



Top 3 Reasons to Advertise with Yogamint

1. If your brand is about living healthy in body, mind and spirit—our subscribers are listening.
2. We give your ads the same loving care as our editorial content.
3. Your ad will shine on our artfully designed website and newsletter.

Introduction

Yogamint is committed to featuring products and services that support our subscribers and visitors in living a holistic, environmentally-friendly and conscious lifestyle. Our twice-weekly e-letter, website articles and videos provide easy-to-implement tips (mints) to inspire our readers to eat better, move better, think better and live fuller, richer lives.

Yogamint connects enlightened companies with thousands of opt-in subscribers who are passionate about making personal and global changes in order to elevate and transform the world we live in. With our fun and friendly approach Yogamint appeals to everyone, everywhere, even those who have never laid a mat down in a yoga class. Whether we are featuring a tip on how to brew ginger tea, an article on yoga for kids or your advertisement, all of our content is designed to work synergistically to refresh, renew and enrich the lives of our readers (your potential clients).

Because we're all about being holistic and because we care, you can be assured that your advertisement will always be honored. We will seamlessly integrate your ad into our beautifully designed e-letter or website, giving your company stand-out exposure to our subscribers.

Audience

Yogaminters are

- Mobile and connected
- Mat-toting, veggie eating and fresh air breathing
- Hungry for positive change
- Eco-conscious, socially aware and show it in their lifestyles
- Smart, savvy and information seeking

Demographics

Gender: 82% Female 18% Male
Age: 60% are 25-44
College Educated: 70%

Testimonials

"I sign up for so many newsletters and these are the only ones I read. They are lovely, truthful and inspiring."

"Your article was short, but very sweet, and it helped me to see the positive in every little thing that happens to us."

"I love the sweet messages I get every time I receive a Yogamint newsletter. It's a quick, useful tip with an uplifting and inspiring message. Yogamint speaks to everyone."



Ad Options

e-letter

The Yogamint e-letter arrives in the in-boxes of subscribers on Monday and Thursday every week. Each issue features 2-3 vertical banners (125x125 & 120x240), as well as a footer banner (468x60). Special offers, exclusive to Yogamint, are the best way to encourage our readers to happily click away and go shopping.

fresh flyer

Big, bold and full of life, this e-flyer wings its way to the inboxes of our subscribers with both style and substance. There's plenty of room for multiple images, pointed copy and loads of links to your website, online store, facebook and twitter pages. Design it yourself or we'll design it for you, then we'll pop it into the Fresh Flyer template to give it that Yogamint glow - a perfect medium to highlight your freshest items.

dedicated email

This is the premier connection with your customers, exclusively featuring your product or service, highlighted with a brief article on a subject directly related to your product. This "mint" can be written by you, or in conjunction with our Content Editor, and is designed to emphasize your **Unique Selling Point**, as well as include an uplifting message for our readers.

website

Banner ads are displayed in the right column of the beautifully designed Yogamint home page and display on every content page on the site. The primary space is for a 120x240 banner, with



September 9, 2011

The Pursuit of Nobility *A Virtue Worth Rubies*



The Old Testament states that a noble woman is "worth more than rubies." Nobility arises from understanding the deeper causes of your personal challenges. Nobility is embodied in people who refuse to be limited—who, even in poverty, sickness or oppression, maintain their dignity, courage and grace.

How can you ennoble your spirit daily? There's no secret...just follow your heart. When you are really feeling down, find a way to smile. Even in your darkest times, remember those who might be suffering and send prayers, blessings and lend a helping hand.

Remember that the sun always comes out after the storm, hold your head high and take on the aura of a noble person. Make it a priority to seek out your noble self...you will find a virtue far more valuable than rubies!

Recommended: The Pursuit of Nobility: Living a Life That Matters by Tim Daniel

Share:

video

Rise Above
Earth's Prayer by Snamat Kaur
[watch now](#)

cosmic corner

Crystal Clear Vibrations
Understanding Healing Stones
[read more](#)

in depth

Balancing Sexual Energy
Yogic Food for Men
[read more](#)

recent mints

September 5, 2011
Serpent Wisdom
Get Into Cobra Pose
[read more](#)

September 2, 2011
On the Other Hand
Non-Dominant Journaling
[read more](#)

August 29, 2011
Up to Dates
Fruit of the Desert
[read more](#)



Inspiring everyone
to live a healthy life
(one yoga class at a time)



what's new at
yogamint.com



advertise
with us



The Mint Shop
BOOKS, MUSIC,
MATS & MORE

A Mint Moment



sample e-mail



Ad Rates

Fresh Packages

SpearMint

Dedicated Email: 1 mailing
 Website: 120x240 banner in ad rotator for 3 months
 Newsletter: 120x240 banner 1 spot/month for 3 months
 Cost: \$765

PepperMint

Website: 120x240 banner in ad rotator for 3 months
 Newsletter: 120x240 banner 1 spot/month for 3 months
 Cost: \$390

GingerMint

Website: 125x125 banner in ad rotator for 3 months
 Newsletter: 125x125 banner 1 spot/month for 3 months
 Cost: \$210

AppleMint

Website: 468x90 banner in ad rotator for 3 months
 Newsletter: 468x90 banner 2 spots/month for 3 months
 Cost: \$300

Fresh Flyer

Fresh Flyer

1 mailing
 Size: 624x440-1300px
 Cost: \$324
 Design Package: \$150

Fresh Flyer Plus (20% savings)

Add a PepperMint Plan: \$312
 Add a GingerMint Plan: \$168
 Add an AppleMint Plan: \$240

If you have something you want to get into the hands of the Yogic Community....

***Advertise with Yogamint!
It works!***

“Advertising with Yogamint is an effective way to reach your target audience without breaking the bank. Their advertising packages are well thought out, allowing you to generate interest and revenue over time. I definitely saw an increase in sales and was very happy with the amount and quality of the exposure Yogamint gave my company. I am planning to purchase my second package as soon as I’m done with my current one.”

Nancy Kintisch, Kundalink

“After placing my ad on Yogamint, I was delighted to see an increase in sales. The people at Yogamint were very professional and kind and I was so happy with the way my information was presented on their beautiful website.”

Linda Lara, Musical Yoga Adventures



Partnerships

Yogamint-Produced Video Partnerships

Let's get together! If you're looking for innovative, fun and effective ways to get the word out about your products and services on a more long-term basis – then being a Yogamint Video Partner is just the thing! Our very popular video series, Food & Flow and All Kundalini, attract thousands of viewers each month, and are shared on dozens of blogs and websites. Our videos remain a part of Yogamint's permanent archives to be viewed for years to come. Video Partnership Packages provide your company with long-term placement and cost advantages, with options of a 6 or 12-month contract.

Due to space restraints, we've briefly outlined the Partnership plans. Contact us and we'll send you more detailed information and set a time to discuss how we can tailor a package to most effectively bring out the shine in your product or service.

Video Partnerships Include:

Product placement (if applicable) and mention in each video episode.
Company name and web address on video title and credit pages,
Yogamint web page & YouTube page.

Web & Newsletter Ads:

Packages including SpearMint and/or Fresh Flyer Plus
Social Networking: Monthly posts on Facebook and Twitter with links.

Food & Flow:

12-month package:	\$4626
Paid in full w/10% discount:	\$4163
6 monthly payments:	\$772/month

6-month package:	\$2313
Paid in full w/5% discount:	\$2197
6 monthly payments:	\$386/month

All Kundalini

12-month package:	\$4026
Paid in full w/10% discount:	\$3624
6 monthly payments:	\$672/month

6-month package:	\$2013
Paid in full w/5% discount:	\$1912
6 monthly payments:	\$336/month



Design Services

Prana Projects

Prana Projects, a full-service design studio, works closely with Yogamint and is available to serve the design needs of those interested in advertising their product or service on Yogamint.com.

Why Prana Projects?

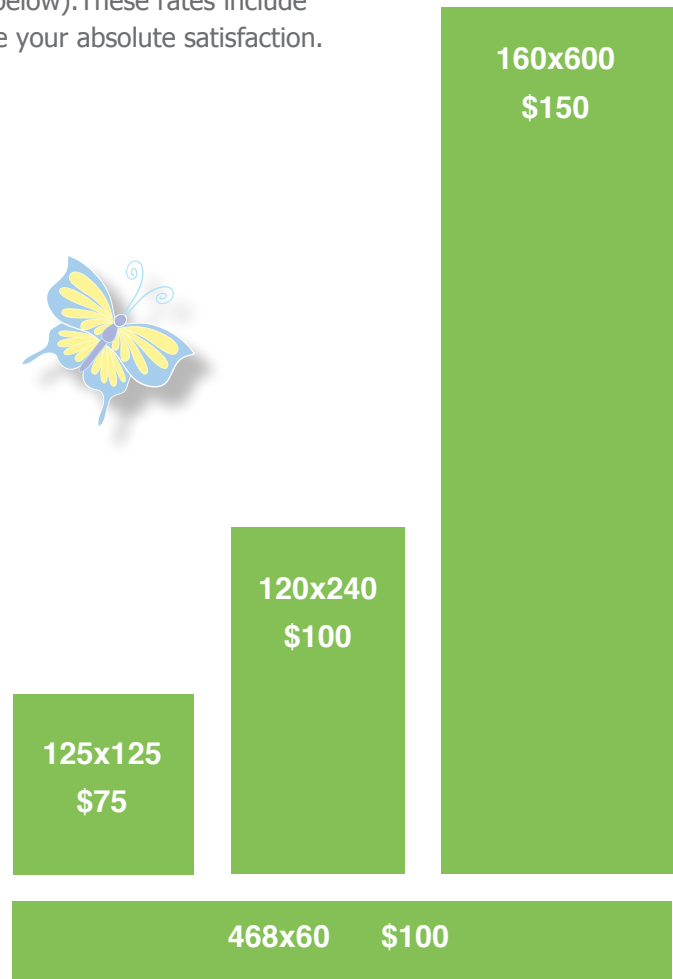
Having designed the Yogamint website, we have an increased familiarity with its unique environment and a heightened sensitivity to what will jump off the page and grab the attention of the visitor.

Rates

Prana Projects has developed special design rates for Yogamint advertisers (as indicated in the ad chart below). These rates include as many revisions necessary to guarantee your absolute satisfaction.

Design Contact

Ditta Khalsa
 505-927-5346
ditta@pranaprojects.com
www.pranaprojects.com



Special design rate for SpearMint package
 (160x600, 120x240 & 468x90): \$200

Fresh Flyer Package rate for flyer design: \$150