

THE YOGA LUNCHBOX

Nourishing the NZ & Australian Yoga Community
Since 2008

2018 MEDIA KIT

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“Massive thank you for this site! Your articles have helped me through difficult times and constantly offer inspiration to dig deeper and truly understand myself.” ~ YLB Reader

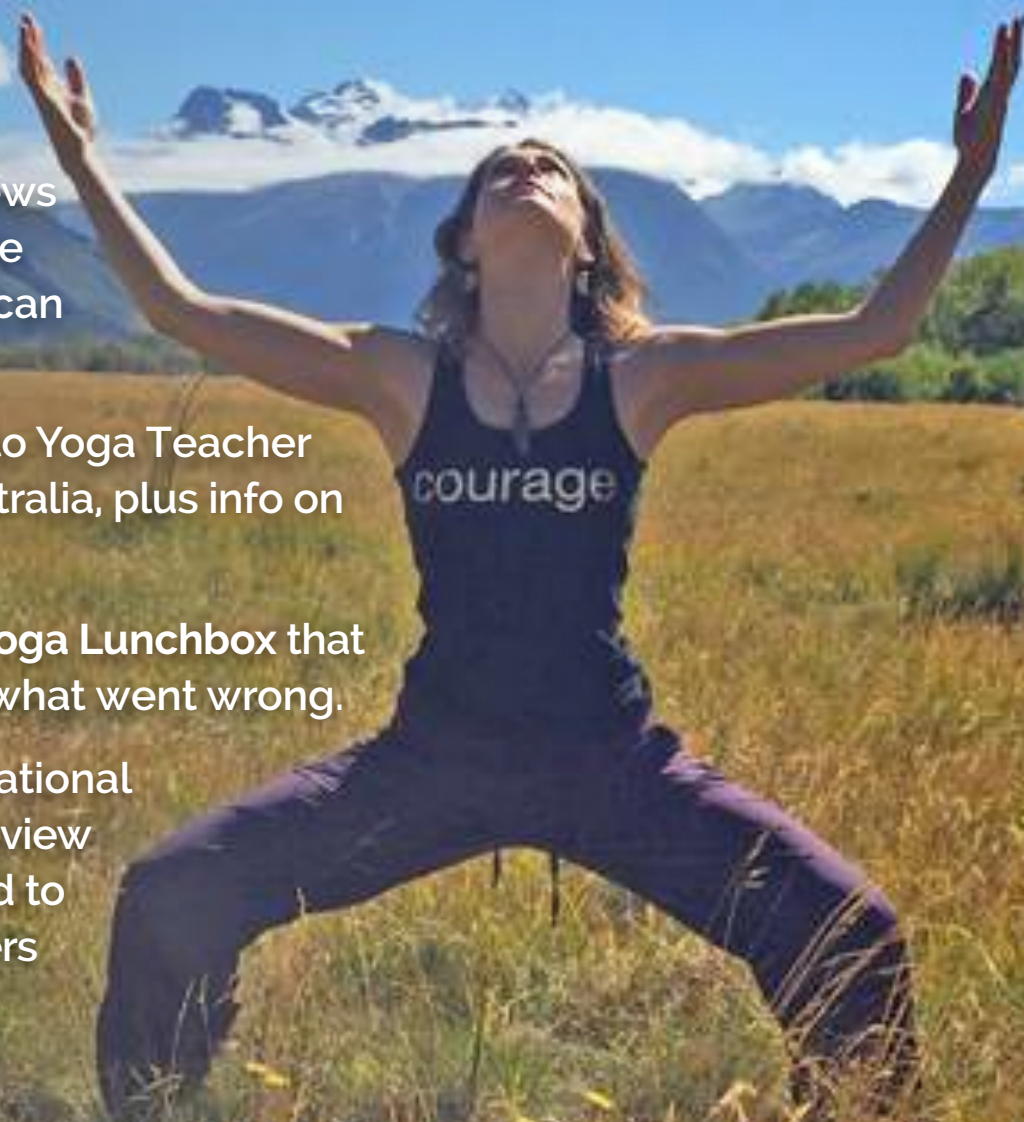
WE'RE THE GO-TO RESOURCE FOR YOUR YOGA COMMUNITY

Founded in 2008 by Kara-Leah Grant, The Yoga Lunchbox (YLB) has grown to include over 1000 articles on all things yoga, including Video Interviews with many of the world's leading yoga teachers like Shiva Rea, Tiffany Cruikshank, Mark Whitwell, Duncan Peak, Ana Forrest and J. Brown.

YLB is also a place to find comprehensive guides to Yoga Teacher Trainings & Retreat Centres in New Zealand & Australia, plus info on the Best Up-and-Coming Yoga Teachers.

When Wanderlust ANZ was cancelled, it was The Yoga Lunchbox that had the news first, and wrote in-depth articles on what went wrong.

In addition, we regularly interview local and international Yoga teachers, cover their upcoming events, and review Yoga books and products. We're fiercely committed to ensuring our coverage is valuable for both our readers and advertisers.



WHO YOU'LL REACH BY ADVERTISING WITH US

Who reads The Yoga Lunchbox?

Our readers are inquisitive Yogis, of all levels of experience, who are curious about everything Yoga related. Our most popular posts are on Kundalini Awakenings, Yoga scandals, flexibility, Yoga Teacher Trainings and the true meaning of Yoga.

We receive 65,000+ Unique Page Views per month, and readers take their time with our articles, spending an average of 5 minutes on each page. Our most popular cities include Auckland, Sydney, Wellington, Melbourne, & Christchurch.

Our newsletter has 5,500+ subscribers and an open rate of 20%. Our community is active on social media too, we have over 6,000 followers on Facebook.

BY THE NUMBERS



65,000+

Unique
Page Views
per month



6,000+

Facebook
Followers



5,500+

Email
Subscribers

* Stats from February 2018

Get Seen! Email LUCINDA Now. editor@theyogalunchbox.co.nz

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YOUR OPTIONS, AS AN ADVERTISER

We have options! And we can recommend what's best for you, because we're all about service.

Tailored Service

We like to get to know you & your business before you advertise so we can suggest the right Modules for your needs & budget.

Integrity & Transparency

We're straight shooters, and we don't talk shit. That means we work with advertisers ONLY when we believe in their products and services. If you pay us to review your offering, you're not paying for us to like it, but paying for our time, our honesty and the exposure. This means our audience knows it can trust what we say. And that's important.

Advertising Modules

We want to make it easy for you to reach the right people, in the right way, with the right budget. There are seven Modules on offer, which can be mixed & matched according to your budget. And yes, we offer a discount for more than one Module booked at the same time.

OUR ADVERTISING MODULES

MODULE 1 • \$108 + GST

3x Facebook Mentions

Make immediate connections with people interested in your offering. Get instant access to our 6,000+ strong community of Yogis.

MODULE 2 • \$108 + GST

The YLB *Digest* Placement

Reach 4000 people through our *Digest*, tailor-made to suit your product or service. It could be a display ad, a video, a rave in our editorial, or a text ad. We'll talk to you to determine the most effective option. *LIMIT two per Digest.*

MODULE 3 • \$108 + GST

6 Weeks RSS FEED Placement

Reach the inbox of 1600+ yoga-mad readers every week. Tailor-made to suit your offering. It could be a display ad, a video, or a text ad. We'll talk to you to determine the most effective option. *LIMIT two per email.*

MODULE 4 • \$108 + GST

6 Weeks Embedded Advertising

Get your offering in front of 65,000+ people a month with a 600 x 150 px ads embedded into all the articles on our website, with the exception of paid articles. We have three slots for ads, with two ads per slot in a 50/50 rotation. *LIMIT six spaces.*

THE YOGA LUNCHBOX

Book MULTIPLE MODULES for a discount!

2x Modules = 10% off

3x Modules = 15% off

4x Modules = 20% off

Example

Facebook Live Interview	\$408.00
+ 3x Facebook mentions	\$108.00
+ 6-wk embedded advertising	\$108.00
	<hr/>
	\$624.00
Discounted price (15% off)	\$530.40
	<hr/>
Total Savings	\$ 93.60

MODULE 5 • \$408 + GST

Special Sponsorship Opportunity

Every year we write special community-focused articles, like *The Best Up-and-Coming Yoga Teachers*. These articles generate high levels of community engagement and are a great way to launch a new product, or make a special offer. Ask us when the next, upcoming opportunity is.

MODULE 6 • \$408 + GST

Reviews

We're known for honest, down-to-earth reviews. Because we don't write advertorial material, we have to be genuinely excited by your offering and fully believe in it to authentically write about it. Our honest approach to the products and services we showcase is very popular with our readers, often resulting in long-term traffic for our advertisers. *LIMIT one per month.*

MODULE 7 • \$408 + GST

Skype & Facebook Live Interviews

People love to see and hear you live – that's when they'll most connect with what you're doing, and want to book an event with you. Kara-Leah is a skilled interviewer and knows how to bring the best out of every interview subject. We're now offering a Facebook Live Interview option too! Reach more people, direct in their Facebook feed. *LIMIT one per month.*

Get Seen! Email LUCINDA Now. editor@theyogalunchbox.co.nz

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TESTIMONIAL/CASE STUDY



"With New Zealand's yoga community as our key target market, a sponsorship program with Yoga Lunchbox was a no-brainer. The website is well

followed, beautifully designed and respected. Kara-Leah's writing carries an authenticity which delivers its greatest value. The transparency of her opinions and her integrity as an author leaves no room for readers to believe anything other than that she genuinely endorses the product or service. She is a well-recognised figure in the New Zealand yoga community and her opinion carries weight.

The review she wrote for our product The Shakti Mat still continues to serve us as a prime referrer to our website 3 years since it was written. It was invaluable to have the support of such a nationally respected yoga figure.

For the time and effort put into the crafting of the article and social media posts, and the value it added to our product the price is exceptionally reasonable. I can wholeheartedly recommend advertising with Kara-Leah for any new product, service or retreat that is yoga or health related. Her influence is invaluable."

~ **Jonathan Heslop**

Director of Team Shakti NZ



SOME OF OUR FAVOURITE ADVERTISERS



Wellpark College
Leading Natural Therapies



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Get seen! Email Lucinda now.