

# Yoga International

*Your inspiration for a better life!*

Almost one million citizens within the Netherlands and Flanders Belgium, think yoga is the key to a better and more healthy life. *Yoga International* gives them everything they need to know in order to fulfill that. From yoga poses and exercises, to the newest developments both national and international. There will be a lot of attention towards mindstyle, health and lifestyle.

What *Yoga International* differs from other magazines, is wisdom and experience. The editorial office of YI exists out of skilled yogi that have earned their stripes as journalists and within life itself. They make sure that not only yoga for beginners is well represented but as well the more advanced yogi who have practised for years, are over and over again surprised with new insights, poses and developments. All information will be presented in a gentle, warmth and humoristic way.

## Reach

*Yoga International* is published every other month with a circulation of 25.000 copies. These copies will be spread over 3 channels: subscribers, a large amount of yoga practises and newsstand sales.

## Website

The website [www.yoga-international.nu](http://www.yoga-international.nu) is a growing platform that targets all yogi and yoga-lovers within the Netherlands and Flanders.

## Our readers

The readers of *Yoga International* enjoy life to the fullest by being deeply devoted to their physical and mental health. They are open to new developments and experiences and consume considerably. They invest in sustainable and Fair Trade products, continuously improve their knowledge by following workshops, courses and reading books, they give generously to charities, travel often and enjoy culture and art. *Yoga International* mainly targets active women in their 20's up to 55, who see and believe that yoga enhance life in many ways. As well the magazine speaks to yogi and yoga teachers who are looking for a magazine that increases their knowledge and surprises them frequently.



# Yoga International



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Published by	Virtùmedia B.V., postbus 595, 3700 AN Zeist
Chief editor	Marciel Witteman
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## TECHNICAL INFORMATION

Circulation: 25.000

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## SIZES & RATES

Format		w x h in mm	Price
1/1 page*		220 x 270 (+ 4 mm bleedsized) 195 x 230	€ 1.500,-
1/2 page	landscape	195 x 130	€ 800,-
	portrait	95 x 230	
1/4 page	portrait	95 x 115	€ 425,-
1/8 page	landscape	95 x 55	€ 225,-

\*important: 4mm bleed size necessary

All prices excl. VAT and print-ready

Backcover	+ 50%
Preferred place	+ 25%
Prices for Inserts	on request

## Special offer

6 x a 1/8 page (95 mm x 55 mm) in 6 following editions: € 750,-

## DEADLINES

No.	Street date	Reservation
1	31-01-2020	06-12-2019
2	20-03-2020	24-01-2020
3	15-05-2020	20-03-2020
4	17-07-2020	18-05-2020
5	18-09-2020	24-07-2020
6	20-11-2020	25-09-2020

## SUBMISSION GUIDELINES

Delivery formats: Certified Pdf (300 dpi) (or Adobe indesign, EPS or Tiff). Full-colour ads in CMYK (important: with RGB-colours small differences in colour can appear. Yoga International cannot be held responsible for this). Prices excl. 21% VAT. Delivery via email: [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl) (stating title)

Website: [www.yoga-international.nu](http://www.yoga-international.nu)

### Banners formats

- Banners 336 x 95 pixels w x h price: € 100,- per month
- Rectangle 336 x 280 pixels w x h price: € 200,- per month

### E-mailnewsletter

The emailnewsletter of Yoga International is send monthly. An item in the emailnewsletter is 60 words + photo (550 x 160 px) + url

Price € 100,-

## CONTACT INFORMATION

Virtùmedia

Klaartje Grol

T. 0031-30-3072248

E. [kgrol@virtumedia.nl](mailto:kgrol@virtumedia.nl)

Arjen van Wifferen

T. 0031-30-3072249

E. [avanwifferen@virtumedia.nl](mailto:avanwifferen@virtumedia.nl)



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