

2012 FALL 7-DAY DETOX!

CO-SPONSOR THIS EXTREMELY SUCCESSFUL PROGRAM

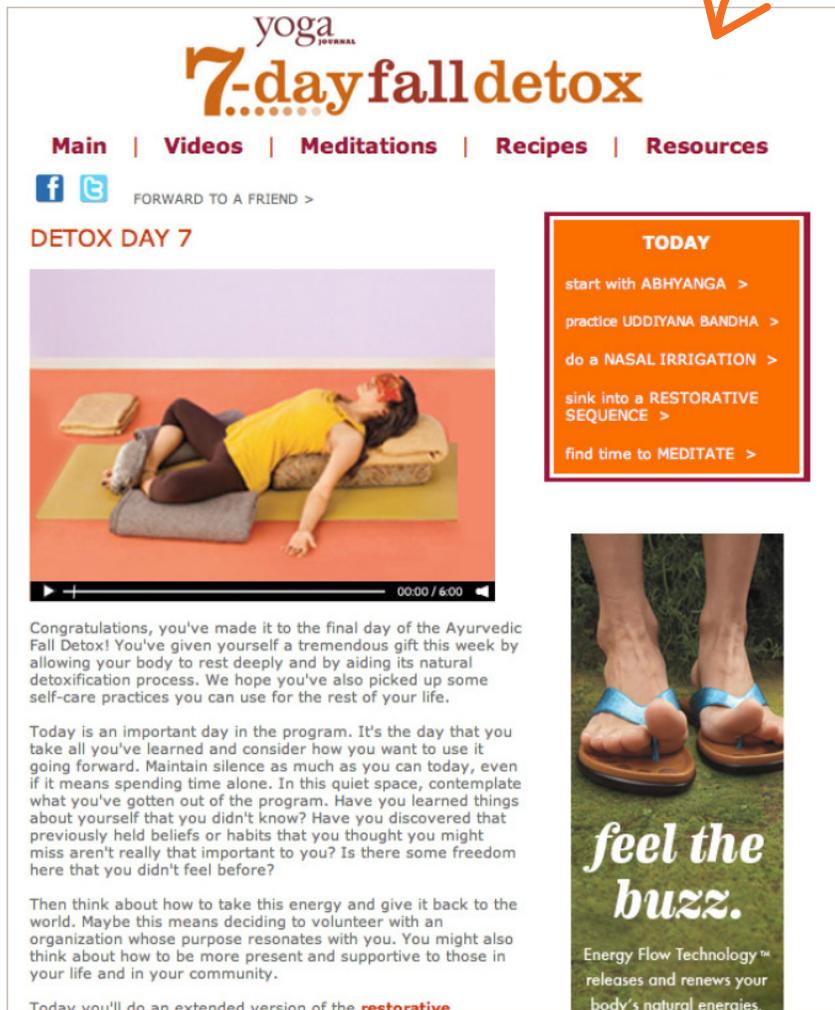
THE 2011 FALL DETOX OUTPERFORMED ALL EXPECTATIONS!

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!



DETOX DAY 7

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