

# LA YOGA

AYURVEDA AND HEALTH

media kit 2012

Celebrating

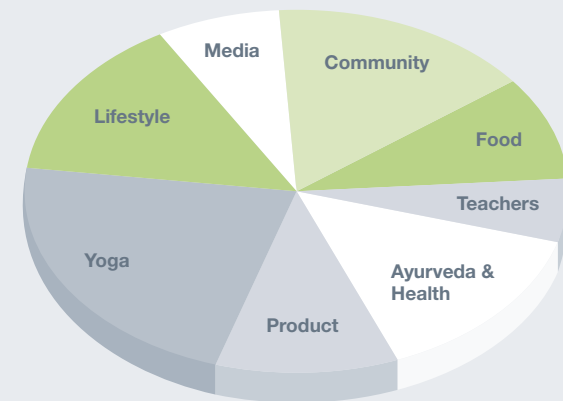
10  
Years 

# editorial

## Editorial Coverage 2012

- Dec/Jan** **Teacher Training and Music:** Teacher training guide for 2012, the year in review of music and spoken word releases and our holiday gift guide.
- Feb** **Transformation Film and Valentines Day:** All of LA is a buzz with Academy fever, so we take this opportunity to survey what's fresh in spiritual or transformational film. And as a nod to the romance of Valentine's Day, we'll be featuring chocolate in our food section.
- Mar** **Family and Kids:** To invite in the Spring, we will be focusing on kids and families. We'll also feature a Kids' Summer Camp guide.
- Apr** **Annual Music Issue:** We will usher in the season of Summer festivals with a festival go-to guide. Also look for musicians whose work is centered on sustainability and the Earth as well as picnic-friendly foods and Earth Day events.
- May** **Yoga and Health:** How to heal Yoga injuries. And as the weather heats up we will focus on hydration, from what to keep in your water pitcher at home to class hydration
- June** **Annual Food Issue:** We're celebrating everything edible from recipes to restaurant guides. We'll also feature yoga for gardeners.
- July/Aug** **Yoga and Sports:** The ultimate cross-training guide and extreme sports and Yoga guide.
- Sept** **Meditation:** Including a user-friendly guide to meditation practice, Setting up your personal meditation space, meditation sanctuaries in LA, and mediation supplies.
- Oct** **Yoga and the arts:** art, dance, music, and creativity.
- Nov** **Local Heroes:** We highlight how people are making a difference in their communities. And as we slide into the long nights of Winter, we will also be providing helpful hints on Yoga and relaxation for sound sleep.

## Editorial Percentage 2012



- Yoga 21%** Yoga, Meditation and Spirituality
- Community 18%** Events, Festivals, Studios and People
- Ayurveda 14%** Alternative Health Care
- Lifestyle 15%** Eco, Green and Healthy Living
- Products 11%** Recommendations & Reviews
- Food 8%** Affordable Farm to Table Cooking
- Media 8%** Films, Books & Music
- Teachers 5%** Spotlight on LA's Yoga Teachers

# LA YOGA

AYURVED WITH

Comfort  
& Style

36 Fall  
Favorites  
pants, tops  
malas and bags

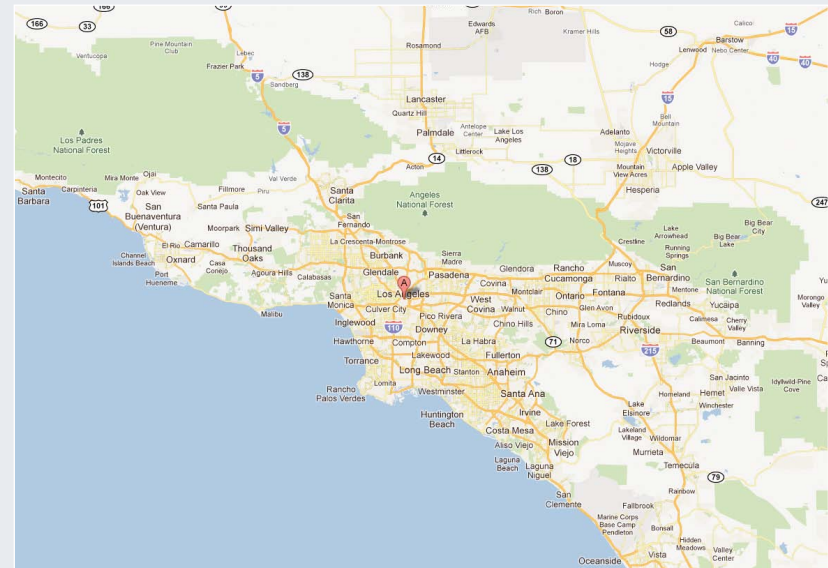
Healing Trauma  
with yoga

Santa Monica  
good food festival

Yogawoman  
yoga on film

SEPT. 2011

# distribution



## Available For Free at These Locations and Events

- |                         |                   |
|-------------------------|-------------------|
| Yoga Studios            | Green Expo        |
| Health Food Stores      | Yoga Conferences  |
| Public Libraries        | Food Festivals    |
| Pilates Centers & Gyms  | Teacher Trainings |
| Spiritual Centers       | Music Festivals   |
| Coffee Shop             | Health Fairs      |
| Holistic Health Centers |                   |

# dates

Issue	Ad Close	Artwork Due	Distribution
February	Jan 28th	Jan 20th	Jan 31st
March	Feb 15th	Feb 17th	Feb 28th
April	Mar 21st	Mar 23rd	Apr 3rd
May	Apr 18th	Apr 20th	May 1st
June	May 16th	May 18th	May 29th
July/August	Jun 20th	Jun 22nd	Jul 3rd
September	Aug 15th	Aug 17th	Aug 28th
October	Sep 19th	Sep 21st	Oct 2nd
November	Oct 17th	Oct 19th	Oct 30th
December/Jan	Nov 21st	Nov 23rd	Dec 4th

#### 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.

**LA YOGA**  
AYURVEDA AND HEALTH

MAY 2011  
VOLUME 10 / NO. 4  
SOUTHERN CALIFORNIA'S  
FREE YOGA MAGAZINE  
LAYOGAMAGAZINE.COM

**ten reasons to  
LOVE  
YOUR  
BIKE**  
eat, exercise  
& energize!

**Beth Lapides**  
the ow of now

**Cultivate Inner  
Resilience**

**Tina Malia**  
Song of the Soul

Seguridad y técnicas para  
montar en bicicleta



# LA YOGA

AYURVEDA AND HEALTH

APRIL 2011  
 VOLUME 11 / NO. 2  
 SOUTHERN CALIFORNIA'S  
 FREE YOGA MAGAZINE  
 LAYOGAMAGAZINE.COM

## Take a leap of faith

energize your environmental activism

**Hanuman**  
 Embodies Selfless Service

**Food For Health**  
 Green Immune Soup & Spring Detox Juice

**Yoga Championships**  
 Posing for the Olympics

Limpia tu Recámara!

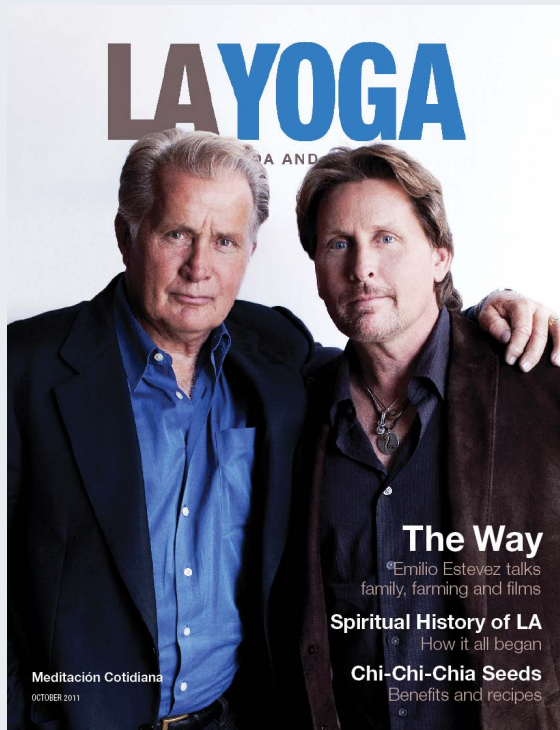
# rates...

Ad Size	1X	3X	6X	10X
Full Page Spread	4,670	4,195	3,740	3,275
Full Page	2,750	2,475	2,200	1,925
2/3 Vertical	2,100	1,895	1,680	1,475
1/2 Horizontal	1,580	1,425	1,260	1,095
1/3 Column	1,050	945	840	735
1/3 Square	1,050	945	840	735
1/4 Page	790	715	630	545
1/6 Page	520	475	420	365
Back Cover	4,200	3,850	3,400	3,000
Inside Back Cover	3,400	3,000	2,750	2,400

### Yoga Studio Guide

Studio Listing				35
Featured in Guide - 6 on a page	400	370		325
Showcase in Guide - 2 on a page	1,200	1,150		995

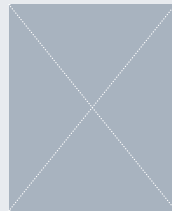
\* Rates are based on a \$38.50 CPM @ 10x rate  
 \*\* All Digital Edition circulation is free of charge for 2011



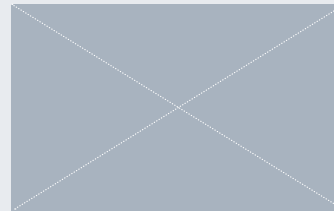
# specs...

## Artwork Submission:

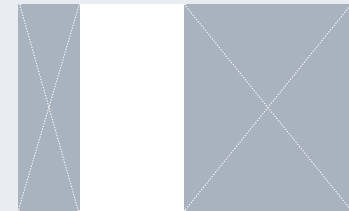
All artwork to be submitted as high resolution PDF format.



**FULL PAGE:**  
Bleed: 8.875" X 11.375"  
Trim: 8.375" X 10.875"  
Live: 7.375" X 9.875"

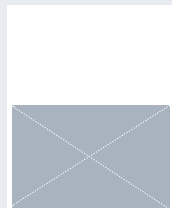


**FULL PAGE SPREAD:**  
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Trim: 16.75" X 10.875"  
Live: 15.75" X 9.875"

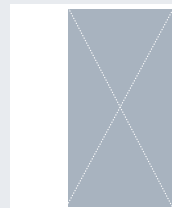


**FULL PAGE PLUS:**  
Bleed: 8.875" X 11.375"  
Trim: 8.375" X 10.875"  
Live: 7.375" X 9.875"

**1/3 VERTICAL:**  
Bleed: 3.375" X 11.375"  
Trim: 2.875" X 10.875"  
Live: 2.375" X 9.875"



**1/2 HORIZONTAL:**  
7.375" X 5"



**2/3 VERTICAL:**  
4.85" X 9.875"



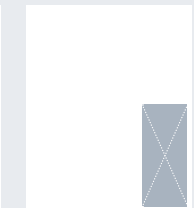
**1/3 SQUARE:**  
4.85" X 5"



**1/3 VERTICAL:**  
2.375" X 9.875"



**1/4 VERTICAL:**  
3.6" X 5"



**1/6 VERTICAL:**  
2.375" X 5"

## Important Note:

Please do not add borders or shadows around the edges of your ad, our production team will create a border when necessary.