



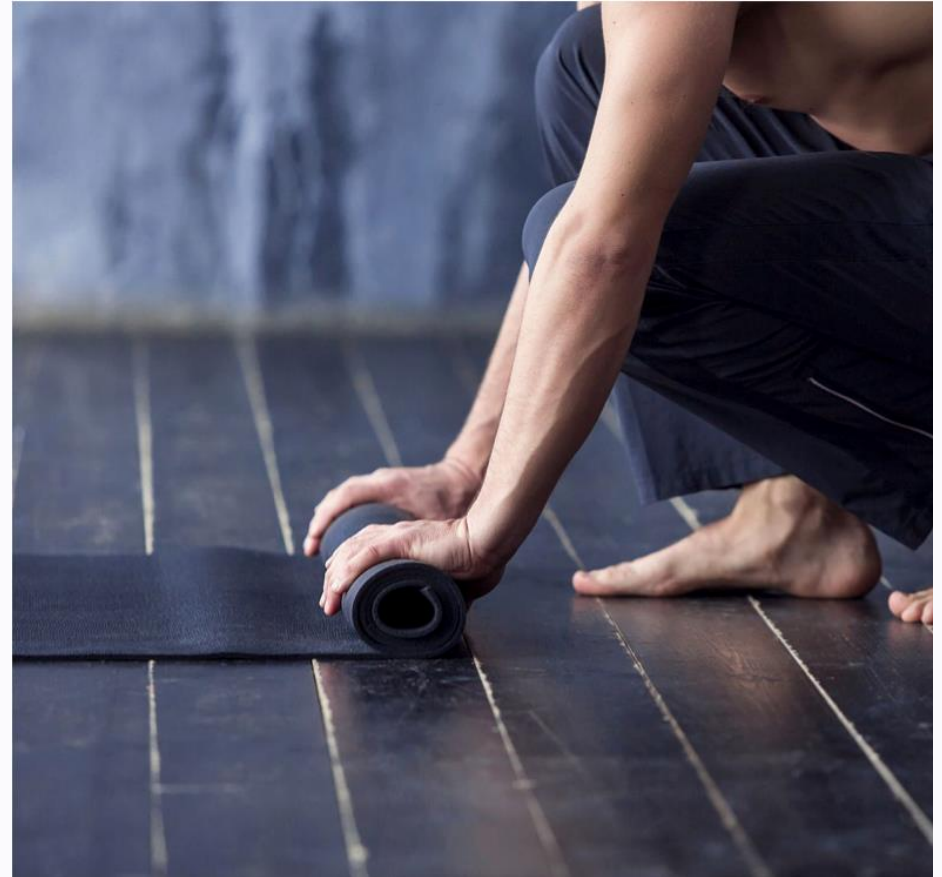
Yoga Australia  
Media Kit 2021

# Our members, your audience

Yoga Australia is the peak national body for Yoga in Australia, committed to the yoga industry.

Our 10,000+ active members are ready to engage with your business.

It is our mission to ensure the integrity, tradition, and longevity of yoga is maintained by developing, implementing and supporting professional standards and practice



# a bit about us



9,900+

LIKES  
[/yogaaustralia.org.au](https://www.facebook.com/yogaaustralia.org.au)



5,400+

FOLLOWERS  
[@yogaaustralia](https://www.instagram.com/yogaaustralia)



18,000+

IG IMPRESSIONS  
PER MONTH



000

BLOG VISITS  
[blog.yogaaustralia.org.au](https://blog.yogaaustralia.org.au)



12,000+

EDM SUBSCRIBERS



10,000+

SMILING YOGIS

# e-Newsletters

Yoga Australia delivers two different types of eNewsletters:

- Members (registered teachers and training providers); open rate of 46% and clickthrough rate if 18%. Sent out twice per month.
- Subscribers (retired members, teachers in training, non-Yoga Australia registered teachers & yoga enthusiasts); open rate of 26% and clickthrough rate of 12% Sent out monthly.
- Event e-Newsletters are sent to both members and subscribers

AD RATES	MEMBER ENEWS	SUBSCRIBERS ENEWS	BOTH / EVENTS ENEWS	DIMENSIONS	W x H
MREC	\$154	\$154	\$258	1 MREC	600PX x 500PX
WHAT'S ON	\$203	\$203	\$356	2 WHAT'S ON	250PX x 250PX
THINGS WE LOVE	\$200	\$200	\$350	3 THINGS WE LOVE	250PX x 250PX
BANNER	\$253	\$253	\$415	4 BANNER	600PX x 300PX

\* Registered members receive a 10% discount on rates. Rates exclude GST

## DIGITAL ARTWORK SPECIFICATIONS

- High quality JPEG, GIF or PNG files only.
- Ensure artwork is set to exact ad size.
- 200dpi resolution.
- RGB colour mode only.

## \* WHAT'S ON

Artwork, a URL to link to the advertisement, a 230 to 270-character copy and the date & location



MREC  
(w) 600px  
(h) 500px

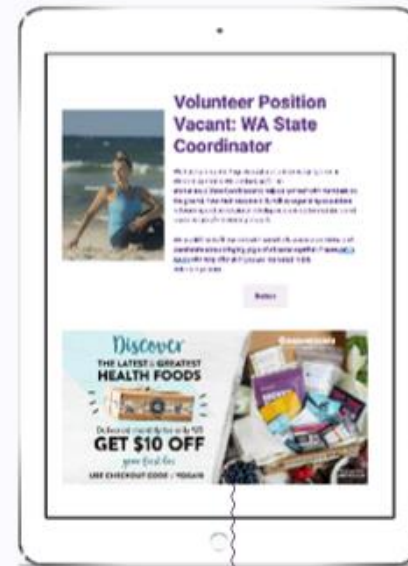
### WHAT'S ON

image size  
(not including text  
and button)  
(w) 250px  
(h) 250px



### THINGS WE LOVE

eNewsletter  
image size  
(not including text)  
(w) 250px  
(h) 250px



BANNER  
(w) 600px  
(h) 300px

# eNewsletter advertising

“In our saturated market of yoga teachers, courses, workshops and much more, being relevant and noticed in marketing is crucial.

So recently I decided to run a paid ad in the Yoga Australia e-newsletter to teachers. With advance planning, I secured a **What’s On ad** to be at the top of the newsletter!

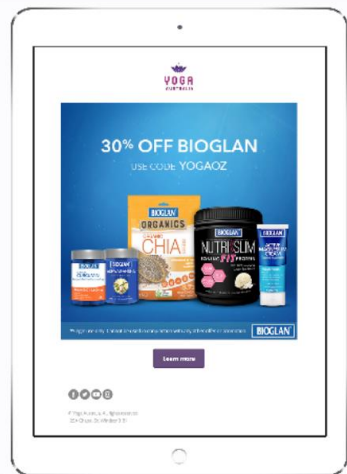
**Straight away** I had hits on the link, and whilst the Professional Development event is quite specific, **it translated into sales and contacts** which more than paid for the ad. Highly recommended!”

**Caroline Giles**

Yoga Therapist and Yoga Teacher at Experience Yoga

# Electronic Direct Mail

The direct mail option is your own tailored newsletter to our members. With Electronic Direct Mail, you have the opportunity to target specific members – by state or nation-wide. How you format this send-out is entirely up to you! Our only requirement is that your requirement is that your advertisement be relevant to our member base.



## DIRECT MAIL GUIDELINES

Note all advertising must adhere to our brand guidelines.

- Email Subject
- Number of CPD points (if relevant)
- Date(s), Time(s), and Location(s)
- Cost(s)
- Artwork (picture)
- Copy (wording) max 400 words

## AD UNIT

SUBSCRIBERS NATION-WIDE	\$650
MEMBERS NATION-WIDE	\$2000
MEMBERS QLD & NT	\$130
MEMBERS NSW	\$660
MEMBERS ACT	\$210
MEMBERS VIC	\$660
MEMBERS TAS	\$130
MEMBERS SA	\$210
MEMBERS WA	\$440

**\* Registered members receive a 10% discount on rates. Rates exclude GST**

\* Prices are an estimate based on membership numbers and include a \$100 set up fee.

Direct mails can be tailored by membership type and state to suit your requirements.

Please contact [advertising@yogaaustralia.org.au](mailto:advertising@yogaaustralia.org.au) for your quote.

# Spotlight Advertorial

The Spotlight Advertorial is an eNewsletter advertising option, which in the same way gives information about a product in the style of an editorial or objective journalistic article. The term “advertorial” is a blend of the words “advertisement” and “editorial” – An advertisement disguised as a regular piece of writing.

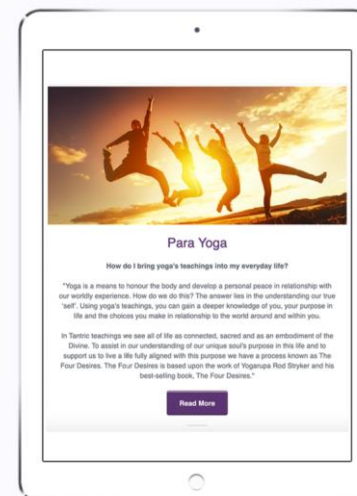
You write the copy, supply the images and we’ll design it! Think carefully about how you want your piece to be received and avoid ‘sales-like’ language. You have the option for your ad to be placed in either our subscriber or member newsletter.

## AD UNIT

SUBSCRIBERS NEWSLETTER	\$400
MEMBERS NEWSLETTER	\$400
BOTH	\$600

\* Registered members receive a 10% discount on rates. Rates include GST

\* The placement of the advertisements is at the discretion of the publishers. Note all advertising must adhere to our brand guidelines.



## ADVERTORIAL REQUIREMENTS

- Artwork (picture) specification 600PX x 300PX
- Copy (wording) word count limit 400 words



# Instagram Stories

Instagram Story advertising enables direct reach to followers of the Yoga Australia Instagram, last 24 hours. This option is perfect if you're running a workshop, holding an event or promoting a teacher training course to quickly redirect our followers to your own Instagram page.

## AD UNIT

SETUP AND ADVERTISING	\$50
INCLUDE FACEBOOK STORY	\$50
WEEKLONG HIGHLIGHT	\$50

\* Registered members receive a 10% discount on rates. Rates include GST



# Instagram Story Formatting

Instagram story advertising works a little differently. The Instagram story advertisement is designed in-line with Yoga Australia's brand guidelines - Our inhouse designer produces the advertisement for you.

You're allocated 3 slides on the Instagram story, with space to include:

## Slide 1

- Event/Workshop name
- Who will be holding the event (your name/company name/company in conjunction with)

## Slide 2

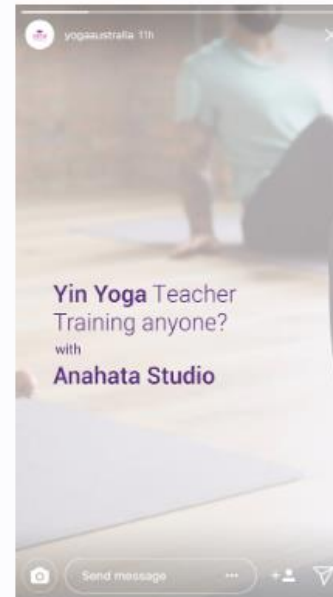
- Brief outline 10-15 words

## Slide 3

- Event/Workshop name
- Where it is happening (if different from company location)
- Enquire at (your Instagram username)

Enquiries about this advertising option undergo revision for suitability. If you're interested, get in contact with [advertising@yogaaustralia.org.au](mailto:advertising@yogaaustralia.org.au) to see if you're eligible to advertise with Instagram Story.

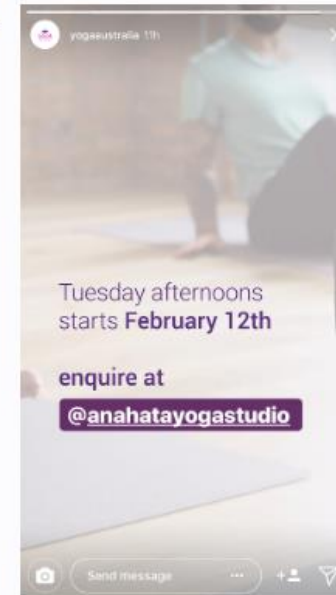
1.



2.



3.



# Instagram and Facebook Posts

Instagram and Facebook posts reach have the benefit of being a permanent fixture on the Yoga Australia feed. This option is perfect for ongoing marketing campaigns and clients wishing to increase brand awareness to grow their market.

AD UNIT	
FACEBOOK POST	\$250
INSTAGRAM TILE	\$250

\* Registered members receive a 10% discount on rates. Rates include GST





# Say hello

The Yoga Australia advertising team is happy to tailor an advertising package to suit your promotional needs and marketing budget.

Enquire at [advertising@yogaaustralia.org.au](mailto:advertising@yogaaustralia.org.au)

Head Office

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