

LA YOGA

2022 MEDIA KIT

FIND
YOUR
BLISS

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 1,000 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
- Engage with wellness enthusiasts

RETREAT PROGRAMS

- Provide Prime Location Options
- Negotiate Exceptional Rates
- Itinerary Development
- Develop Dedicated Sales Page
- Handle all Bookings
- Manage Payments & Finances



welcome

LA YOGA WEEKLY NEWSLETTER

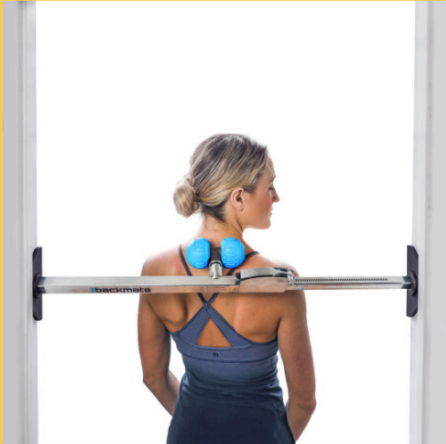
The LA YOGA weekly newsletter contains inspirational content, events, tips and tools and special offers. Our newsletter readership represents the core LA YOGA audience of active yoga and fitness enthusiasts who take classes, visit spas, dine out, shop, go on retreats, complete yoga teacher trainings,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

SUBSCRIBERS: 12,000+

PRESENTING SPONSOR \$225/week

TEXT BOX \$150/week

Thanks to our Sponsor



Relieve Neck & Shoulder Pain with Backmate

If you're struggling with neck and shoulder tension or suffering from back pain, the Backmate was designed for you.

Target and release tight muscles right at home, from the comfort of your feet. The Backmate locks into your doorway in seconds and gives you ultimate reach and control for the perfect massage.

Offset stress and harmful repetitive patterns in your daily life that cause inflammation. Just a few minutes a day provides lasting relief and results by calming the nervous system and blocking pain signals to the brain while improving circulation, soft tissue health, and range of motion.

"Where's this been all my life?" Backmate in-home therapy.

Get it now, LA Yoga Special enjoy 20% off!

[BUY NOW](#)

Meal Prep Tips for Your Festival



The sun is shining, the crowds are screaming, and you're at a festival with thousands of others enjoying your favorite music—fun times! Food-wise though, festivals can throw even the best meal-prepper for a spin. Don't let it frighten you! There are some easy ways to survive the festival while still enjoying those last drops of summer sunshine. Plan ahead. Have snacks ready to go if hunger strikes and there's nothing healthy nearby. Pack some snacks such as nuts, trail mix, date balls, a piece of fruit, or a healthy bar. Opt for items that can't go bad or get squashed. If you're going for more than a day, pack a cooler with frozen waters at the bottom, chilled snacks

next, paper towels to soak up condensation, then any snacks that don't need to be chilled.

Read more of Nikki Sharp's suggestions [here](#).

Text box and presenting sponsor, please supply:
Title, image, 100 word description + web link.

BANNER Size: 468 x 60 Cost: \$100



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

BHAKTI FEST™

SEPT. 12 - 17, 2018
JOSHUA TREE, CA

DEEPAK CHOPRA • KRISHNA DAS
SHIVA REA • JAI UTTAL

[BHAKTIFEST.COM](#)

yoga.gives back

11th Annual Gala
at YogaGlo, Santa Monica
Sunday, October 14 at 5pm

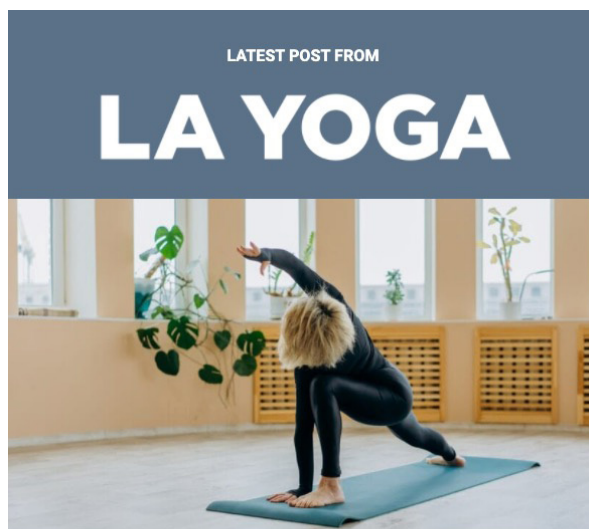
Early Bird Tickets available now!
[yogagivesback.org/annual-gala-fundraiser](#)

#OneMillionYogis

NEW POST ALERT

With the publication of select articles on layoga.com an email alert with a teaser for the article and a message from one of our advertising partners goes out to a growing list of our core audience. Combines the best of both worlds - content and dedicated eBlast.

SUBSCRIBERS: 2,500+



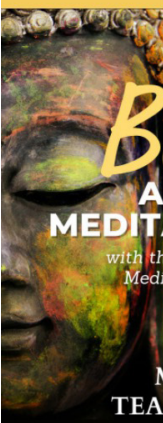
How Houseplants can Elevate Mindfulness and Yoga Practice

Benefits of Houseplants at Home and with Yoga Practice Many people, myself included, are drawn to plants. Research shows that nature has restorative properties for the human psyche. The good news is you don't need to look any further than the plant on your windowsill. But beyond this all-around general goodness of nature, more specifically, houseplants can elevate mindfulness practice ...

[Read the post](#)


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Become
A CERTIFIED
MEDITATION TEACHER
with the Yoga Alliance approved
Meditation Teacher Training

The Radiance Sutras
MEDITATION
TEACHER TRAINING
ONLINE
with Dr. Lorin Roche and
Camille Maurine



[LEARN MORE](#)

LA YOGA

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1234 26th St Santa Monica, CA 90404

f t i g

NEW POST ALERT \$95/each • \$395/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.

WEBSITE - DISPLAY ADS

Our website is the heart and hub of our mission. With our print magazine currently on hold the website fills a much more important role in our work. It is where people start out or end up.

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



HOME PAGE - FEATURED RETREATS, COURSES AND TRAININGS

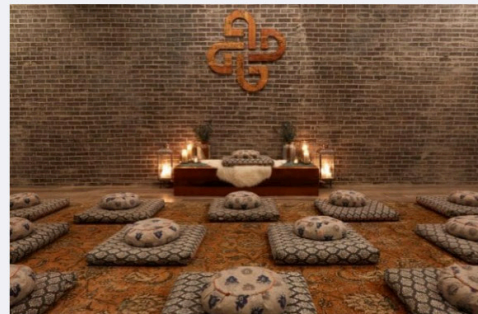
Size: 1200 x 800 Cost: \$395/week

FEATURED RETREATS



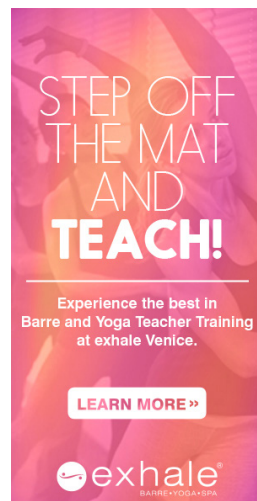
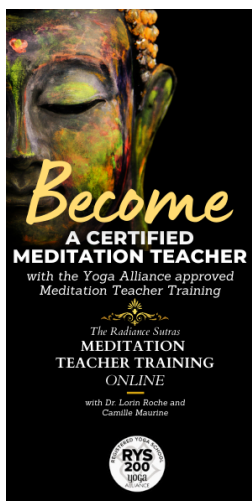
[See all retreat listings](#)

COURSES & TRAININGS

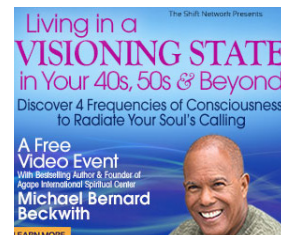


[See all courses & trainings](#)

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



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

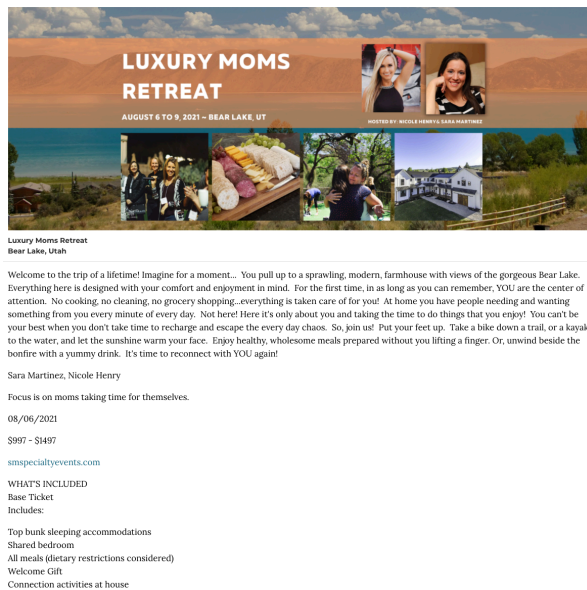


WEBSITE - SPECIAL SECTIONS

Wellness retreats and courses are back and in full swing! There has never been a better time to get your retreats in front of wellness travelers, so why not partner with a leader in the wellness industry, LA Yoga. With more than 35,000 visitors to the website per month, 12,000 newsletter subscribers and 100,000 followers on Instagram, this targeted audience is looking for unique wellness experiences.

INCLUDES LISTING + DEDICATED PAGE

Retreat & Travel Guide



LUXURY MOMS RETREAT
AUGUST 6 TO 9, 2021 - BEAR LAKE, UT
HOSTED BY NICOLE HENRY & SARA MARTINEZ

Luxury Moms Retreat
Bear Lake, Utah

Welcome to the trip of a lifetime! Imagine for a moment... You pull up to a sprawling, modern, farmhouse with views of the gorgeous Bear Lake. Everything here is designed with your comfort and enjoyment in mind. For the first time, in as long as you can remember, YOU are the center of attention. No cooking, no cleaning, no grocery shopping...everything is taken care of for you! At home you have people needing and wanting something from you every minute of every day. Not here! Here it's only about you and taking the time to do things that you enjoy! You can't be your best when you don't take time to recharge and escape the every day chaos. So, join us! Put your feet up. Take a hike down a trail, or a kayak to the water, and let the sunshine warm your face. Enjoy healthy, wholesome meals prepared without you lifting a finger. Or, unwind beside the bonfire with a yummy drink. It's time to reconnect with YOU again!

Sara Martinez, Nicole Henry

Focus is on moms taking time for themselves.

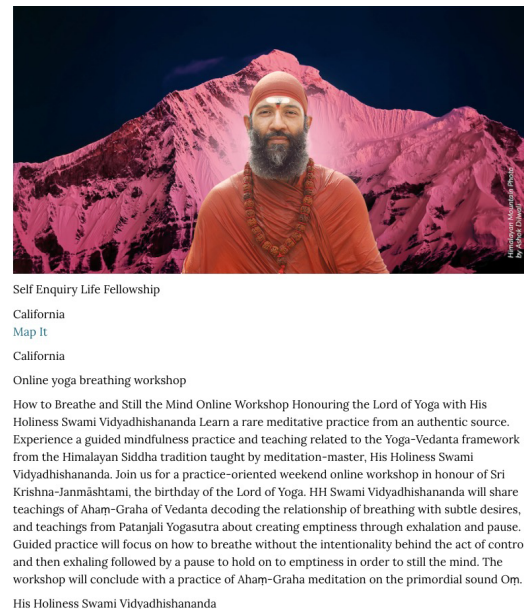
08/06/2021

\$997 - \$1497

smspecialtyevents.com

WHAT'S INCLUDED
Base Ticket
Includes:
Top bunk sleeping accommodations
Shared bedroom
All meals (dietary restrictions considered)
Welcome Gift
Connection activities at house

Online Course & Training Guide



Self Enquiry Life Fellowship

California
[Map It](#)
California

Online yoga breathing workshop

How to Breathe and Still the Mind Online Workshop Honouring the Lord of Yoga with His Holiness Swami Vidyadhisnanda Learn a rare meditative practice from an authentic source. Experience a guided mindfulness practice and teaching related to the Yoga-Vedanta framework from the Himalayan Siddha tradition taught by meditation-master, His Holiness Swami Vidyadhisnanda. Join us for a practice-oriented weekend online workshop in honour of Sri Krishna-Janmāshṭami, the birthday of the Lord of Yoga. HH Swami Vidyadhisnanda will share teachings of Aham-Graha of Vedanta decoding the relationship of breathing with subtle desires, and teachings from Patanjali Yogasutra about creating emptiness through exhalation and pause. Guided practice will focus on how to breathe without the intentionality behind the act of control and then exhaling followed by a pause to hold on to emptiness in order to still the mind. The workshop will conclude with a practice of Aham-Graha meditation on the primordial sound Om.

His Holiness Swami Vidyadhisnanda

We have created a fantastic Retreat Guide & Promotion that includes a social media post on the LA Yoga Magazine Instagram, Facebook and Twitter accounts (combined approximately 100,000), a newsletter ad to 13,000, a dedicated full page for your retreat on layoga.com and a listing in the 2021 Online Retreat Guide.

The combined value is \$2,145. Our gift to the community is all of this for only \$295.

2021 HOLIDAY GIFT GUIDE

October 15 - December 31

\$195 / \$395 with Social Media Blast

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.

SOCIAL MEDIA PROMOTIONS

Our social media presence and outreach is an integral component of our mission to connect community, offer meaningful inspiration, and educate readers on real-world sustainable solutions. We offer a limited number of paid promotions for our key partners with products and services that are in alignment with our vision to approximately 100,000 followers in our community.

FACEBOOK LIVES

- Interviews with Felicia Tomasko - Chief Content Officer
Approximately 30 minutes / \$495

FULL REACH POST

- Facebook, Instagram & Twitter
Approximately 100,000 / \$465

SOCIAL MEDIA TAKEOVER

- For a Day / \$395. For a Weekend / \$795

inspiration

RETREAT PRODUCTION PROGRAMS

INTRODUCING A BETTER WAY TO PRODUCE EVENTS.

Have you dreamed of putting on wellness retreats but don't know where to start? Are you an influencer, yoga instructor, or a coach with a tribe? Then the LA Yoga Retreat Production Programs may be for you!

FULL SERVICE RETREAT PRODUCTION PROGRAMS

Our retreat production programs help retreat leaders seamlessly manage the retreat process, strengthen their community and develop a program that people want to attend – programs that solve a problem and leave guests feeling rejuvenated.



GETTING STARTED

- **CONSULTING SESSIONS**
- **PLANNING YOUR RETREAT**
- **PUTTING ON THE RETREAT**
- **WE PAY YOU**

CONTACT:

TAMMY PETERSEN
312-961-3280

“Creating events that enhance the human experience ...”

FIND US ON SOCIAL MEDIA

100,000+ FOLLOWERS

INSTAGRAM - @LAYOGAMAGAZINE

FACEBOOK - @LAYOGAMAGAZINE

TWITTER - @LAYOGAMAGAZINE

CONTACT US

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RETREATS.LAYOGA.COM