

# Australian Yoga LIFE Magazine

Australia's longest  
running yoga magazine  
[www.ayl.com.au](http://www.ayl.com.au)  
E: [ayl@ayl.com.au](mailto:ayl@ayl.com.au)  
P: 07 3892 1099  
M: 0408 121 621



# Helping you solve the advertising puzzle

Australian Yoga LIFE is Australia's longest running yoga magazine offering print and web solutions for advertisers.



- ✓ Cost effective quarterly magazine  
– high frequency publications deplete your advertising dollars.
- ✓ Display and classified options to suit your budget:  
– Classified \$185 to \$425  
– Display \$665 to \$1510
- ✓ **FREE** web listing for products and services, your web link included.
- ✓ **FREE** web advertorials for your retreats.
- ✓ Your product or service associated with other high quality suppliers.

Contact Colin on **0408 121 621** or e-mail [colinc@ayl.com.au](mailto:colinc@ayl.com.au)

AUSTRALIAN  
**yoga**  
LIFE

53 Northview Street, Moorooka, Brisbane QLD 4105 • PO Box 399, Moorooka, Brisbane QLD 4105  
P: **07 3892 1099** • M: 0408 121 621 • F: 07 3892 6820 • E: [colinc@ayl.com.au](mailto:colinc@ayl.com.au) • [www.ayl.com.au](http://www.ayl.com.au)

## 2012 Media Kit

In its 11th year Australian Yoga LIFE is recognised as Australia's premium yoga magazine with articles and information sourced from Australian yoga practitioners. It is highly regarded for the quality of in-depth articles and information.

Readership profiling has determined our readers are active people seeking to use or participate in services and products offered. Australian Yoga LIFE offers a quality opportunity to target your advertising dollars at a specialist market.

The magazine is issued 4 times a year with on-sale dates March, June, September and December - this spreads your advertising dollar further than short dated titles.

We print between 14,000 and 16,000 magazines each issue and readership is estimated to be in the vicinity of 30-40,000 readers. The magazine is available in newsagents around Australia, select bookshops and participating yoga studios.

We offer:

- ~ Competitive rates
- ~ Australian wide distribution
- ~ Active readership
- ~ A well recognised title

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“**Australian Yoga Life  
is a Quarterly  
publication with  
on sale dates:  
March, June,  
September and December.**”

## Mechanical Specs

### Design:

All ads designed for use in AYL are done so at discounted design rates to appear in AYL only. Permission **MUST** be obtained from AYL to publish these ads elsewhere.

**We do not, cannot and will not** accept any files created in Microsoft, Coreldraw, Publisher, Powerpoint, Word, Pagemaker or any other PC based software.

**High Resolution print ready PDF is the preferred format for supplied advertising.**

For successful printing of your ad **ALWAYS** embed all the fonts when creating a PDF, and any transparency **MUST** be flattened for your file to print correctly. For optimal results print a postscript (.ps) file to your desktop and manually distill this through Acrobat Distiller using a 'press' or 'high quality' setting. For further information on using Distiller or Adobe Acrobat go to [www.adobe.com](http://www.adobe.com)

### Mac Files:

Material may be supplied on CD and DVD in the following programs:

**Adobe Illustrator:** Please ensure you include ALL FONTS and LINKED IMAGES used in the ad along with a colour proof.

**Adobe InDesign:** Please ensure you include ALL FONTS and LINKED IMAGES used in the ad along with a colour proof.

**Adobe Photoshop:** Please flattened and save as a CMYK .jpg file and send with a colour proof.

**Quark Xpress:** Please ensure you include ALL FONTS and LINKED IMAGES used in the ad along with a colour proof.

All images supplied must be high resolution (300dpi) and in CMYK format, and at 100% of size to be used in ad material. Images are to be in JPEG format, saved on a setting 6.

### Emailing Ad Files:

Material emailed to be sent to [colinc@ayl.com.au](mailto:colinc@ayl.com.au)

Do not email us anything over 10mb.  
Please contact us for delivery options.

Mark clearly as advertising material.

**Please name your ad clearly with your name.**

**Do not call your ad 'AYL Ad'.**

### Important:

**Any alterations, including correction of wrong size, may incur an additional charge.**

Please post material to:

#### **AUSTRALIAN YOGA LIFE**

P.O. Box 399 Moorooka Qld 4105.

Telephone: (07) 3892 1099

Mobile: 0408 121 621

Fax: (07) 3892 6820

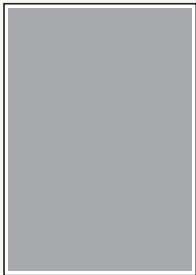
Email: [colinc@ayl.com.au](mailto:colinc@ayl.com.au)

[www.ayl.com.au](http://www.ayl.com.au)

**We do not require deposits but request payment within 14 days of publication.**

# 2012 Rate Card

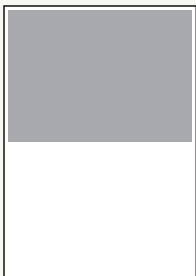
## display advertising



**Full Page**  
**\$1510**

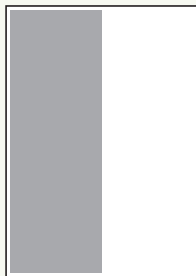
**Trim size:**  
(w) 210mm x  
(h) 297mm  
plus 5mm bleed  
all edges.

**Type area:**  
(w) 178mm x  
(h) 253mm



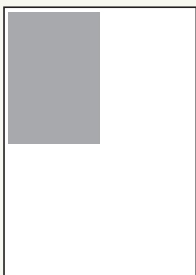
**Half Page Horizontal**  
**\$895**

**Ad size:**  
(w) 178mm x  
(h) 123.5mm  
No Bleed.



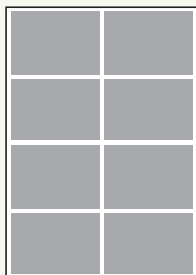
**Half Page Vertical**  
**\$895**

**Ad size:**  
(w) 86mm x  
(h) 253mm  
No Bleed.



**Quarter Page**  
**\$665**

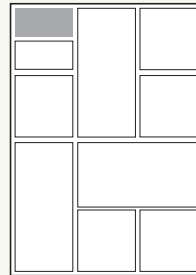
**Ad size:**  
(w) 86mm x  
(h) 123.5mm  
No Bleed.



**1/8 Retreat Page**  
**\$475**

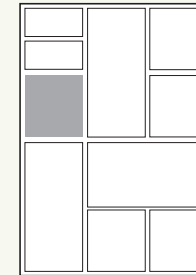
**Ad size:**  
(w) 86mm x  
(h) 60mm  
No Bleed.

## classifieds advertising



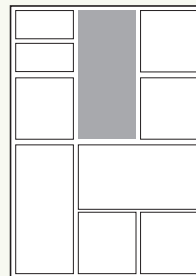
**Classified One**  
**\$185**

**Ad size:**  
(w) 55.4mm x  
(h) 28mm  
No Bleed.



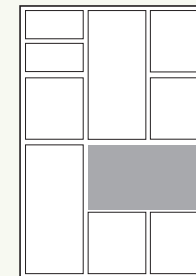
**Classified Two**  
**\$295**

**Ad size:**  
(w) 55.4mm x  
(h) 59mm  
No Bleed.



**Classified Three Vertical**  
**\$425**

**Ad size:**  
(w) 55.4mm x  
(h) 120mm  
No Bleed.



**Classified Three Horizontal**  
**\$425**

**Ad size:**  
(w) 116.6mm x  
(h) 58.5mm  
No Bleed.

**4**  
issues  
per year

## Closing Dates:

January 18 for **March edition**  
April 14 for **June edition**  
July 14 for **September edition**  
October 14 for **December edition**