

# ERIC PASKEL'S YOGA ROCKS! Fitness Challenge

To help drive awareness of your brand, Yoga Journal is teaming up with celebrity yoga teacher Eric Paskel to create a custom integrated Fitness Challenge. \*

## PROMOTION VIA

- Facebook (471,439 Fans)
- Twitter (1,149,146 Followers)
- Co-Branded 1/3 Page Print ad (2.2 Million Readers)
- Co-Branded online ads on YogaJournal.com (4,401,120 monthly page views)

## HOW IT WORKS

Via **CO-BRANDED TRAFFIC DRIVERS, SOCIAL MEDIA MENTIONS** and a **1/3 AD** in the March issue of Yoga Journal, readers will be invited to sign up to receive 14 newsletters (daily for two weeks), each featuring an energizing yoga practice and clean eating tips from yoga celebrity Eric Paskel!

## PROGRAM ELEMENTS

- 14 Fitness Challenge Program Newsletters with your brand Ad Unit (160x600), sent out daily for 2 weeks
- Ad Units on Landing Page (300x250, 728x90)
- Co-Branded Traffic Drivers ROS & E-Newsletters (300x250, 728x90, 160x600)
- Facebook, Twitter Mention as AV
- 1/3 V Ad promoting the Contest in the March issue of Yoga Journal
- Cost: \$25,000, Impressions: 2,500,000



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## Eric Paskel's YOGA ROCKS!

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Sign up for a daily energizing yoga practice by Eric Paskel plus clean eating tips to help you get your body rocking!

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