletter and social media

find your city... find your bliss

FIND US ON SOCIAL MEDIA

100,000+ FOLLOWERS

INSTAGRAM - @LAYOGAMAGAZINE

FACEBOOK - @LAYOGAMAGAZINE

TWITTER - @LAYOGAMAGAZINE

INSTAGRAM - @FIND.BLISS

FACEBOOK - @HOWTOFINDBLISS

TWITTER - @FINDBLISS

CONTACT US

BLISS NETWORK

1234 26TH STREET

SANTA MONICA

CA 90404

PH 310-306-1785

LAYOGA.COM

FINDBLISS.COM

BLISSNETWORK.COM