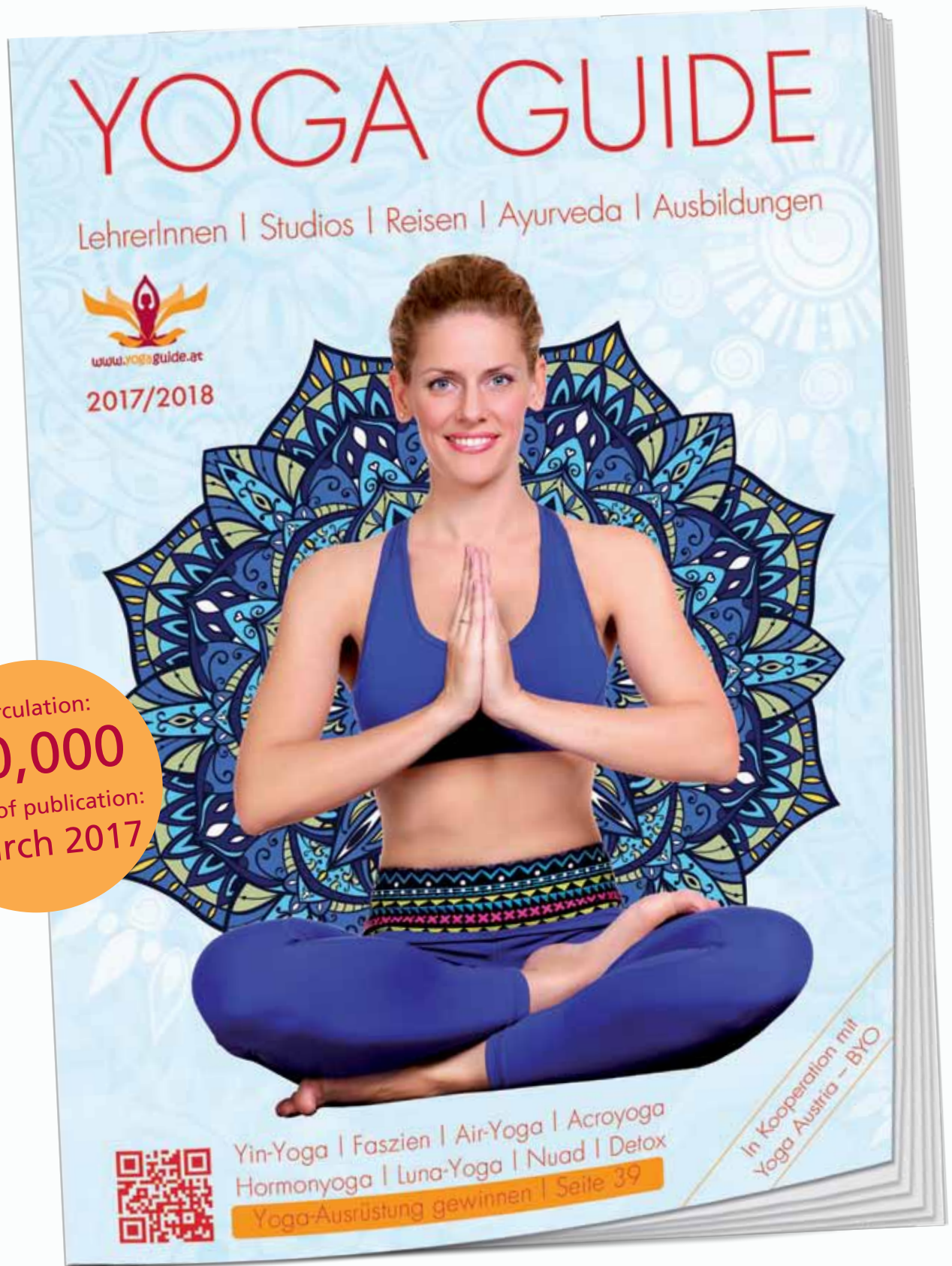


# MEDIA DATA 2017



Circulation:  
**70,000**  
Date of publication:  
**March 2017**

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THE COMPREHENSIVE GUIDE TO  
YOGA IN AUSTRIA

# YOGA GUIDE PRINT & ONLINE

The comprehensive guide to yoga in Austria

## ALL IS YOGA

### SERVICE, INFORMATION AND CONTACTS

During the last ten years yoga has become a mass movement. Yoga is an integral part of an active lifestyle for hundreds and thousands of Austrians.

The annual **Yoga Guide** and [www.yogaguide.at](http://www.yogaguide.at) have followed the yoga boom from the very beginning and have become an essential information and communication platform for today's yoga scene in Austria.

## YOUR TARGET GROUP

### ACTIVE, HEALTH-CONSCIOUS, SUCCESSFUL

With **Yoga Guide** and [www.yogaguide.at](http://www.yogaguide.at) you can reach a large group of active people, maintaining a health-conscious lifestyle. People practising yoga are often particularly successful people, who use yoga as an ideal way to balance their hectic and stressful everyday life.

- ▶ Roughly 80 percent of people practising yoga are **women**
- ▶ Main target group between **30 and 55 years old**
- ▶ More than two third live in **Vienna and the provincial capitals**
- ▶ Above-average share of **executives, academics and self-employed people**

## YOUR BENEFITS

### PRECISE, COST-EFFICIENT, FLEXIBLE

- ▶ With the annual print edition of **Yoga Guide** and [www.yogaguide.at](http://www.yogaguide.at) you can reach an attractive group readership with high yoga affinity and media loyalty without wastage.
- ▶ Strong, diversified distribution channels allow for special-interest-marketing at exceptionally attractive prices.
- ▶ Combined bookings in print and online as well as numerous forms of cooperations such as classic advertising, promotions and listings provide flexible and tailor-made advertising opportunities.

#### OWNER (PUBLISHER)

M&B PR, Marketing, Publikationen GmbH · Töpfelgasse 8 · 1140 Vienna  
T: +43/1/233 01 23-0 · [office@yogaguide.at](mailto:office@yogaguide.at) · [www.yogaguide.at](http://www.yogaguide.at)

# YOGA GUIDE PRINT MAGAZINE

Contents, Media data, Distribution

## YOGA GUIDE PRINT

The Yoga Guide print edition is published once a year, with the next edition being published in March 2017.

The core part of Yoga Guide is a comprehensive overview of yoga classes in Austria, including yoga studios, yoga teachers, seminars, hotels and travel agencies, teacher trainings etc. A clear overview of yoga styles as well as numerous service-oriented parts make Yoga Guide a perfect reference book for yoga enthusiasts and yoga teachers. Promotions and listings offer flexible and tailor-made advertising options.

## EDITORIAL CONTENT & ADDRESSES

- ▶ YOGA STUDIOS & TEACHERS
- ▶ TEACHER TRAININGS
- ▶ SPECIAL YOGA CLASSES  
(YOGA FOR CHILDREN, AIRYOGA ETC.)
- ▶ YOGA HOLIDAYS & TRAVEL
- ▶ BOOKS, MUSIC, VIDEOS
- ▶ CLOTHING & ACCESSORIES
- ▶ AYURVEDA
- ▶ NUTRITION
- ▶ YOGA & MEDICINE

## MEDIA DATA

**CIRCULATION 70,000**

**FORMAT A5 (148 x 210 mm)**

**DATE OF PUBLICATION 17 March 2017**

**CLOSING DATE AND EDITORIAL DEADLINE 17 February 2017**

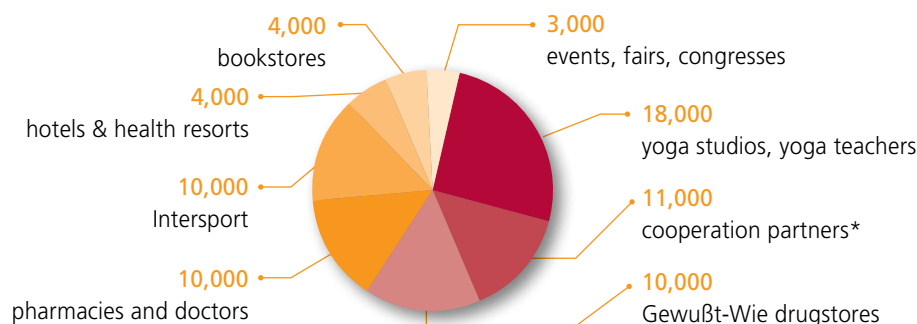
## ADVERTISING DATA & PRINTER'S COPIES

Email print-ready pdf-files in 300 dpi resolution and 3 mm bleed difference per page to [produktion@yogaguide.at](mailto:produktion@yogaguide.at)

## DISTRIBUTION

The Austrian Yoga Guide is published annually in a circulation of 70,000, is distributed in cooperation with the **Yoga Austria – BYO (the professional association of yoga teachers in Austria)** and is available in the Austrian sporting goods store **Intersport** as well as all branches of the drugstore chain **Gewußt-Wie**.

### YOGA GUIDE IS AVAILABLE AT:



\*medical associations, bakeries, wholefood shops and supermarkets, health care professionals, adult education centres, insurance companies.


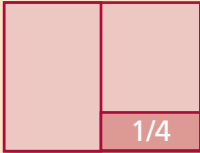
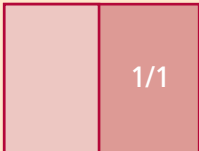
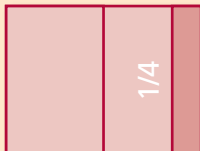
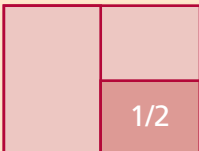

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# YOGA GUIDE PRINT MAGAZINE

Austria's central source of information for yoga and health

## FORMATS AND ADVERTISING RATES 2016

	<b>2/1 PAGE</b> 296 x 210 mm (full bleed) <b>Euro 3,900,-</b>		<b>1/4 PAGE LANDSCAPE</b> 148 x 52 mm (full bleed) 120 x 50 mm (type area) <b>Euro 750,-</b>
	<b>1/1 PAGE</b> 148 x 210 mm (full bleed) 120 x 180 mm (type area) <b>Euro 2,900,-</b>		<b>1/4 PAGE PORTRAIT</b> 36 x 210 mm (full bleed) 34 x 180 mm (type area) <b>Euro 750,-</b>
	<b>1/2 PAGE</b> 148 x 105 mm (full bleed) 120 x 90 mm (type area) <b>Euro 1,500,-</b>		<b>1/8 PAGE</b> 148 x 26 mm (full bleed) 120 x 25 mm (type area) <b>Euro 400,-</b>

### ADDITIONAL PLACEMENT FEES

Cover: +100 %

Cover 2: +20 %

Cover 3: + 10 %

Cover 4: +30 %

### COMBINED PRINT AND ONLINE ADDRESS LISTING

Reach yoga enthusiasts 365 days a year.

Size 5,6 x 3 cm (width x height).

Please find all benefits of an online PRO-listing on the next page.

price per year **Euro 430,-**

Print-PRO



+

Online-PRO



For further advertising packages and more information please contact our sales team.

All prices plus 5% advertising tax and 20% VAT.

## OUR ADVERTISING PARTNERS 2016 (selection)



HEAD OF SALES AND PROJECT MANAGEMENT

Elfi Mayr

T: +43/1/233 01 23-0 · M: +43/676/542 39 10 · E: e.mayr@yogaguide.at

## YOGA GUIDE INTERNET

[www.yogaguide.at](http://www.yogaguide.at) is the most important internet platform for yoga in Austria. The extensive data base on the website, up-to-date coverage in the newsletter and intensive linking-up of yoga enthusiasts via social networks make [www.yogaguide.at](http://www.yogaguide.at) the leading communication medium of the yoga scene. Website, newsletter and social media activities are closely linked and maximise coverage.

### WEBSITE



THE Austrian yoga platform with extensive **yoga search**, up-to-date **yoga calender** and daily **news** on yoga.

User-friendly search options help all yoga enthusiasts to find the right class quickly. Numerous additional informations and regular updates make the internet database an important addition to the print edition.

[www.yogaguide.at](http://www.yogaguide.at)

### YOGA GUIDE NEWSLETTER



The newsletter of [www.yogaguide.at](http://www.yogaguide.at) is delivered **every Wednesday** and contains **8 to 12 current news** about Austrian and international yoga activities.

Important **topics** are seminars, teacher trainings, travel as well as new books and music and other news that are relevant for the health-conscious target group (i.e. nutrition, sports, scientific studies etc.).

[www.yogaguide.at/newsletter](http://www.yogaguide.at/newsletter)

### YOGA GUIDE SOCIAL MEDIA



Fan page of [www.yogaguide.at](http://www.yogaguide.at) on Facebook and Yoga Guide-Tweets are the quickest possibility to reach the Austrian yoga scene.

The loyal Yoga Guide readers share the information frequently, thus a big target group can be adressed in a short time.

[www.facebook.com/yogaguideAT](https://www.facebook.com/yogaguideAT)

[www.twitter.com/yogaguideAT](https://www.twitter.com/yogaguideAT)

*The electronic Yoga Guide media are growing continuously. Up-to-date information on page visits etc. of the website, the number of newsletter subscriptions as well as friends, fans and followers on the various social media channels can be inquired via email to [office@yogaguide.at](mailto:office@yogaguide.at).*

Contact the „YOGA GUIDE“ HOTLINE:

T: +43 / 1 / 233 01 23-0 · M: +43 / 676 / 542 39 10 · E: [e.mayr@yogaguide.at](mailto:e.mayr@yogaguide.at)

[www.yogaguide.at](http://www.yogaguide.at)

Find us on  [yogaguideAT](https://www.facebook.com/yogaguideAT)  [yogaguideAT](https://www.twitter.com/yogaguideAT)

## ONLINE ADVERTISING OPTIONS

### ONLINE ADDRESS LISTING PRO



PRO-customers can present their activities in an extensive way:

- in Austria's biggest yoga database
- including, logo or picture, contact information and text
- including a link to your own website
- show up first in the yoga search
- including two advertorials within a year free of charge (published on yogaguide.at and in the newsletter)

price per year **Euro 330,-**

### ADVERTORIALS



Advertorials are presented as editorial content and guarantee high attention and credibility.

- Placement in the news section of yogaguide.at and in the newsletter
- Distribution via Facebook and Twitter.
- Ideal for detailed information on offerings such as teacher trainings, seminars, yoga holidays etc.

1 x **Euro 99,-**      3 x **Euro 250,-**      5 x **Euro 350,-**  
 (to be used within one year, please enquire for additional quantities)

### BANNER UND BUTTONS



**FULL BANNER 468 X 60**  
 Start page    monthly    Euro 190,-  
                   annually    Euro 1,500,-

**MAXI BUTTON 120 X 160**  
 Start page    monthly    Euro 155,-  
                   annually    Euro 1,300,-

**MINI BUTTON 120 X 60**  
 Start page    monthly    Euro 99,-  
                   annually    Euro 790,-

**STANDARD BUTTON 120 X 120**  
 Start page    monthly    Euro 125,-  
                   annually    Euro 990,-

**NEWSLETTER-BANNER 468 X 60**  
 Start page    1 x            Euro 210,-  
                   3 x            Euro 550,-

All prices plus 20% VAT (no advertising tax online)  
 Price list Nr. 11/1.1.2017

Contact the „YOGA GUIDE“ HOTLINE:

T: +43 / 1 / 233 01 23-0 · M: +43 / 676 / 542 39 10 · E: e.mayr@yogaguide.at

www.yogaguide.at

Find us on yogaguideAT yogaguideAT