MEDIA DECK 2020

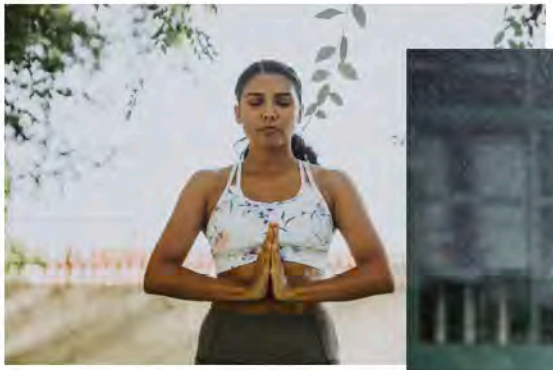
YogiApproved.com
Your Life On & Off The Mat

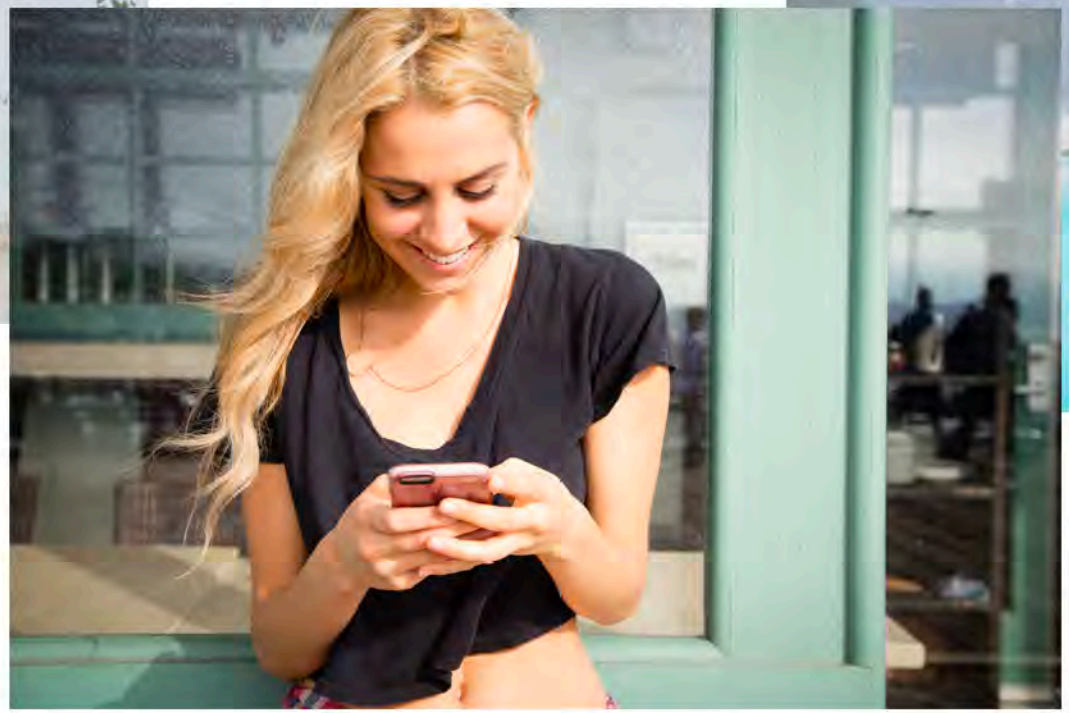
© 2020 YOGIAPPROVED, LLC. • ALL RIGHTS RESERVED

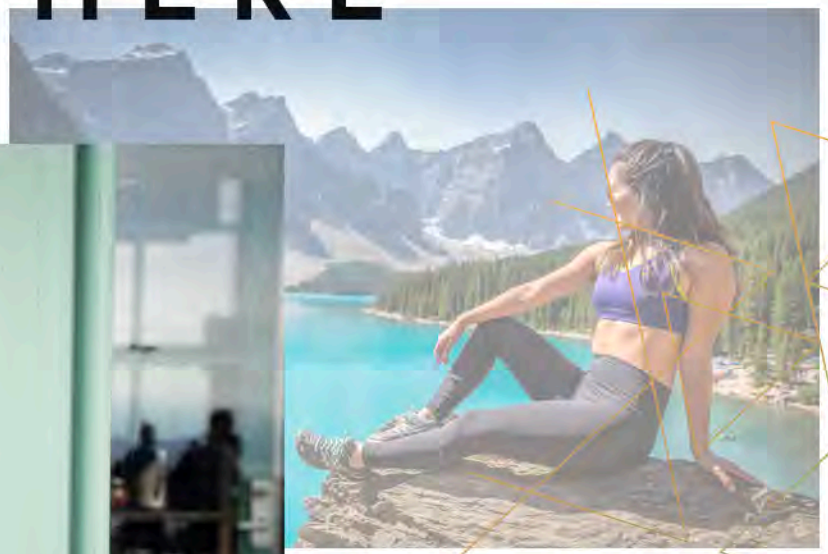
IT IS OUR MISSION TO EMPOWER OUR READERS AND INSPIRE THEM TO ACHIEVE THE YOGA PRACTICE AND HEALTHY LIFESTYLE THEY SEEK.

© 2020 YOGIAPPROVED, LLC. • ALL RIGHTS RESERVED

THE MINDFUL MILLENIAL IS HERE







OUR READERS ARE YOGA ENTHUSIASTS RANGING FROM BEGINNERS TO EXPERTS WHO SHARE A SIMILAR CORE INTEREST OF LIVING A HEALTHIER, HAPPIER, MORE FULFILLING LIFE BOTH ON AND OFF THEIR YOGA MAT!

© 2020 YOGIAPPROVED, LLC. • ALL RIGHTS RESERVED

WE PUBLISH THOUGHT-PROVOKING, MEANINGFUL CONTENT THAT MAKES A POSITIVE IMPACT

Hundreds of like-minded contributors from around the world speak their mind and share their knowledge on living happy, healthy lives.

© 2015 YOGIAPPROVED LLC

YOU GUESSED IT: WE DO A LOT OF YOGA

WE DO
HEALTH & WELLNESS

WE DO
MEDITATION & SPIRITUALITY

WE DO
PRODUCT REVIEWS & FASHION

WE DO
LOVE, DATING, RELATIONSHIPS & SEX

WE DO
TRAVEL & LIFESTYLE

BUT BEING A YOGI IS MORE THAN A YOGA PRACTICE. THAT'S WHY WE OFFER MORE...

© 2020 YOGIAPPROVED, LLC. • ALL RIGHTS RESERVED

BY THE NUMBERS

1.2m
Mo. Pageviews

650k
Mo. Unique Readers

87%
Female

13%
Male

76% U.S. Readership

AGE GROUPS

23%	37%	20%	19%
18-24	25-37	38-44	45+

270k
Followers

100k
Subscribers

14m
Mo. Impressions

22k
Followers

90k Email Subscribers

*Source Google Analytics & Adsense

YogiApproved.com
Your Life On & Off The Mat

ADVERTISING OFFERINGS

YogiApproved.com
Your Life On & Off The Mat

DEDICATED EMAIL

Your offer will be sent out to our entire email list

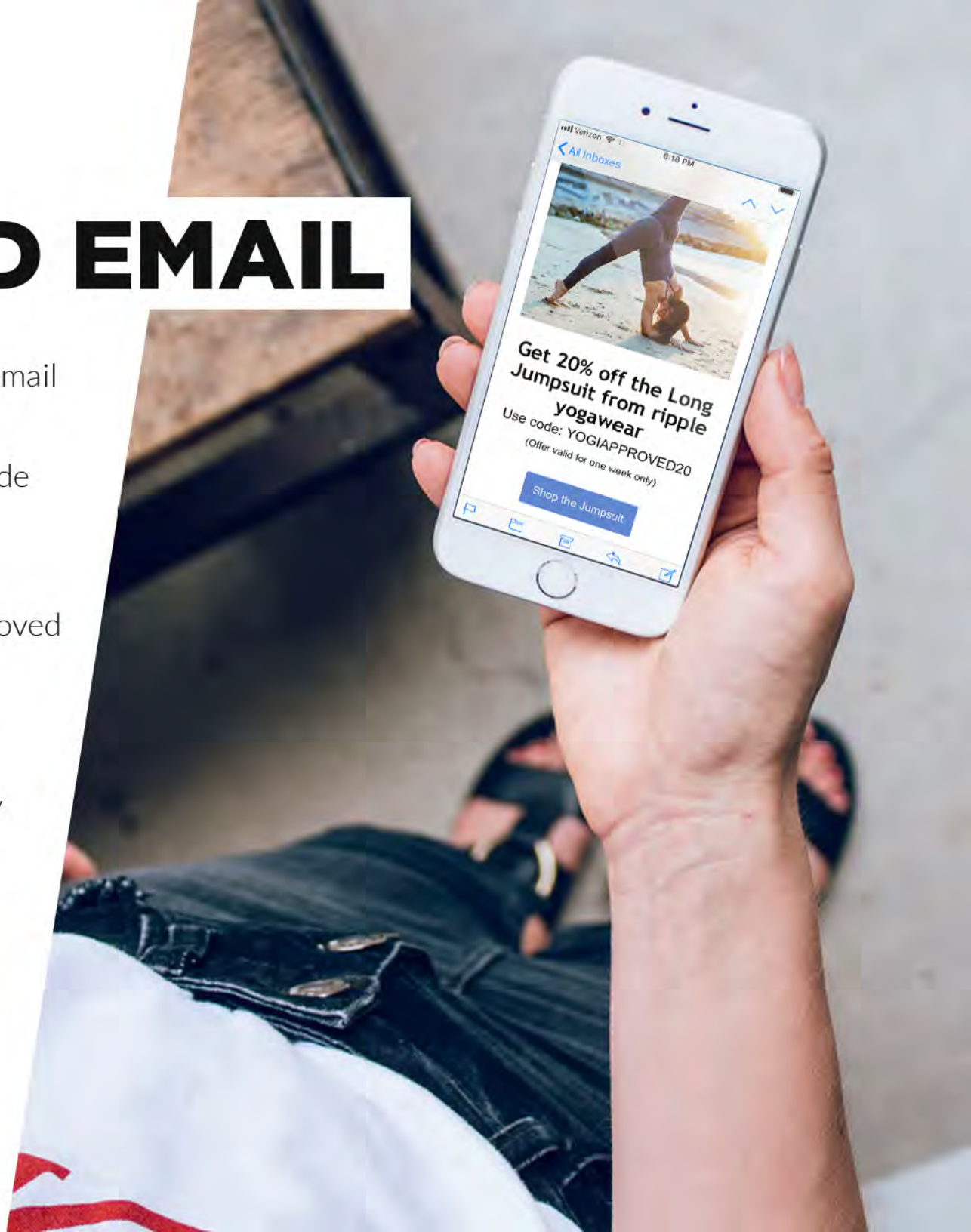
Our team will design the email and provide you with a mock-up for approval

Industry-leading open rates

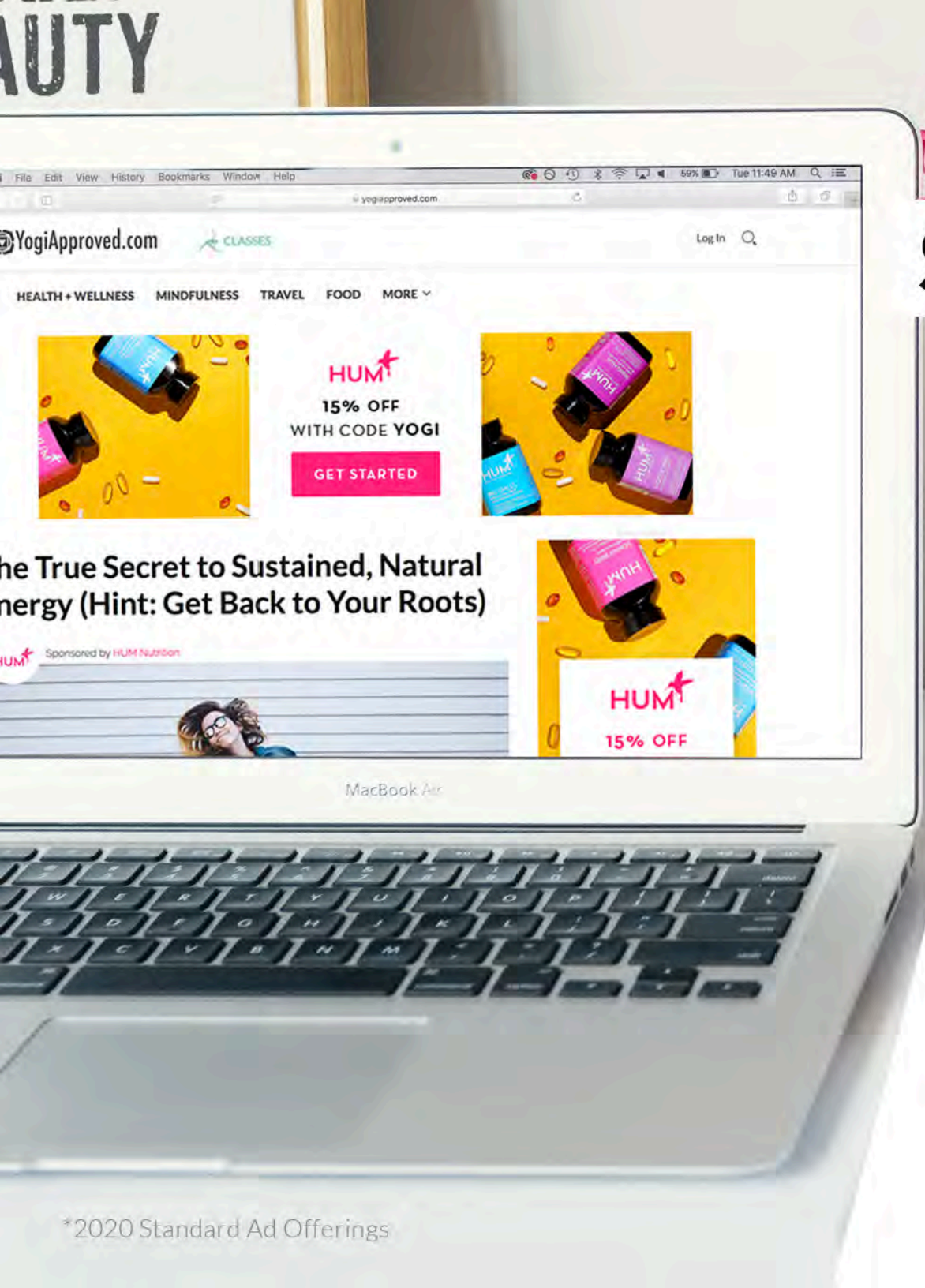
Offer is also promoted in our @yogiapproved Instagram story

Includes a follow up email to non-opens

*Ask about sponsoring one of our weekly emails.



*2020 Standard Ad Offerings



YogiApproved.com

SPONSORED ARTICLE

Brand sponsored by-line

All banner ads on the page

In-article ads, CTA and follow link

Featured article placement on homepage for 1 week

Promoted in top placement in our email newsletter to our entire list

Promoted on all social media channels

Article and ads live on the site forever

*2020 Standard Ad Offerings

YogiApproved.com
Your Life On & Off The Mat

ADVERTORIAL

Editorial highlighting your brand, product and UVP

Includes in-article follow links to your home and product pages

Promoted in top placement in our email newsletter to our entire list

Promoted on all social media channels

Writen with best SEO practices to help lend high evergreen value

*2020 Standard Ad Offerings

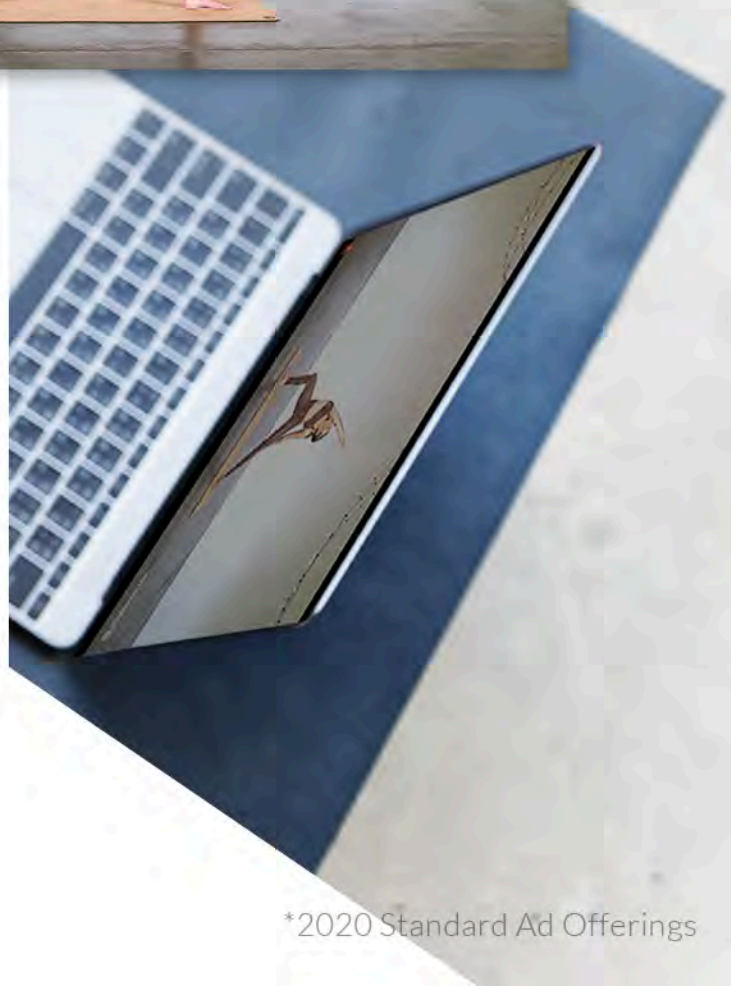
VIDEO PRODUCT PACEMENT

Inclusion of your product in a high-traffic-driving free class featured on our website and YouTube channel

Links to your product are placed in the article as well as the YouTube discription

Promoted in our email newsletter to our entire list

Promoted on all social media channels to over 500k subscribers



*2020 Standard Ad Offerings

YogiApproved.com
Your Life On & Off The Mat

PRODUCT REVIEW VIDEO

Video review of your product highlighting the key features we love

Promoted on our website as well as our YouTube channel

Included in our email newsletter to our entire list of subscribers

Promoted on all social media channels

*Written product reviews are also available at a lower rate

*2020 Standard Ad Offerings

YogiApproved.com
Your Life On & Off The Mat
advertising@yogiapproved.com