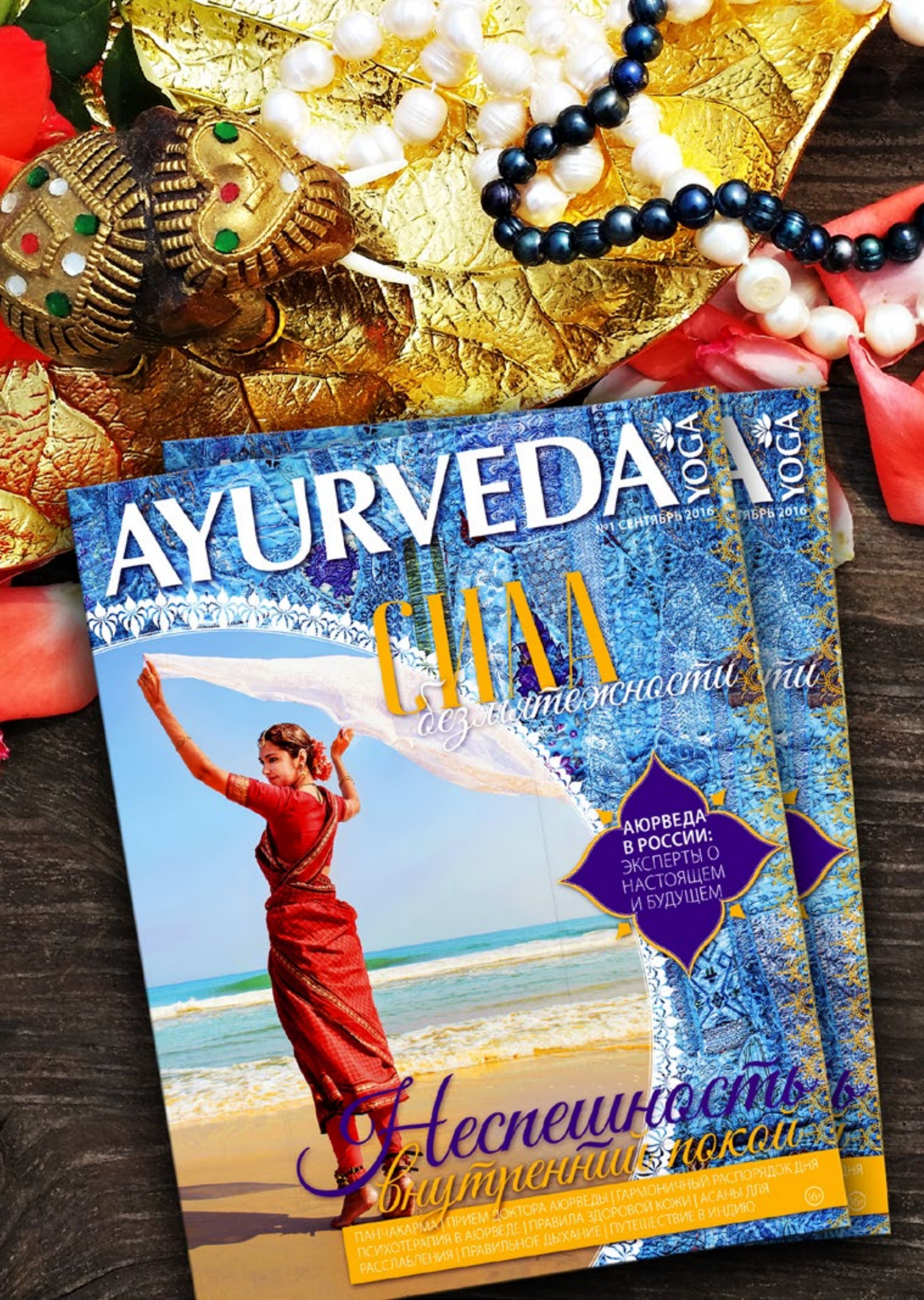
Media kit
2017
AYURVEDA
YOGA


AYURVEDA YOGA
№1 СЕНТЯБРЬ 2016
СИЛА
безмятежности
АЮРВЕДА В РОССИИ: ЭКСПЕРТЫ О НАСТОЯЩЕМ И БУДУЩЕМ
Неспешность в
внутренний покой
ПАНЧАКАРМА | ПРИЕМ ДОКТОРА АЮРВЕДЫ | ГАРМОНИЧНЫЙ РАСПОРЯДОК ДНЯ
ПСИХОТЕРАПИЯ В АЮРВЕДЕ | ПРАВИЛА ЗДОРОВОЙ КОЖИ | АСАНЫ ДЛЯ
РАССЛАБЛЕНИЯ | ПРАВИЛЬНОЕ ДЫХАНИЕ | ПУТЕШЕСТВИЕ В ИНДИЮ
16+

Editor's Letter

Dear friend!

The «Ayurveda & Yoga» magazine is distinguished by its educational – it's no exaggeration to say – mission. We are the first unique magazine popularizing Indian Ayurveda and Yoga in Russia and CIS countries. Our readers actively use Ayurvedic products and services.

We occupy a unique niche among commercial, entertaining and scientific publications. Many of our authors are licensed doctors with extensive medical practice who have obtained their medical degrees in Indian Ayurvedic medical universities.

We admire wisdom of centuries embodied in Ayurvedic principles and promote a positive attitude towards Ayurveda as a serious science, which is new for Russia. We have an opportunity to pass on invaluable knowledge by word of mouth: from doctors whose knowledge and skills are certified by the Indian government – to our readers: inquisitive, curious and engaged. Each issue will provide our readers with information on medicine and cosmetology, healthy nutrition and treatment, Ayurvedic resorts and clinics.

«Ayurveda & Yoga» is a well-developed multiplatform brand. We use the website www.ayurveda.media, our pages in social networks for daily communication with our clients and regularly organize special events. This allows us to interact with our readers in a variety of ways to keep them engaged and to offer attractive brand promotion forms to our advertisers.

I invite you to join our team in bringing knowledge about Ayurveda and Yoga to Russian readers. I am sure together we will find the best suitable option for delivering your message to the audience, and make this magazine an exciting and beneficial tool both for you, our future partner, and our dedicated readers.

Galiya Tenisheva

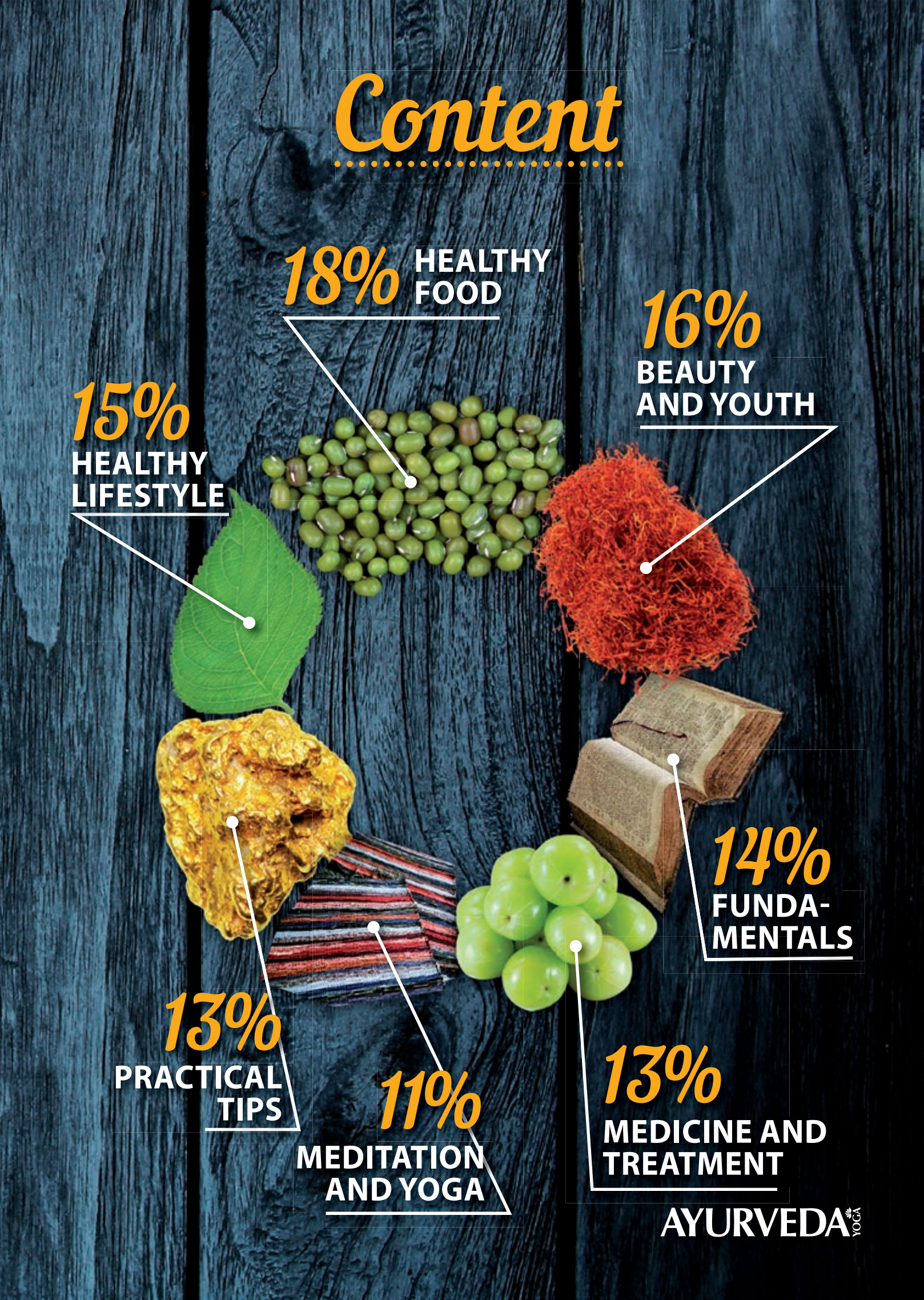
"**AYURVEDA**, WHICH LITERALLY MEANS KNOWLEDGE OF LIFE IS ONE OF THE MOST ANCIENT SCIENTIFIC MEDICAL SYSTEMS IN THE WORLD. AS A COMPLETE HEALTH SCIENCE AYURVEDA DEFINES PERFECT HEALTH AS A BALANCE BETWEEN THE BODY, MIND AND SPIRIT AND IS GAINING MORE AND MORE POPULARITY AND GLOBAL RELEVANCE IN THE CONTEMPORARY WORLD."

About the magazine

Ayurveda & Yoga is a high precision multi color magazine printed on glossy paper employing state of the art technology. The magazine is conceived solely for and is dedicated totally towards the promotion of the Indian wellness sciences of Ayurveda & Yoga. Each issue of the magazine will focus on how Ayurveda & Yoga contribute to reach the stage of a balanced and conscious living.

The conceptual and operational aim of the magazine is to provide the exclusive readers with a deeper understanding of **Ayurveda and Yoga** and the ways of adapting and applying them into the present lifestyle and thus improve the quality of professional, social, personal, mental, intellectual and spiritual lives.

Content



AYURVEDA YOGA

Target audience

80%
WOMEN

20%
MEN

AGE
25-55

Reader profile

THE PUBLICATION IS AN EFFECTIVE PLATFORM FOR REACHING OUT TO EDUCATED, WEALTHY AND FORWARD-THINKING PEOPLE PASSIONATE ABOUT AYURVEDA AND YOGA, TOURISM, HEALTHY AND SPIRITUAL LIVING, OPEN TO NEW IDEAS AND TRENDS.

Geography

15%
SAINT PETERSBURG

60%
MOSCOW

25 000
copies

25% **MEGACITIES OF RUSSIA, ARMENIA AND KAZAKHSTAN**

Distribution

- Ayurveda and Oriental Medicine Clinics
- Yoga Centers
- Healthy Food Outlets
- Spas
- Cultural Centers
- Internet Shops
- Ayurveda Retreats
- Healing Centers
- Yoga and Ayurveda Conferences
- Exhibitions
- Educational institutions
- Subscriptions

AYURVEDA YOGA

Categories

AYURVEDA AND YOGA

This section contains an array of interesting articles by the best authors sharing their knowledge and xperience in Ayurveda and Yoga. Readers can expose themselves to the most recent information on the role and deep philosophical influence of Yoga in today's lifestyle and culture. The magazine also showcases the growing popularity and importance of Ayurveda as the one and only solution to a host of health problems that are plaguing the society. This section features interviews with leading experts in Ayurveda and Yoga.

HEALTH AND WELLNESS

This section details about promotion of positive health and treatment of specific health problems through Ayurveda and Yoga, and contains articles on Ayurveda oil treatments and medicines, healthy food recipes, healthy ways of eating as well as sure tips for the inner well-being.

ORIENTAL SPIRITUALITY

This section covers a broad range of topics, including oriental philosophy and wisdom, spiritual practices, meditation, Tantravidya and Vedic astrology.

TRAVEL AND LEISURE

This section is devoted to Ayurveda and Yoga retreats in the most picturesque and sacred locations across Indian and around the world. The icing on the cake is that the section provides information on health holiday packages and spiritual journeys for the planning traveller. The section features health holiday packages and spiritual tours.

FASHION AND BEAUTY

This section introduces Ayurveda beauty products, formulations and Ayurveda beauty care procedures, inspiring readers to keep their mind and body beautiful, healthy and balanced. The section also includes health care tips and and reviews on Ayurvedic Beauty brands. Natural and organic lifestyle is a buzzword in the fashion and beauty care industry and the magazine is doing justice to it by keeping up with the industry's latest trends.

Release chart

	RELEASE DATE	BOOKING DATE	MATERIALS SUBMISSION
№2 WINTER 2016/2017	December 1 2016	November 1 2016	November 10 2016
№3 SPRING 2017	March 1 2017	February 1 2017	February 10 2017
№4 SUMMER 2017	June 1 2017	May 1 2017	May 10 2017
№5 AUTUMN 2017	August 1 2017	July 1 2017	July 10 2017
№6 WINTER 2017/2018	December 1 2017	November 1 2017	November 10 2017

AYURVEDA YOGA

Advertisement rates

First spread	**5 000 $**
Spread	**3 800 $**
3rd cover	**3 000 $**
4th cover	**3 700 $**
1 page	**2 000 $**
1/2 page	**1 200 $**
1/3 page	**900 $**
1/4 page	**700 $**

ARTICLES ABOUT YOUR PRODUCT OR SERVICE WILL HELP DELIVER THE ADVERTISING MESSAGE IN ACCORDANCE WITH YOUR PREFERENCES AND THE MAGAZINE STYLE.

PARTICIPATION IN OUR SPECIAL PROJECTS WILL ALLOW TO PRESENT YOUR PRODUCT OR SERVICE IN AN UNCONVENTIONAL WAY AND THUS ATTRACT MORE ATTENTION.

ANNOUNCEMENT PLACEMENT IN THE NEWS SECTION.

Magazine specifications

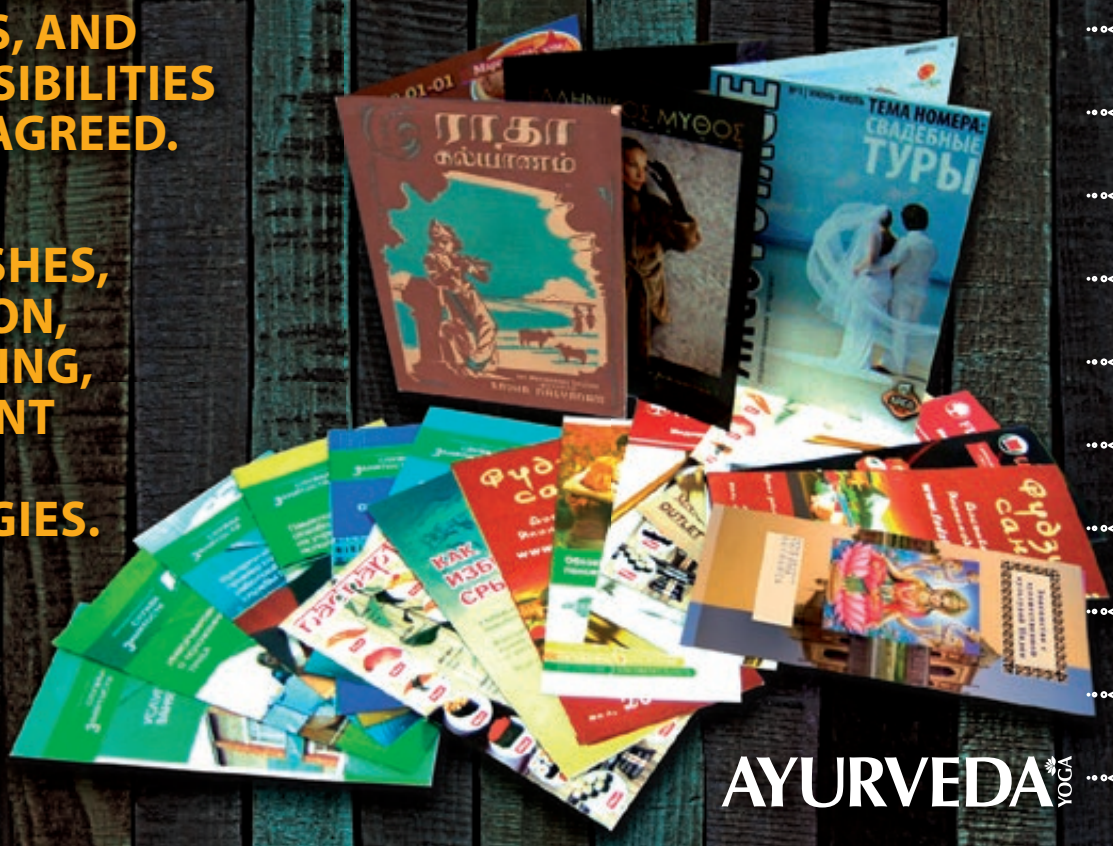
- PUBLICATION: QUARTERLY
- SIZE: 205X265 mm
- MULTICOLOR
- PAPER: GLOSSY
- 80 PAGES (OR MORE)

Special advertising options

VARIOUS POLYGRAPHIC OPTIONS FOR THE MOST EFFICIENT ADVERTISING:

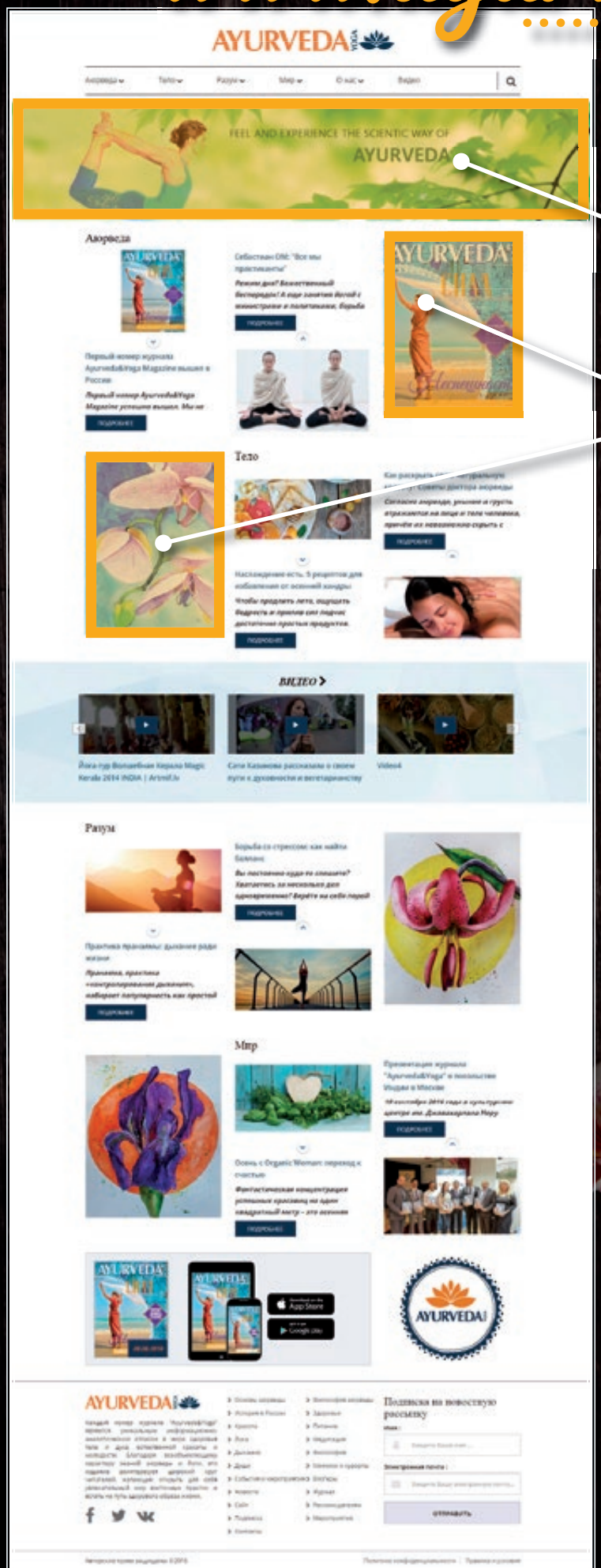
SPECIAL INSERTS ON PAGES, NON-STANDARD INCLUSIONS, AND OTHER POSSIBILITIES AS MAY BE AGREED.

CHOICE OF PAPER FINISHES, PERFORATION, HOT STAMPING, EMBOSSMENT AND OTHER TECHNOLOGIES.



AYURVEDA YOGA

www.ayurveda.media



SIZES & RATES:

BASIC

TOP BANNER — 400 $ per month
*940*120 px*
rotation 1/3

BANNER — 250 $ per month
*300*400 px*
rotation 1/3

SPECIAL

BRANDING — 140 $ per week

«П»-BRANDING — 200 $ per week

FULL SCREEN — 200 $ per week

Special projects

www.ayurveda.media

OUR TEAM CAN IMPLEMENT SPECIAL PROJECTS OF ANY COMPLEXITY AND MECHANICS:

COMPLETE WEBSITE SECTIONS DEVELOPED SPECIFICALLY FOR A CLIENT

COMBINATION OF MEDIA, NATIVE ADVERTISING AND PROMOTION IN SOCIAL NETWORKS

SPECIAL FORMATS AND PROJECTS:

DRAW ATTENTION (TO INCREASE CTR)

INCREASE KNOWLEDGE OF A BRAND

SPARK THE READER'S INTEREST AND GIVE A MORE COMPREHENSIVE PICTURE OF THE PRODUCT

INCREASE CLIENT INTERACTION FREQUENCY AND DURATION

AYURVEDA YOGA

Events

WE ORGANIZE EVENTS ON A «TURN-KEY» BASIS.

Being our partner you benefit from a high quality and high impact event with maximized attendance and exposure.

CONTENT

- ayurveda
- spa treatment
- yoga therapy
- psychology
- healthy lifestyle
- healthy nutrition

And many other things!

PLATFORMS

In any city of Russia, CIS countries, India.

FORMATS

- presentations
- seminars
- conferences
- round tables
- forums

Projects 360°

For Achieving maximum coverage and boosting efficiency we recommend that you take part in our cross-projects with a cover story being featured in print, on the web and offline. Such projects are actively advertised in the magazine, on the website and friendly resources.

DIGITAL

ACTIVITIES ON DIGITAL RESOURCES

+

PRINT

INFORMATION ON THE COVER

ADVERTISING OPTIONS OF THE MAGAZINE

EDITORIAL PUBLICATIONS

+

EVENT

COLLABORATIONS AND OPENINGS

SEMINARS

CONFERENCES

ROUND TABLES

FORUMS

AYURVEDA YOGA

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