

LA YOGA

AYURVEDA AND HEALTH

media kit 2012

Celebrating

10
Years

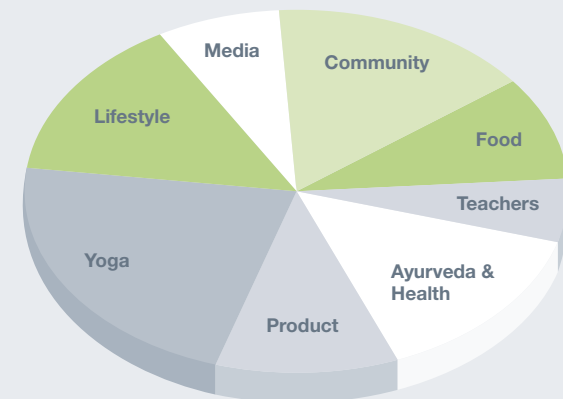


editorial

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

AYURVEDIC HEALTH

Comfort & Style

36 Fall Favorites
pants, tops
malas and bags

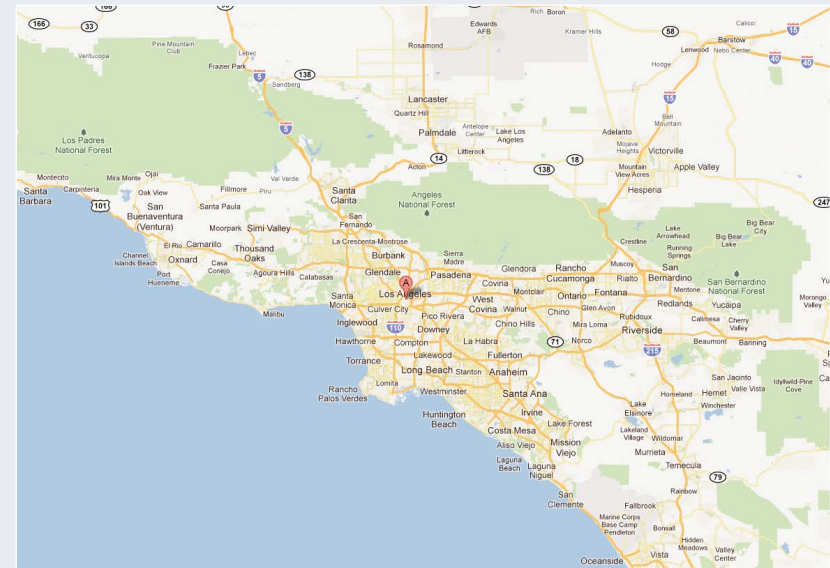
Healing Trauma
with yoga

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



rates...

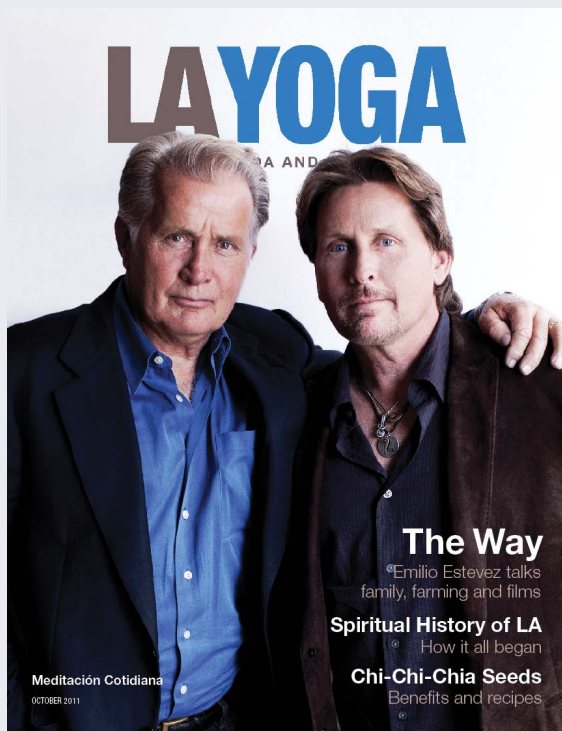
Ad Size	1X	3X	6X	10X
Full Page Spread	4,670	4,195	3,740	3,275
Full Page	2,750	2,475	2,200	1,925
2/3 Vertical	2,100	1,895	1,680	1,475
1/2 Horizontal	1,580	1,425	1,260	1,095
1/3 Column	1,050	945	840	735
1/3 Square	1,050	945	840	735
1/4 Page	790	715	630	545
1/6 Page	520	475	420	365
Back Cover	4,200	3,850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

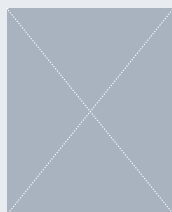
** All Digital Edition circulation is free of charge for 2011



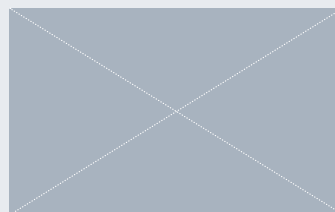
specs...

Artwork Submission:

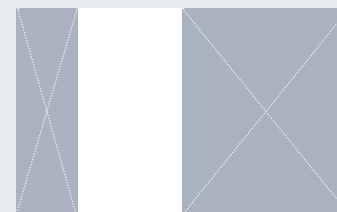
All artwork to be submitted as high resolution PDF format.



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

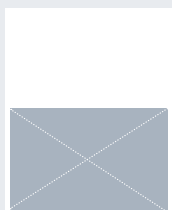


FULL PAGE SPREAD:
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Trim: 16.75" X 10.875"
Live: 15.75" X 9.875"

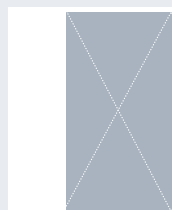


FULL PAGE PLUS:
Bleed: 8.875" X 11.375"
Trim: 8.375" X 10.875"
Live: 7.375" X 9.875"

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.