

MEDIA
DECK
2022

 **YogiApproved.com**
Your Life On & Off The Mat





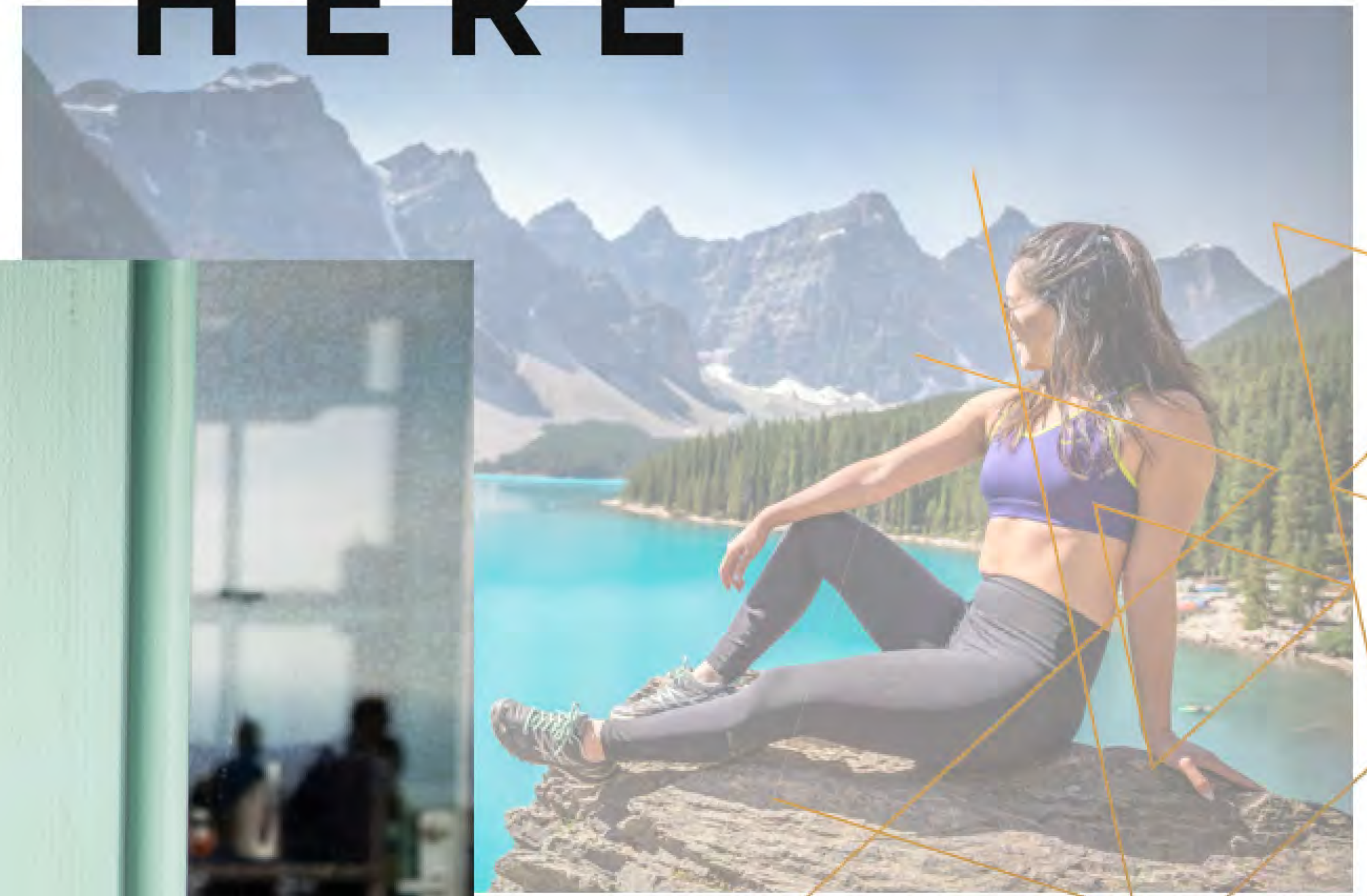
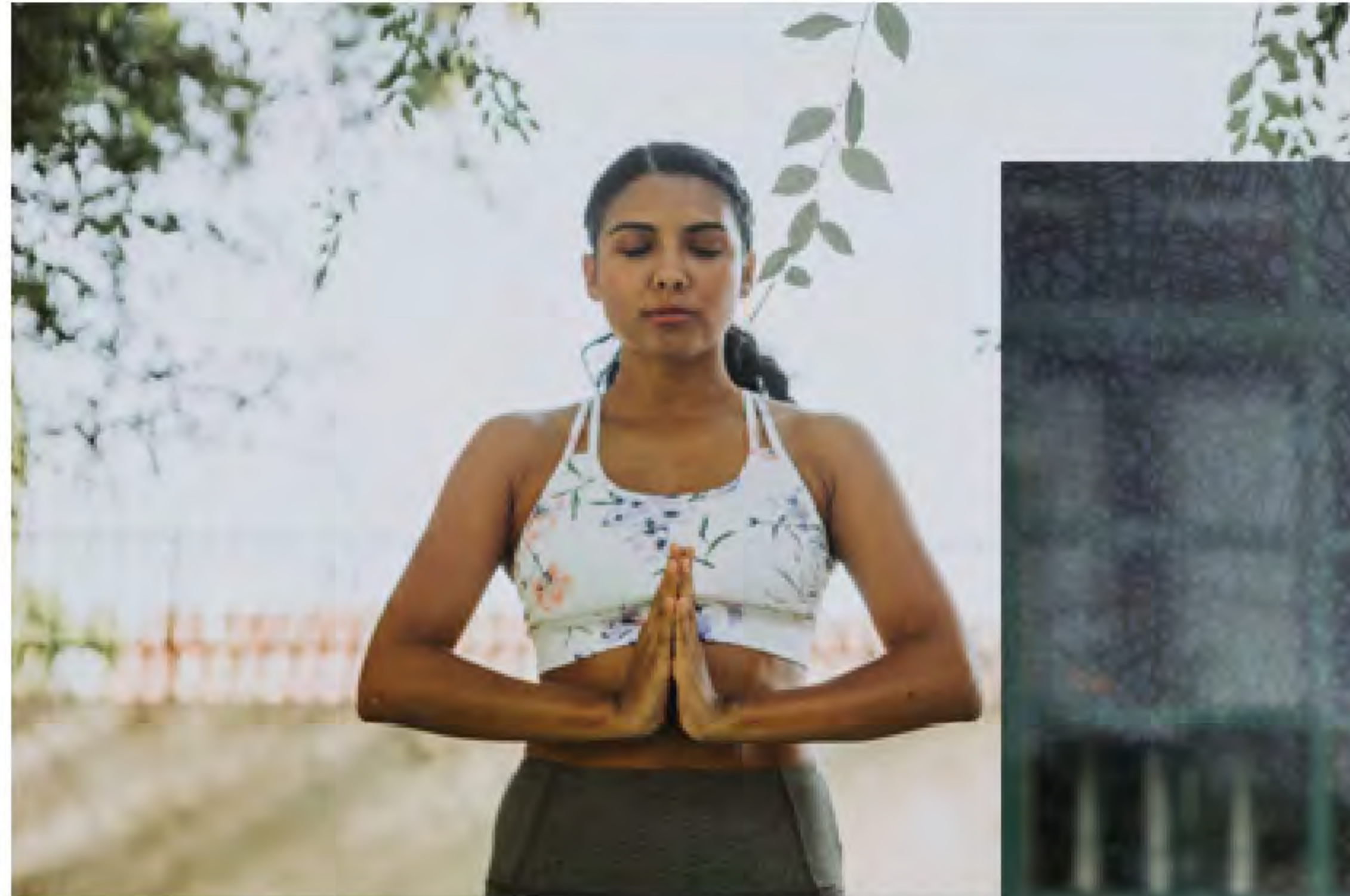
IT IS OUR MISSION TO
EMPOWER OUR READERS
AND INSPIRE THEM TO
ACHIEVE THE YOGA
PRACTICE AND HEALTHY
LIFESTYLE THEY
SEEK.

A woman with dark curly hair is sitting in a meditative pose on a blue yoga mat. She is wearing a white halter-neck crop top and white leggings. Her eyes are closed, and she has a peaceful expression. The background shows a modern living room with a blue sofa, pink pillows, and a framed picture on the wall. There are green plants on either side of the sofa. In the top left corner, there are several overlapping, thin, gold-colored geometric lines forming a star-like pattern.

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

A diverse community of contributors and instructors from around the world share their knowledge, experience, and expertise on living happy, healthy, and mindful lives.

THE MINDFUL WELLNESS ENTHUSIAST 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!

BY THE NUMBERS

530k

Mo. Pageviews

300k

Mo. Unique Readers



87%

Female



13%

Male



76% U.S. Readership

AGE GROUPS

23%

18-24

37%

25-37

20%

38-44

19%

45+



270k

Followers



290k

Subscribers



11m

Mo. Viewers



34k

Followers



50k Email Subscribers



*Source Google Analytics & AdSense

YOU GUESSED IT: WE DO A LOT OF YOGA

**WE DO
HEALTH & WELLNESS**

**WE DO
MEDITATION & SPIRITUALITY**

**WE DO
PRODUCT RECOMMENDATIONS
& FASHION**

**WE DO
LOVE, DATING,
RELATIONSHIPS & SEX**

**WE DO
TRAVEL & LIFESTYLE**

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



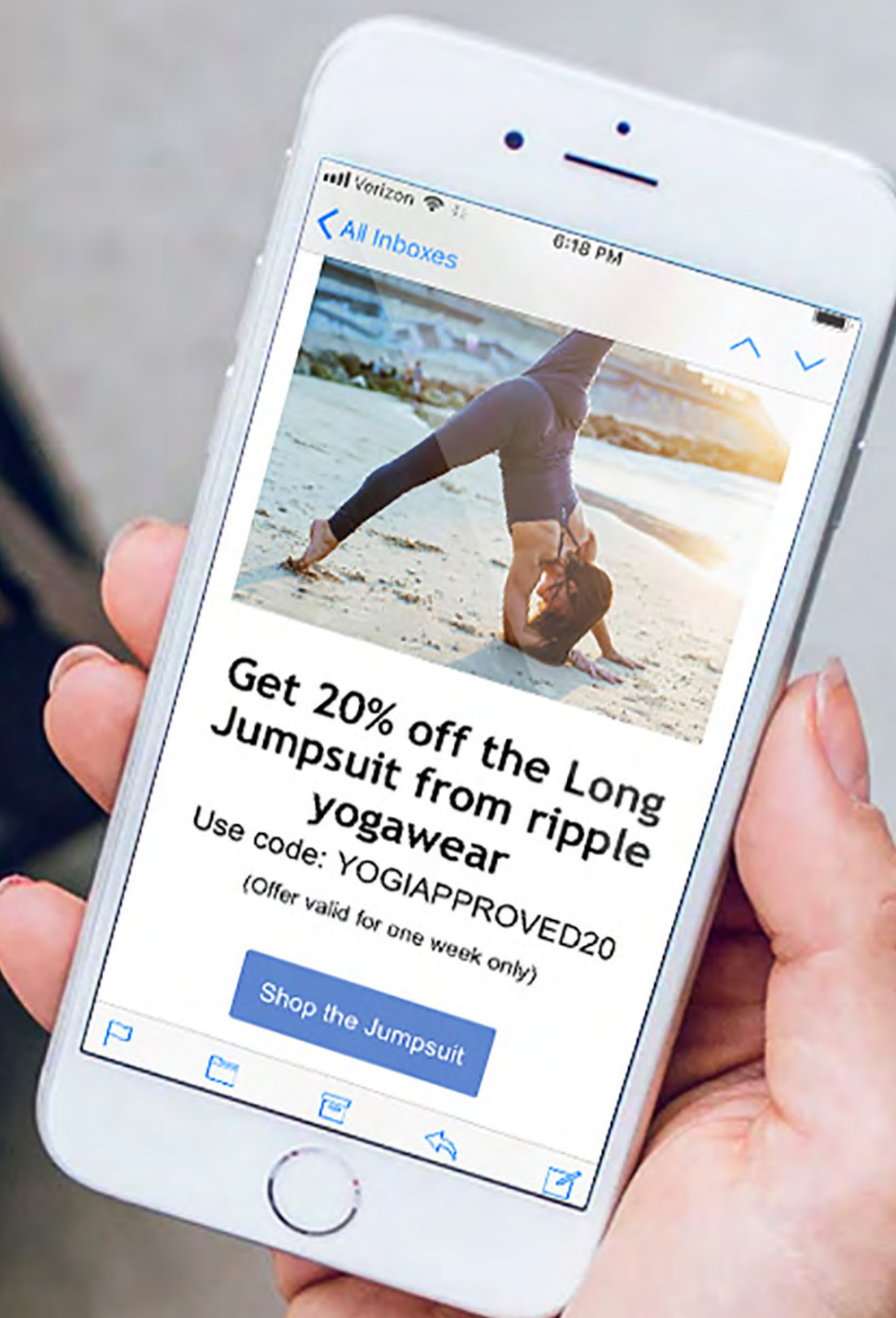
ADVERTISING OFFERINGS

DEDICATED EMAIL

Your offer will be sent out to our entire email list of yoga and wellness enthusiasts

Includes one follow up email to non-opens

Includes promotion on the @yogiapproved Instagram story with swipe up



AUTY

SPONSORED EDITORIAL

Brand sponsored by-line

All display ads on the page

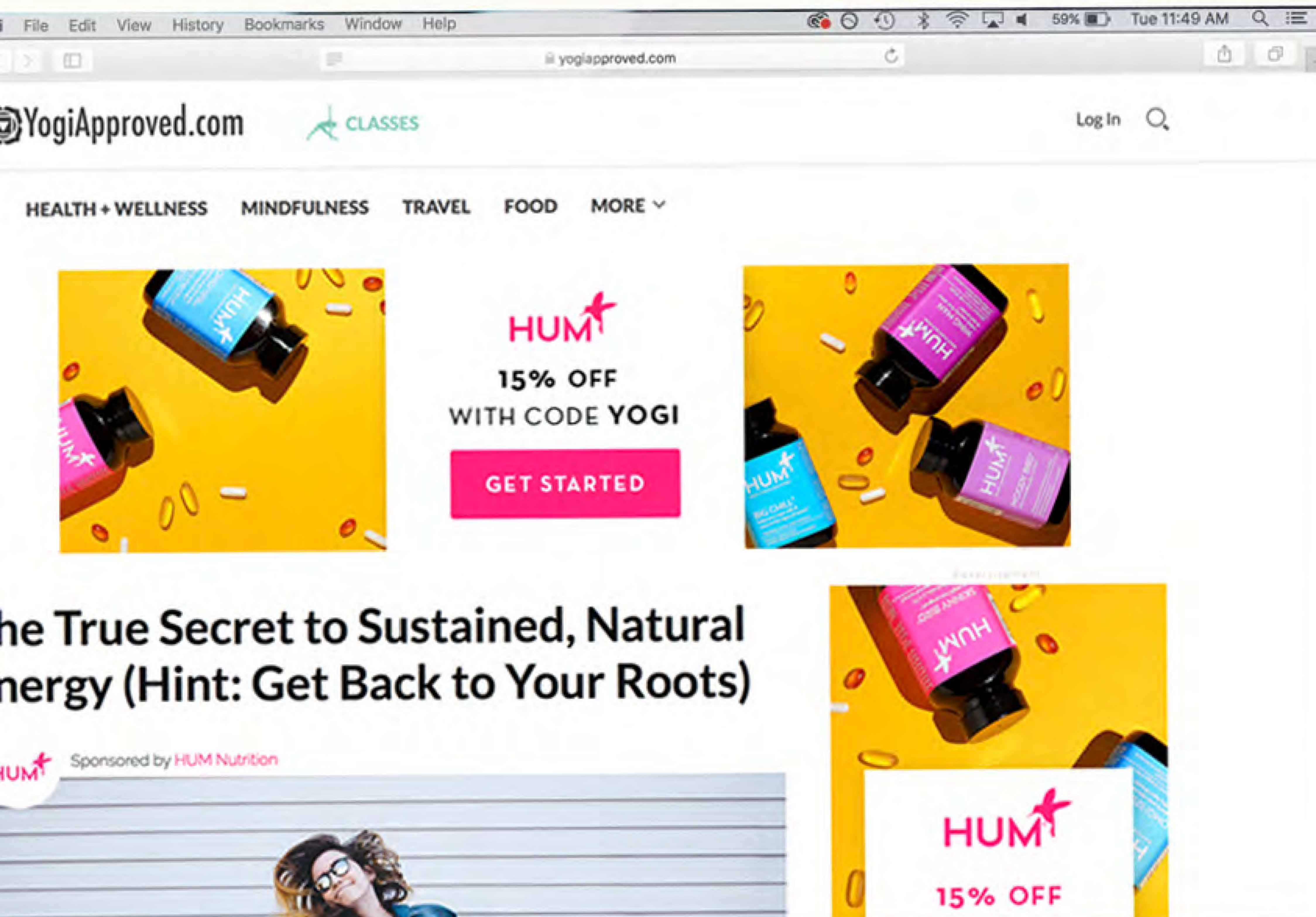
In-article CTA and follow links

Featured on the homepage of
YogiApproved.com

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



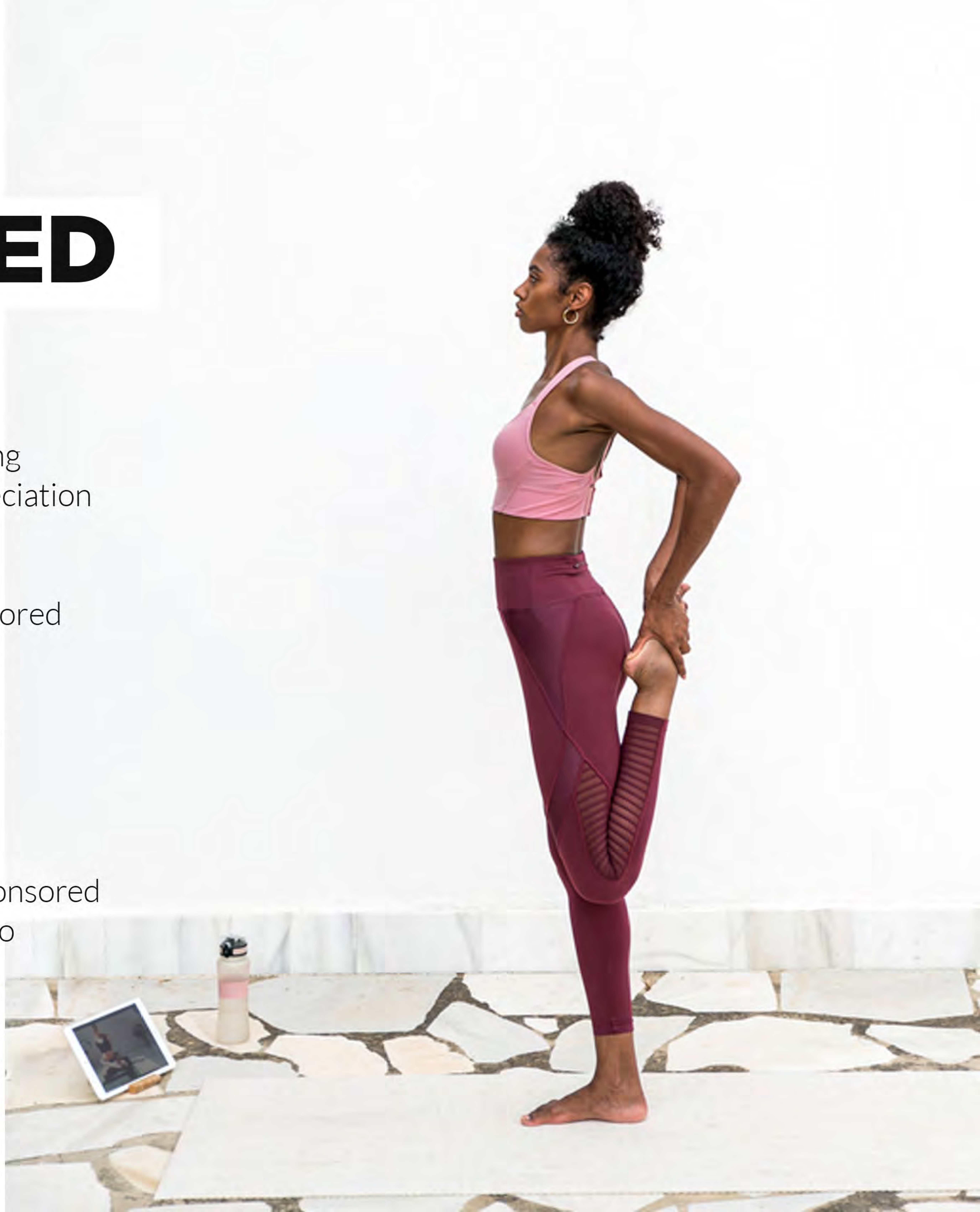
SPONSORED VIDEO

Professionally produced video building brand / product awareness and appreciation

Featured on the YogiApproved YouTube channel as well as in a sponsored editorial piece on YogiApproved.com

Promotion in email, social media, and YogiApproved.com home page

Clear brand mention and product feature within the video as well as sponsored byline and links in the article and video description



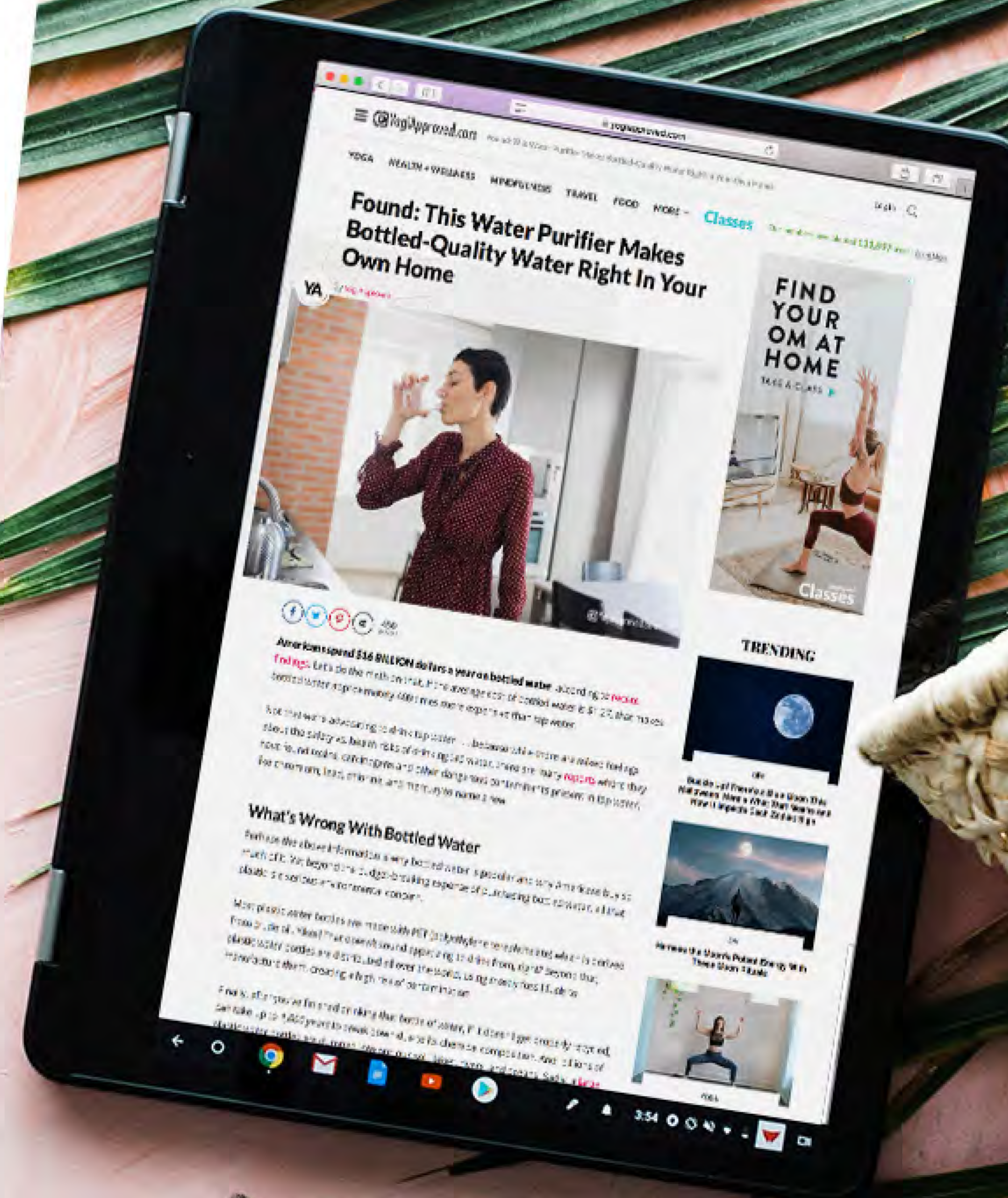
ADVERTORIAL

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



PRODUCT REVIEWS

Written or video review of your product highlighting the key features we love

Video reviews promoted on website as well as YouTube

Included in our email newsletter to our entire list of subscribers

Promoted on all social media channels



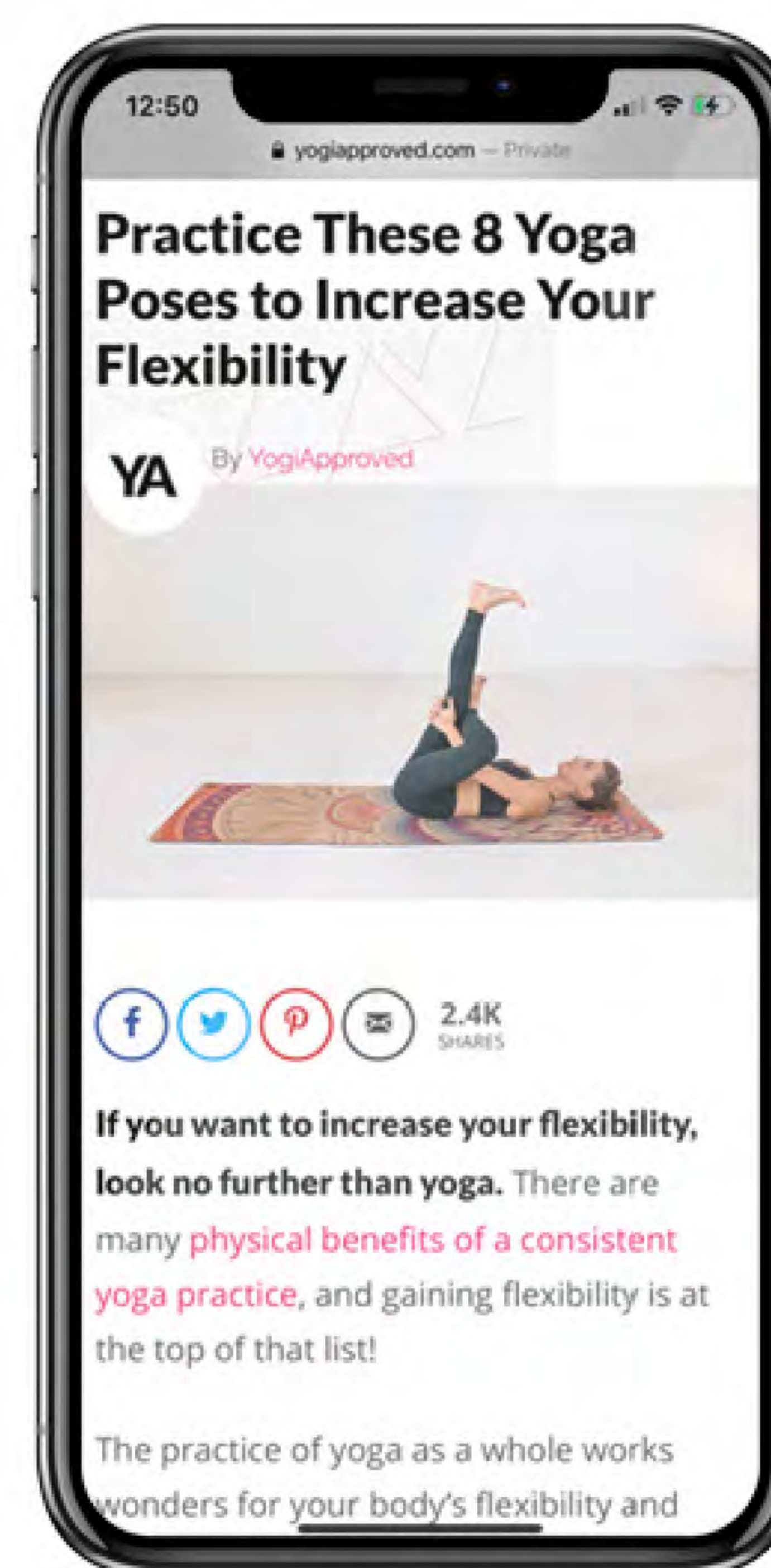
EDITORIAL PRODUCT PLACEMENT

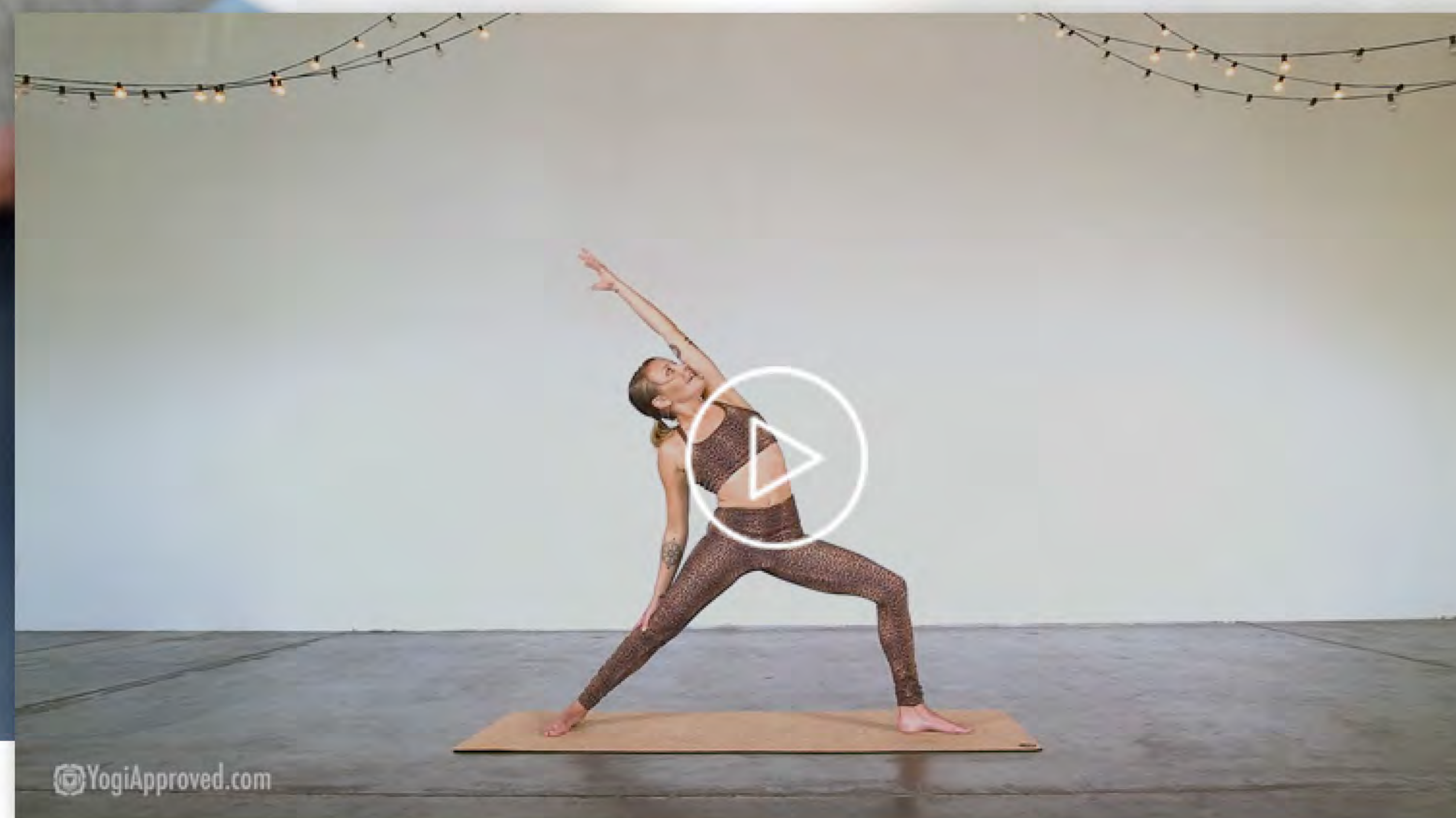
Your product will be featured in a high traffic driving editorial on YogiApproved.com

Follow links to your product will be included within the article

Promotion all all social platforms

Inclusion in top placement in an email to our entire list





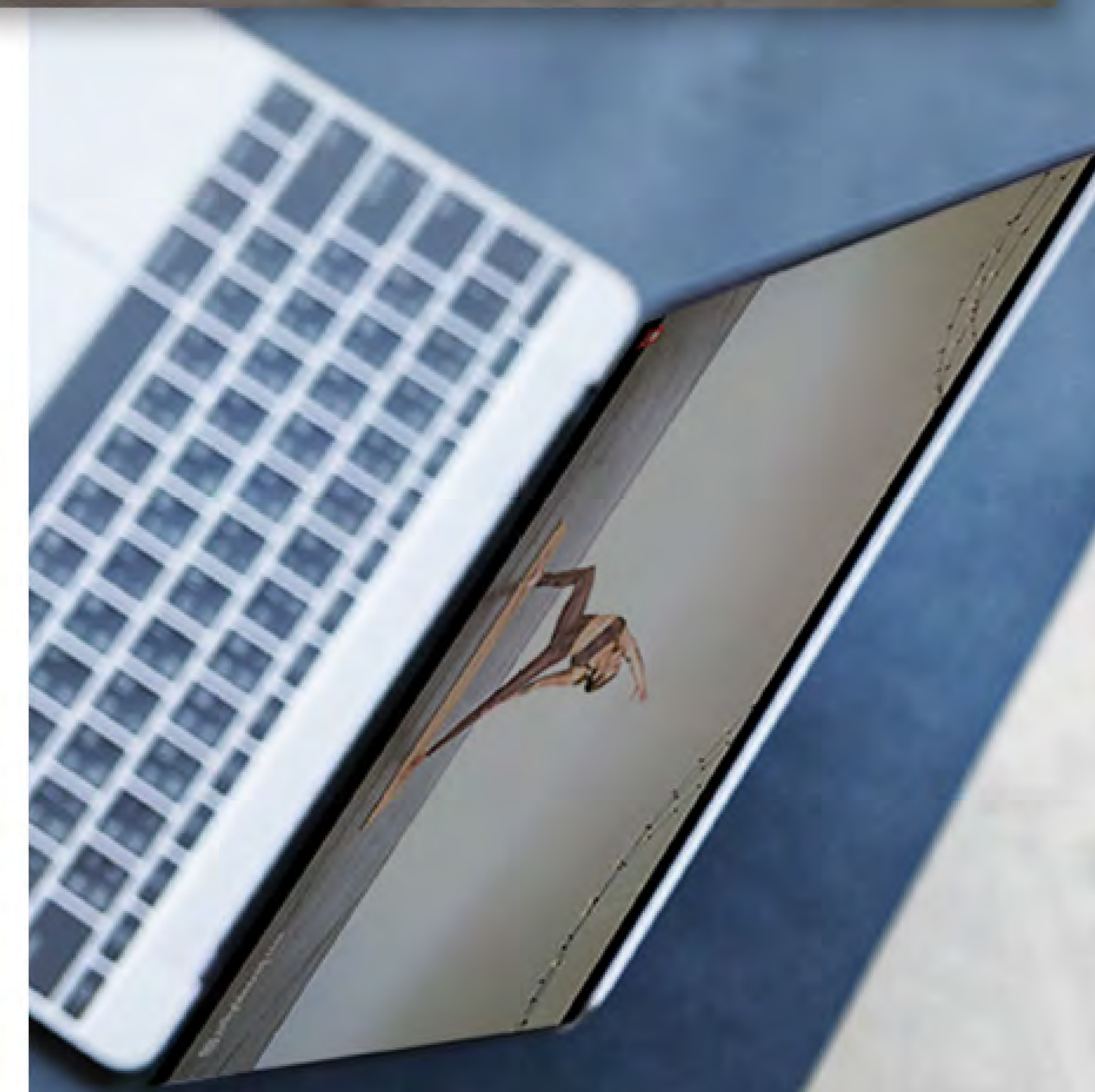
VIDEO PRODUCT PACEMENT

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

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

Promoted in our email newsletter to our entire list of 70k+ subscribers

Promoted on all social media channels



DISPLAY

Available sizes:

Standard Leaderboard - 970x250

Leaderboard - 720x90

Large Leader Board - 1400x361

Half Page - 300x600

Side Bar - 300x250

In-article - 300x250

Mobile Footer - 320x50

Desktop

The desktop view shows a full-width banner at the top with the text "CHEERS TO FREE BOOCH" and "TRY A FREE KEVITA ON #NATIONALBOOCHDAY". Below the banner is a main article titled "6 Non-Alcoholic Drink Recipes to Enjoy During the Holidays" by Emily Sutton-Grove. The article includes a large image of a golden milk latte and a list of trending topics. A sidebar on the right contains a "TRENDING" section with links to "Gift Ideas That Are Sure to Turn That 2020 Frown Upside Down", "Geminid Eclipse 2020 Happens on This Full Moon: Here's What It Means for Your Zodiac Sign", and "PRACTICE" with links to "monday motivation", "YOGA FOR RUNNERS", and "YOGA FOR MEDITATION". The bottom of the page features a "2. Hot 'Not Toddy'" section with an image of a drink.

Mobile

The mobile view shows a similar layout to the desktop version but with a more compact design. The banner at the top is smaller, and the article title "6 Non-Alcoholic Drink Recipes to Enjoy During the Holidays" is truncated. The trending section is also truncated, showing only the "Gift Ideas" link. The "2. Hot 'Not Toddy'" section is visible at the bottom.



advertising@yogiapproved.com