



# yoga journal

MEDIA KIT  
*2021*



## STATE OF THE

# YOGA MARKET



The practice of yoga is more important than ever—attracting commitment from experts and newcomers during these times of uncertainty. Engage yogis where they gather and inspire and connect with this passionate, active and affluent audience.

\$62K

AVG. YOGI SPENDS OVER  
THEIR LIFETIME ON  
CLASSES + ACCESSORIES

44%

PRACTICE 2-3  
TIMES PER WEEK

\$40

AVG. YOGI IS WILLING  
TO SPEND ON A 1-TIME  
YOGA EXPERIENCE

64%

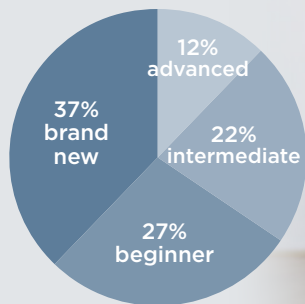
WANT TO DO MORE  
YOGA IN 2019

47%

MORE LIKELY TO  
MAINTAIN A WELLNESS  
ROUTINE WHEN HELD  
ACCOUNTABLE BY A  
CLASS OR TEACHER

37%

PLAN ON ENGAGING  
IN MORE WELLNESS  
ACTIVITIES OFF THE  
MAT IN 2019



experience level breakdown



Source: OnePoll, 2019 The Rise of Yoga Events: New Data on How to Grow Your Yoga Business.



# THE YJ UNIVERSE



MOBILE



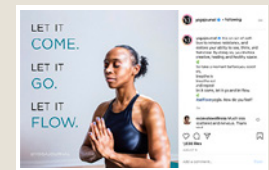
PRINT



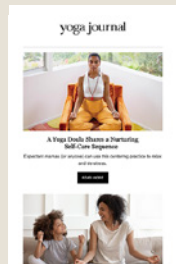
WEBSITE



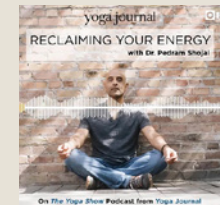
MEMBERSHIP  
& APP



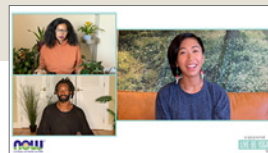
SOCIAL



EMAIL



TWO  
PODCASTS



CUSTOM  
EVENTS



ONLINE  
COURSES



CUSTOM  
CAMPAIGNS

10 million+  
dedicated practitioners across platforms

YOGA JOURNAL

# AUDIENCE

10M

TOTAL AUDIENCE

87%  
FEMALE

11% MALE

2% PREFER NOT  
TO ANSWER/  
NON-BINARY

46

AVERAGE AGE

\$115K

AVERAGE HHI

55%

MARRIED

practice yoga to stay healthy

95%

have been active since childhood

40% (and 27% for 20+ years)

Source: Audience Study, Summer 2020. Photo by Matt Nager

2021

# YEAR OF YOGA

## JANUARY

THEME: Raise Your Vibration  
Refreshed print design + content  
New Year Challenge

## FEBRUARY

ONLINE: Sex & Love

## MARCH

THEME: Sustainability  
Clean Beauty Awards

## APRIL

ONLINE: Beginner's Guide  
Live Be Yoga Tour Kickoff

## MAY

THEME: The Mind

## JUNE

THEME: Community  
& Conversation  
International Yoga Day

## JULY

THEME: Relationships

## AUGUST

THEME: Meditation  
and Mindfulness

## SEPTEMBER

THEME: Health  
National Yoga Month

## OCTOBER

THEME: Aging Well

## NOVEMBER

THEME: Ayurveda  
Empowered Yogi Awards

## DECEMBER

THEME: Compassion  
Self-Celebration Challenge  
Gift Guide



# BRAND MOMENTS



## MENTAL WELLNESS

The US has long battled a mental health epidemic that has only gotten worse with COVID, unemployment, and racial unrest. In May 2021 (mental health awareness month) YJ shines a light on how **mindfulness, meditation, and yoga can help us cope.**

**Digital/Social:** A campaign that encourages our audience to participate in yoga practices to improve mental wellness.

**Video:** Featuring yogis talking about how their practice has supported their mental health.

**Round-Table Series:** Live or virtual discussions between mental health experts and yoga luminaries.

**Print:** Based on reader feedback, the magazine will feature coping tools and practices.



## EMPOWERED YOGI AWARDS (NOV. 2021)

YJ celebrates yogis across the country who are changing the way yoga is practiced and perceived.

**Digital/Social:** Each of the individuals in the package does a 1-day IG stories takeover, giving us a glimpse into their lives.

**Print:** Feature and possible reader-nominated yogi on the cover.

*Photo: Marshawn Feltus, by Robert Sturman*



## network initiatives

**DIVERSITY** | We, at Pocket Outdoor Media, have committed to taking action both within our company and by using our platform to make real change in the outdoor and fitness industries. We truly believe that when diversity is celebrated and inclusion valued, we can inspire all active lifestyle participants to do the activities they love, with greater enjoyment, inspiration, and knowledge.

**SUSTAINABILITY** | Our lives, our sports, and our business depend on a healthy planet. And the planet is currently at risk. As a company, we aspire to greater leadership in the field of sustainability. With the launch of Active Planet, a permanent company wide initiative, we commit to use POM's content and platforms to educate and inspire our audiences to take action. We are also taking steps to reduce the impact of our business operations.

**OLYMPICS** | In 2021, POM joins the global community to celebrate the Summer Olympics in Tokyo. The athletes who engage with POM brands share a common dream with Olympians to be their very best. Our brands will unite and join the world while inspiring our audience to participate in their own athletic achievements all summer long.



# WHERE YJ GATHERS

## YOGAJOURNAL.COM

Unique Monthly Visitors **1.9M+**  
Monthly Page Views **4.9M+**  
Pages Viewed Per Session **1.92**  
Mobile **57%** | Desktop **38%** | Tablet **5%**  
Female/Male **61%/39%**  
Average Age **25-34**  
Average HHI **\$115K**

## SOCIAL MEDIA

Facebook **2.2M+**  
Instagram **1M+**  
Twitter **1.4M+**

## CUSTOM EMAIL BLASTS

Subscribers **85K+**

## E-NEWSLETTERS

Editorial Newsletter **101K+**  
The Teacher List Newsletter **40K+**



## PODCASTS

Downloads **45K+**



Biweekly



Weekly

## ONLINE COURSES

Courses, On-Demand **47+**  
Students **22K**

Sources: Google Analytics; Audience Study, Summer 2020

# COMMUNITY CONNECTIONS



## 6 YEARS STRONG

Yoga Journal's Live Be Yoga Tour is like no other

- ▶ Robust LIVE tour events (virtual and in-person) with yoga studio partners across the country.
- ▶ The ONLY media-driven, national, and authentic mobile marketing activation to the yoga enthusiast.
- ▶ INSPIRING conversation and purchasing with integrity within the yoga community.
- ▶ INFLUENCER-LED content to amplify your brand's product message.



# THE MAGAZINE

## RATES

Full Page	\$26,149
1/2 Page	\$15,807
1/3 Page	\$9,039
1/4 Page	\$4,971
1/6 Page	\$2,310

25% Premium on all covers

**TOTAL READERSHIP: 1.5M+**

*All listed rates are gross*

## EDITORIAL CALENDAR

**JAN/FEB: RAISE YOUR VIBRATION**

Space 10.26.20 | Materials 11.2.20 | Newsstand 12.29.20

**MARCH/APRIL: SUSTAINABILITY**

Space 12.11.20 | Materials 12.18.20 | Newsstand 3.2.21

**MAY/JUNE: THE MIND**

Space 3.1.21 | Materials 3.8.21 | Newsstand 5.4.21

**JULY/AUG: RELATIONSHIPS**

Space 4.28.21 | Materials 5.5.21 | Newsstand 7.6.21

**SEPT/OCT: HEALTH**

Space 6.29.21 | Materials 7.6.21 | Newsstand 8.31.21

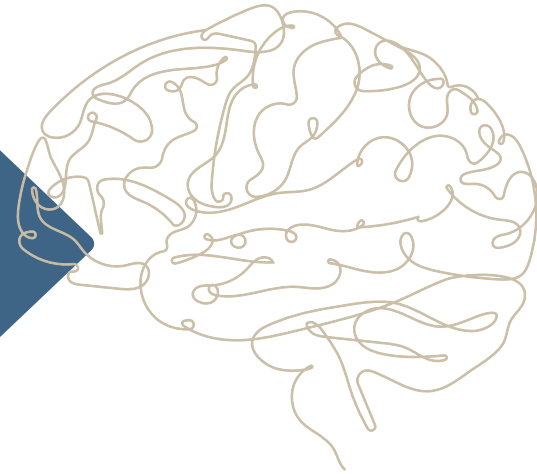
**NOV/DEC: AYURVEDA**

Space 8.24.21 | Materials 8.31.21 | Newsstand 10.26.21

*Dates & editorial subject to change*



What neuroscience says about why print magazine ads work



## paper-based reading:

more focused attention, less distraction

higher comprehension and recall

stimulates emotions and desires

preferred by majority (even millennials)

drives sensory involvement which creates reader impact

slower reading speeds

Sources: 2020 Doublebase MRI ; MPA Factbook 2020

# MEMBERSHIPS

**Our MOST engaged audience pays for a Yoga Journal Pass or an Active Pass.**

**Yoga Journal Pass** members enjoy a subscription to the Yoga Journal mobile app, a video library, members-only challenges, weekly newsletters, and a subscription to the magazine, among other benefits.

**Active Pass** is a membership program that gives readers wider access to the whole network of POM brands. Readers who take advantage of this premium offering gain access to premium and exclusive content, a personalized feed, partner discounts, magazine subscriptions, training plans, and event access.

## MARKET TO THIS GROUP WITH:

- Focus Groups
- Influencer Campaigns
- Product Seeding
- All “Pass Perks” for our Members
- Special Events

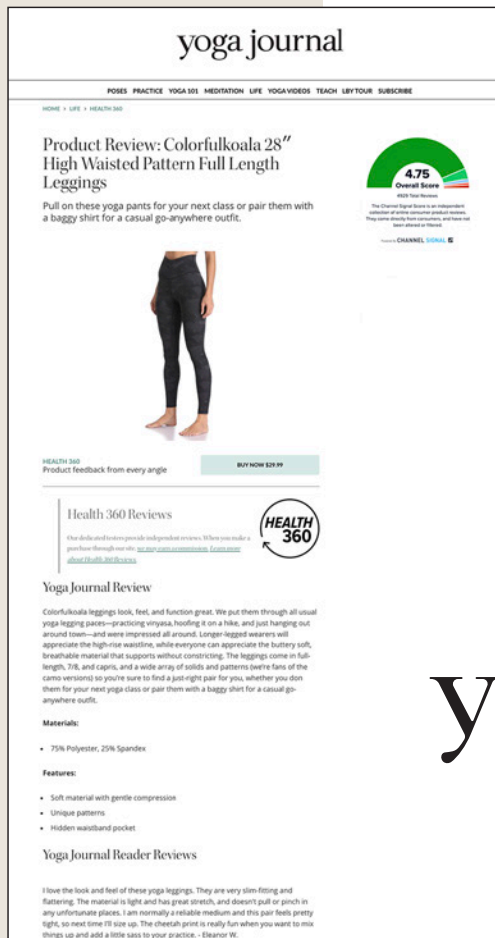
## ACTIVE PASS



Photo by Christopher Dougherty

# HEALTH 360

**HARNESS THE POWER** of consumer reviews and media reviews together. Yoga Journal introduces an integrated review & e-commerce strategy to create and distribute compelling product content. Editorial reviews are proven to increase sales conversion, and Health 360 was built to emphasize e-commerce sales. Health 360 will provide a 360 review on yogajournal.com, valuable information to learn more about your products, and the opportunity to focus on new product launches and in-line products.



## BENEFITS:

- Editorial product review on yogajournal.com
- Yoga Journal's edit review to publish on Partner's website
- Yogajournal.com will include a complete 360 Review: YJ's Editorial Review, purchase link to your preferred ecomm, Reader/Member Reviews, and Consumer Aggregate Score (for 6 months)
- Traffic drivers via Yoga Journal's email & social channels
- BONUS: The same review is submitted to Amazon as part of Yoga Journal's On-Site Partnership driving traffic to your products
- Premium Add-Ons can also include Video Reviews or a Channel Signal Partnership for greater review data, & more







# CUSTOM EXPERIENCES



**VIDEO** | From highly produced and scripted commercial spots to long-form documentary content, and everything in between, our production and editorial teams can create compelling storytelling for your brand.

**PHOTOGRAPHY** | Let Yoga Journal art direct and shoot your creative for use across our platforms or for your own use to connect more organically to the yoga consumer.

**INFOGRAPHIC** | Bring our audience the information they crave. YJ has a vast amount of information from the history of yoga to wellness hacks and practical yogic resources. Help present this knowledge in an easy and digestible way through stats and imagery, integrating your brand as a leader on each topic.

**NATIVE ARTICLES** | Our editorial and freelance teams can craft lifestyle and service content that seamlessly integrates your brand.

**DIGITAL & SOCIAL** | Work with us on a range of custom campaigns. From giveaways and slideshows to custom lead-gen quizzes and social campaigns, we can design a campaign perfect for your goal.

**IN-BOOK** | We produce high-impact gatefolds, perforated inserts, advertorial content, and much more to drive visibility and brand preference—all with editorial-driven content that positions your brand perfectly to the yoga practitioner.

# POWER OF THE NETWORK

Pocket Outdoor Media (POM) is the world's leading creator of active lifestyle content. Across web, print, podcast, social and video, our brands engage with millions of the most active and influential consumers in the world.



103M

ANNUAL REACH

135K

AVERAGE HHI

56%

PARTICIPATE IN ACTIVE LIFESTYLE EVENTS

46%

STARTED THEIR ACTIVE LIFESTYLES IN CHILDHOOD

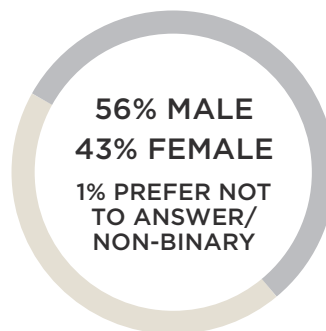
REACHING ACTIVE LIFESTYLE ENTHUSIASTS AGES

18-55+



MARRIED

NOT MARRIED



56% MALE  
43% FEMALE  
1% PREFER NOT TO ANSWER/  
NON-BINARY

Yoga Journal  
BACKPACKER  
SKI  
VeloNews  
Climbing  
Rock and Ice  
Gym Climber  
Women's Running  
Triathlete  
Trail Runner  
Better Nutrition  
Bicycle Retailer  
Clean Eating  
Fly Fishing Film Tour  
IDEA Health & Fitness Association  
Muscle & Performance  
Nastar  
National Park Trips  
NatuRx  
Oxygen  
PodiumRunner  
Roll Massif  
SNEWS  
Vegetarian Times  
VeloPress  
VeloSwap  
Warren Miller Entertainment

Source: Audience Study, Summer 2020

# DIGITAL SPECS

## STANDARD BANNERS

AD NAME/SIZE	DEVICE	ACCEPTED FORMATS	FILE SIZE	ANIMATION
Billboard 970x250	Desktop, Tablet	.jpg, .gif, 3rd party tags	150kb max	:15 animation or 3 loops
Leaderboard 728x90	desktop, tablet	.jpg, .gif, 3rd party tags	150kb max	:15 animation or 3 loops
Half Page 300x600	desktop, tablet	.jpg, .gif, 3rd party tags	150kb max	:15 animation or 3 loops
Medium Box 300x250	desktop, tablet	.jpg, .gif, 3rd party tags	150kb max	:15 animation or 3 loops
Mobile Leaderboard 300x50 OR 320x50	Mobile	.jpg, .gif, 3rd party tags	60kb max	:15 animation or 3 loops

*SERVING/TRACKING: site served or third party served; advertiser can send 1x1s or UTM codes for tracking if site served*  
*OPTIONS PLACEMENT NOTES: any creative not to spec will be rejected and may impact start date*

## NEWSLETTER SPONSORSHIP

AD NAME/SIZE	ACCEPTED FORMATS	FILE SIZE	ANIMATION	SERVING/TRACKING OPTIONS
Logo 88X31	PNG with transparent background	30kb max	NA	Must be site-served; advertiser can send click tracker or a UTM code with their click-thru URL
Billboard 970X250	.jpg, .gif, 3rd party tags	150kb max	Must be static	site served; third party 1x1 click trackers accepted
Leaderboard 728x90	.jpg, .gif, 3rd party tags	150kb max	Must be static	site served; third party 1x1 click trackers accepted
Click-Thru URL	NA	NA	Must be site-served	NA

*OPTIONS PLACEMENT NOTES: any creative not to spec will be rejected and may impact start date or ability to go live*

## PRE-ROLL VIDEO

FILE FORMAT	DIMENSIONS	ASPECT RATIO	CODEC	FRAME RATE	BITRATE	LENGTH	FILE SIZE	BLACK BARS	LETTERBOXING	AUDIO SPECS
.mov or .mp4	640x480 (Required) 300x400 (Mobile)	16:9 or 4:3	H.264	23.98 or 29.97	at least 20 Mbps	:15 (preferred) OR :30	up to 1GB	No black bars	No letterboxing	Codec: PCM (preferred) OR AAC Bitrate: At least 192 Kbps Bit: 16 or 24 bit only Sample rate: 48 Khz Audio Settings: Required

**CUSTOM EMAILS:** Please provide us with: 600x600 image file / click-thru URL / body copy (500 characters max) / subject line (exclusive offers or discounts are strongly encouraged) (150 characters) / preview line (150 characters)

Submit all creatives to your Campaign Manager THREE (3) days prior to campaign launch for static creative,

FIVE (5) days prior for rich media. POM cannot guarantee that creative received after the due date will go live on time.

Max of THREE (3) individual creatives in rotation at one time, unless otherwise specified for a particular placement. All site-served ads require a GIF/JPG and a click-through URL.

Any HTML5 or rich media MUST be served by a third party. POM does NOT have the ability to create or serve rich media for any reason.

All third-party tags (creative serving AND tracking-only) and accompanying technologies being served by tags must be SSL Compliant (HTTPS). POM cannot offer makegoods for non-compliant tags.

**Pre-Roll Video:** Can be site-served and can accept VAST (4.1) Tags for 3rd party serving. We do not accept VPAID tags.

Campaigns served via a third party must grant adops@pocketoutdoormedia.com reporting access within the first week to prevent reporting discrepancies. Failure to do so may result in billing off primary reporting numbers.

All ads with a white background require a 1px black border.



# PRINT SPECS

UNIT SIZE	WIDTH x HEIGHT
SPREAD - TRIM	16" x 10.5"
SPREAD - BLEED	16.25" x 10.75"
SPREAD - LIVE AREA	15.625" x 10.125"
FULL PAGE - TRIM	8" x 10.5"
FULL PAGE - BLEED	8.25" x 10.75"
FULL PAGE - LIVE AREA	7.625" x 10.125"
1/2 HORIZONTAL	6.825" x 4.45"
1/3 VERTICAL	2.2" x 9.2"
1/3 VERTICAL - BLEED	2.9625" x 10.75" *
1/4 VERTICAL	3.33" x 4.5"
1/6 VERTICAL	2.2" x 4.45"
1/6 HORIZONTAL	

\* Size includes the .125" bleeds on the 3 sides that bleed.

## PUBLICATION TRIM SIZE

8" x 10.5" perfect bound

## BLEED

.125" beyond trim

## SAFETY AREA

.375" inside trim (and gutter for spreads)

## RESOLUTION

300 ppi placed at 100%

## SUBMITTING YOUR AD

Please submit ad materials via WeTransfer to [production@yogajournal.com](mailto:production@yogajournal.com). Please note that files sent via email to this email address cannot exceed 12MB or may not be delivered. You will receive an automatic reply if the file was received.

## FOR TECHNICAL ASSISTANCE, PLEASE CONTACT

[production@yogajournal.com](mailto:production@yogajournal.com)  
or 303.253.6426



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