

2009 Media Kit

What is **The Yoga News**?

The Yoga News is a monthly electronic publication of **International Yogalayam**. This concise E-zine features current yoga news and special interest yoga editorials, while at the same time providing a platform with wide distribution for the promotion of current and upcoming yoga-related events, trainings, workshops, retreats, services and more...

The Benefits of Advertising in **The Yoga News**

How your Ad in **The Yoga News** works for you:

1. Linked To Your Website ... Your ad will be placed in our month e-zine **The Yoga News**, with an active link directly to your email and/or website.

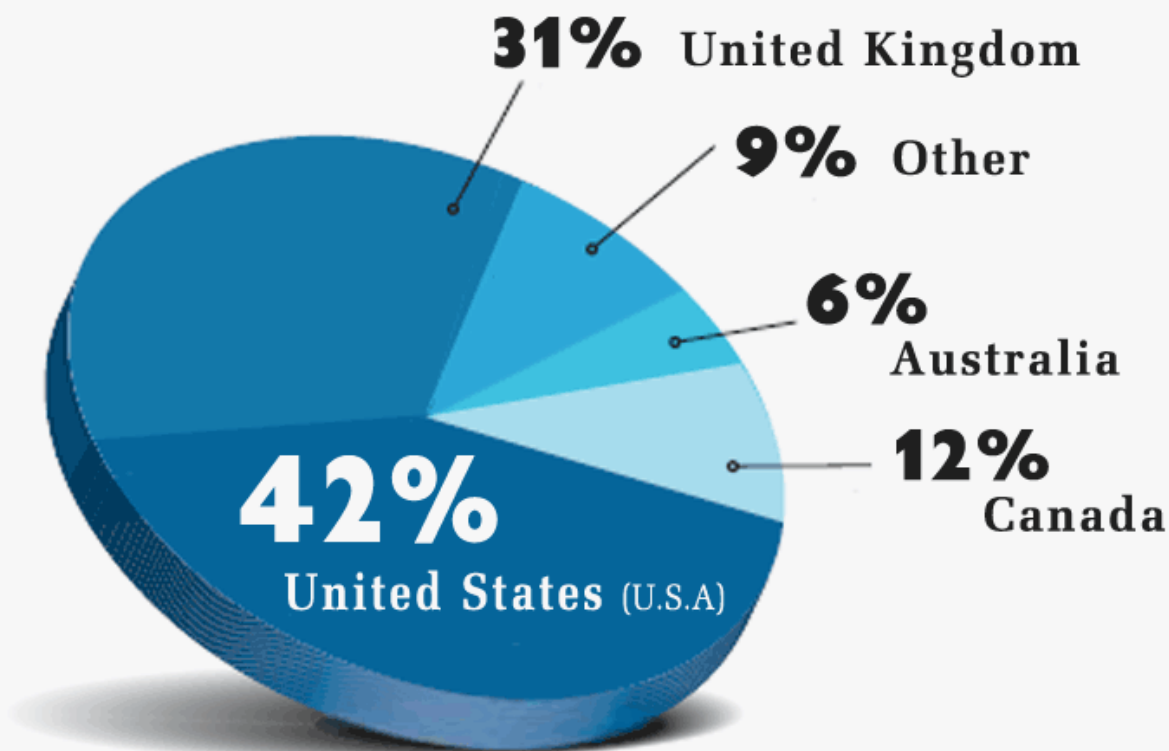
2. Archived On Our Website ... Your ad will also remain in an archived version of the E-zine on our website, with an active back-link to your website*. Here it will also be indexed to allow it to be found by the search engines long after the e-zine itself has been mailed out, extending the exposure of your ad well beyond our list of subscribers.

3. Limited Ad Placement ... **The Yoga News** is not “cluttered” with dozens of advertisements. We run a maximum of four (4) ads per issue, which ensures that **your ad will be highly visible** to our readers.

* In order to maintain the accuracy and integrity of the information on our website, links will remain active only as long as the validity date of the ad. For instance; an ad for a workshop on July 8th, 2009 will have its active link removed after July 8th, but the ad itself will remain visible.

Our Subscribers...

The list of **Yoga News** subscribers is constantly increasing. Our subscription base spans over 70 countries, on 7 continents. The majority of our subscribers reside in the United States, the UK, Canada and Australia, which together include about 90% of our readers.



Reader Profile

As a **Yoga News** advertiser, you'll be promoting yourself to a highly targeted "yoga audience". The majority of our subscribers identify themselves as yoga teachers. A large percentage also own or run a yoga-related business such as a yoga studio, yoga school, health club or resort... and almost all of our readers claim to practice yoga regularly. Here's the general profile of our readership:

- » **Yoga Teachers: 91%**
- » **Own a Yoga Business: 35%**
- » **Regularly Practice Yoga: 93%**

Sample Ad Sizes and Placements

* all images and graphics should be save as .gif or .jpg at web resolution (72pi)



Yoga Therapy, or Yogopathy?

By: Yogacharya Dr. Ananda Bhavanani

The use of yoga as therapy is on the rise, but many of today's yoga therapists seem to have lost touch with the real essence of yoga.

Yoga aims to help us regain our psycho-physiological balance by removing the root cause of disharmony – and that root cause lays beyond the physical level.

[Read the full article here ...](#)



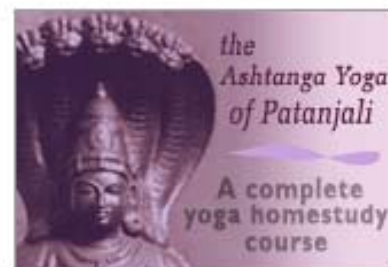
Ganga Dussehra

The Descent of Mother Ganga

An important festival, known as Ganga Dussehra (also called Ganga Dashahara) occurs in Northern India on the tenth day of the bright half of the month of Jyeshtha, this year falling on June second.

It celebrates the descent of the holy Ganga River down to the parched earth.

[Read the full article here ...](#)



YOGI SEEKER

Yoga Teachers
Studios Classes
Schools Workshops
Teacher Training

Find them all @

www.yogiseeker.com

Small Banner
(160 x 200)

* **Note:** We currently offering one banner ad size only (160 x 200 px)

Ad Specifications

Small Banner Ads - 160px wide by 200px high

* **Please note:** All images and/or graphics must be save as .gif or .jpg at web resolution (72pi)

* If you would like your ad to link to a website, also include the destination URL with your submission.

Advertising Rates

* All prices in US Dollars

GRAPHIC ADS

Ad Type	Single Issue	2 Consecutive Issues <small>*subject to availability</small>	3 (or more) Consecutive Issues <small>*subject to availability</small>
Small Banner Ads (160x200px)	\$50	\$80 (\$40/issue)	\$35 per issue

* Additional discount rates are available for multiple ads and for ads placed over 6 or more consecutive issues. Contact International Yogalayam [here](#) for more details.

2009 Advertising Closing Dates

Issue	Ad Closing Date
August	22 July
September	22 August
October	22 September
November	22 October
December	22 November

Note:

Although every effort is made to accommodate all of our advertisers, each issue contains a limited number of available ad placements. Ad placement, therefore, is on a first-come first-serve basis. In order to ensure inclusion in **The Yoga News** E-zine, all final ad copy, graphics and/or images must be received by the above Ad Closing Dates.

*International Yogalayam reserves the right to refuse any ad placement at their sole discretion.

Contact

For ad placement availability, and to reserve ad space, contact: editor@discover-yoga-online.com

or visit International Yogalayam @ <http://www.discover-yoga-online.com>