

2012 FALL 7-DAY DETOX!

CO-SPONSOR THIS EXTREMELY SUCCESSFUL PROGRAM

THE 2011 FALL DETOX OUTPERFORMED ALL EXPECTATIONS!
OVER 20,000 PEOPLE PARTICIPATED!

The *Yoga Journal* audience is highly engaged and seeking the information that this program provides.

HOW IT WORKS:

1

SEPTEMBER 4

CO-BRANDED BANNER ADS push participants to the sign-up page. READERS learn more about the Fall 7-Day Detox, REGISTER and get motivated to start the program.

2

OCTOBER 1 - 7

The Fall 7-Day Detox Begins! Readers RECEIVE DAILY NEWSLETTERS containing simple detox recipes, video sequences of accessible yoga practices and audio guided meditations and breathing exercises.

3

The daily CO-BRANDED NEWSLETTERS contain information that our readers want and can't get enough of! Tips on nourishing their bodies with healthful, cleansing foods, how to eliminate toxins and feel vibrant again.

4

DISCUSS YOUR PROGRESS

Participants can let each other know how their detox is going everyday as part of an online community. SHARE stories with others and help each other stay motivated!

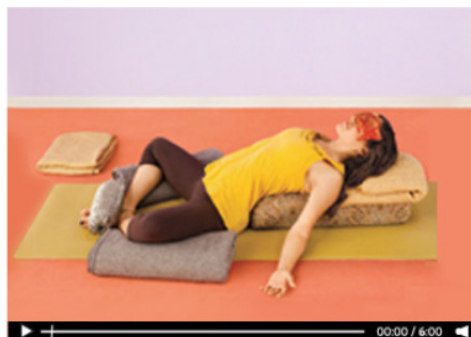
yoga JOURNAL 7-day fall detox

Main | Videos | Meditations | Recipes | Resources



FORWARD TO A FRIEND >

DETOX DAY 7



Congratulations, you've made it to the final day of the Ayurvedic Fall Detox! You've given yourself a tremendous gift this week by allowing your body to rest deeply and by aiding its natural detoxification process. We hope you've also picked up some self-care practices you can use for the rest of your life.

Today is an important day in the program. It's the day that you take all you've learned and consider how you want to use it going forward. Maintain silence as much as you can today, even if it means spending time alone. In this quiet space, contemplate what you've gotten out of the program. Have you learned things about yourself that you didn't know? Have you discovered that previously held beliefs or habits that you thought you might miss aren't really that important to you? Is there some freedom here that you didn't feel before?

Then think about how to take this energy and give it back to the world. Maybe this means deciding to volunteer with an organization whose purpose resonates with you. You might also think about how to be more present and supportive to those in your life and in your community.

Today you'll do an extended version of the **restorative**

TODAY

start with ABHYANGA >
 practice UDDIYANA BANDHA >
 do a NASAL IRRIGATION >
 sink into a RESTORATIVE SEQUENCE >
 find time to MEDITATE >



feel the buzz.

Energy Flow Technology™ releases and renews your body's natural energies.

SPONSOR RECEIVES ADS IN:

- * Dedicated 7-Day Detox Home Page on YogaJournal.com
- * 300x250, 728x90 Roadblock, 'Presented By' Button
- * Co-Branded ROS Ads on YogaJournal.com
- * Sponsor Ads in 7 Daily Editorial Newsletters 160x600
- * Co-Branded Full Page Print Ad in Yoga Journal Magazine
- * Co-Branded Newsletter Ads
- * Co-Branded E-blasts
- * Extensive Call-outs via Facebook & Twitter

TIMING: Registration page live: **September 4**

DETOX: Oct. 1-7

PRICE: \$9,750 (2 sponsors)

ESTIMATED IMPRESSIONS: 1,750,000 (per sponsor)

DEADLINE: July 5