

YOGI TIMES BUSINESS

TM

2006 media kit

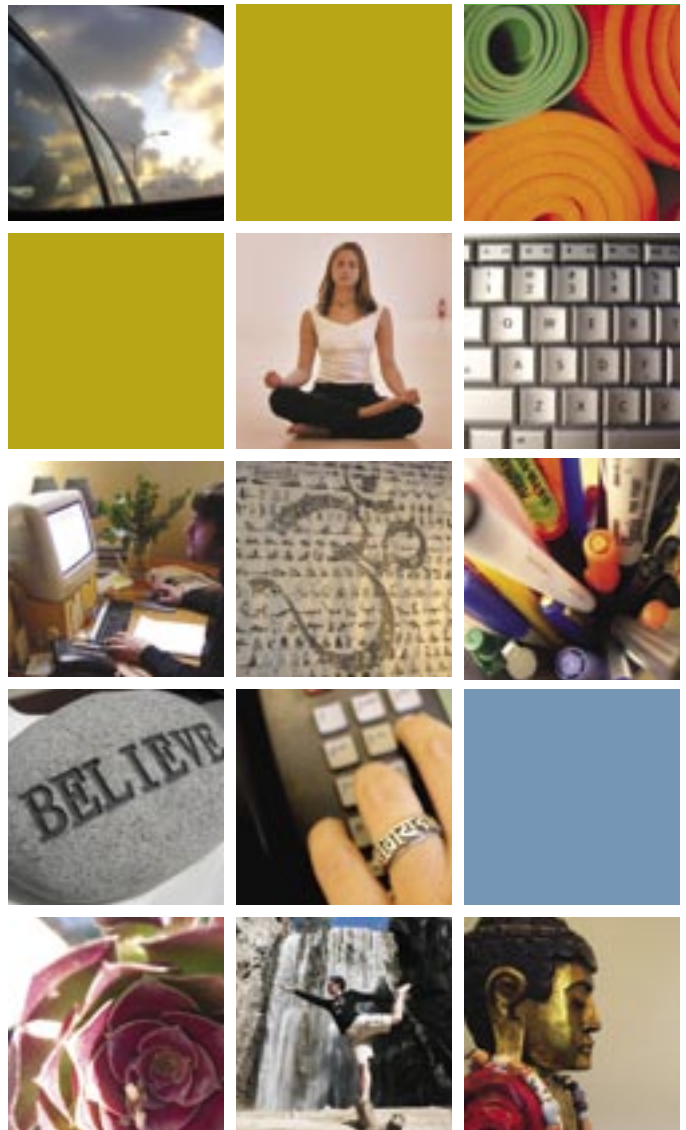
contact

Yogi Times BUSINESS
3384 Robertson Place,
Los Angeles, CA 90034

T: 310. 733.4411
F: 310. 496. 2486
sales@yogitimes.com

intention of Yogi Times BUSINESS

To provide business owners and other accountable individuals in the LOHAS Industry (Lifestyles of Health and Sustainability) critical market research and tools to be more effective, grow their businesses and realize their dreams while helping to make running conscious businesses an easier choice.





YOGI TIMES BUSINESS™

demographic profile

distribution

editorial focus

who are our readers ?

Yogi Times BUSINESS is a national trade magazine that will be distributed across the United States with a small percentage going to international businesses. We believe the content will be of interest not only to yoga and Pilates studios, retreat centers and spa owners but to the much broader segment of managers and buyers that work for companies that service this exploding market. Some examples include yoga teachers, account supervisors and media buyers include advertising agencies, designers and sales people at manufacturing companies that produce everything from yoga mats and videos to cleaning products and computer software, as well as marketing, public relations representatives and other members of the press.

our distribution?

Yogi Times BUSINESS will launch with an initial circulation of 10,000 copies mailed to subscribers and a complimentary list of business professionals outlined above in the readership section. The future growth will be determined by the increase in subscribers acquired through carefully structured marketing efforts utilizing the internet, post cards and print ads throughout the year.

editorial focus

- Employee Issues
- System Marketing
- Finances and Banking
- Brand building
- Graphics
- Advertising Campaign
- Online Presence
- Comparing Business Models
- Ethical Business Practices
- Merchandising and Display
- Side Operation
- Legal Matters
- Liability
- Reaching out to the Community
- Event Planning
- Press Releases and Marketing
- Reviews, Business Books, CD's, Videos
- Retail - Spa Boutique
- Subleasing, Maximize Space
- Suggested Reading
- Retail Bliss
- Business Planning for New Businesses
- Books to Sell
- Cleaning
- Construction, Design, Re-Design
- Success Stories
- Balancing Your Business/Practice
- Furniture and Furnishings
- Floorings and Carpeting
- Types of Classes

advertising size



Full Page

(include Back cover,
Inside front, Inside back)
Trim 8.375"(w) x 10.875"(H)
Please provide 0.125" bleed
and keep any type 0.125"
away from cut edges.



1/2 Page

7.389"(w) x 4.943"(H)



1/12 Page

2.281"(w) x 2.291"(H)



1/3 Page (Square)

4.81"(w) x 4.81"(H)



2 Page Spread

Trim 16.75"(w) x 10.875"(H)
Please provide 0.125" bleed
and keep any type 0.125"
away from cut edges.



1/3 Page

2.375"(w) x 9.75"(H)



Resources Directory

- Classifieds
- Directory Listing



2/3 Page

4.81"(w) x 9.75"(H)



1/6 Page

2.375"(w) x 4.75"(H)



Web Directory

2.281"(w) x 2.291"(H)

YOGI TIMES BUSINESS™

artwork format

STEP 1

Option #1 - If you are providing your own artwork please submit it (CMYK, 300 dpi) only in one of the following formats: **PDF, TIFF, EPS (Outlined)**.

If graphic design or typesetting is required on your ad upon reception, there will be a minimum charge of \$35.

Option #2 - We are happy to help you prepare your artwork at the special rate of \$75/hour (minimum 1 hour).

Let your sales executive know your needs and you will be put in contact with our graphic department at graphics@yogitimes.com.

STEP 2

Send your artwork along with a full color paper proof to:

Yogi Times Magazine
Attn: Graphics
3384 Robertson Place
Los Angeles, CA 90034

or email them to:

production@yogitimes.com include your company name in the subject line.

STEP 3

Ensure you receive confirmation from our graphic department on receipt of your artwork.

Terms & Conditions

- Yogi Times may refuse any advertising that is not in line with the spirit of the magazine.
We will gladly help with objective suggestions.
- Artwork needs to be received by the artwork close date of each issue along with full payment of the ad for new advertisers.
A net 30-day billing will be offered for recurring advertisers.
- If an ad is canceled before its full run, the rates will be adjusted to the rate of the number of ads that have run.
- All verbal instructions, changes, or cancellations regarding contracts or insertions must be confirmed in writing by the advertiser
prior to the ad close date via email or mail addressed to your sales executive.

