



Find Bliss

FOOD HOME SPA PRACTICE

MEDIA / 2014

WELCOME TO BLISS



Find Bliss features the interconnected cornerstones of Food, Home, Spa, and Practice with inspirational stories that explore how we live a life of balance in the modern urban world. Bliss for many of us is the moment in which we find the magical in the ordinary, the transcendent in the everyday.

Find Bliss seeks to educate, inform, and inspire with beautiful visuals and expert advice. Our mission is to empower readers with tools and knowledge that allow them to live a life of balance, integrity, and vitality. We will be profiling spas and chefs, photographing homes and gardens, spotlighting spa treatments and recipes, and offering insights on practices including how we manage career, relationships, money, yoga and more.

This experience of bliss is both spiritually fulfilling and a profound physical experience, but need not be random if actively cultivated. This is why daily practice and lifestyle choices are so essential.

For over ten years we have explored and promoted the immeasurable benefits of yoga in the pages of LA Yoga Magazine. Within the content of Find Bliss, our team hope to give our readers inspired information, practical advice, and tested techniques to enhance their lives.

*“Nothing is more important than reconnecting with your bliss.
Nothing is as rich. Nothing is more real.”*

~ DEEPAK CHOPRA

OUR READERS

Find Bliss is produced for active individuals who choose to live a passionate and fulfilling life. The Find Bliss reader seeks resources and informative content to fulfil their personal, health, career, financial, and relationship goals.

Attributes of the Find Bliss Reader

- > Key influencers.
- > High social engagement.
- > Interested in holistic practices.
- > Travels for pleasure, education and self development programs.
- > Spends disposable income on self improvement.



"We have spent decades exploring these practices and researching ways to live a balanced and healthy life.

~ DOUG CORBETT, FOUNDER & PUBLISHER

BLISS SEEKERS



Vivica Schwartz
GGO Co-Founder

Vivica Schwartz is a yoga teacher, mother, and the co-founder of GGO Clothing. She is always seeking to plug into Source, feeling the connectedness of everything while balancing parenting, teaching and making innovative clothing from organic bamboo!

Why is it important for you to find bliss?

Bliss is finding an inner equilibrium, without which effort tends to eclipse joy. When trying is replaced by finding and there's a sense of coming home to what's true and has always been there, that is bliss for me.

How has this changed for you over the years?

Juggling motherhood, teaching and being an owner of an eco-conscious clothing company, finding bliss has come down to enjoying any given moment with the challenges that arise in that situation.

www.vivicaschwartz.com



Brendan Brazier
Professional Athlete

Brendan Brazier is a professional athlete who is the bestselling author of Thrive, host and creator of Thrive Forward web series, and formulator of Vega.

Why did you become an athlete?

I enjoy it. It's that simple. I like swimming, biking and running, so I wanted a career that would allow me to do that all day long.

How do you find your bliss?

Long bike rides in the Santa Monica mountains

www.thriveforward.com



Frank Anguili
Natural High Lifestyle Founder

Frank Anguili is the founder of Natural High Lifestyle, a beautiful collection of clothing and accessories designed in sustainable natural fabrics to compliment a progressive, conscious lifestyle.

What does bliss mean to you?

Bliss is your true nature. It means being in the flow and operating in a state of enthusiasm. True bliss is honoring the moment, while maintaining awareness of the experiences in life that are most fulfilling to your soul.

Why is it important for you to find bliss in life?

Bliss is the inspiration to a fruitful life. It is a magnet for love, joy and true fulfillment.

www.naturalhighlifestyle.com

EDITORIAL

Find Bliss focuses on four editorial cornerstones,
FOOD, HOME, SPA, AND PRACTICE.



FOOD

Farm to Table | Slow Food | Restaurant Reviews Artisan Cheese, Wine & Bread Makers | Eating for Fun and Fitness.

HOME

Sacred Spaces | Finest Home Spas & Meditation Places in Southern California | Fire Pits | Kitchens that Work.

SPA

Spa Director Profiles | Spa Chef Recipes | Featured Spa Home Spa Treatments.

PRACTICE

Meditation | Yoga | Pilates | Fitness | Cross Training | Dance.

Relationships

Finding the One | Useful Ground Rules | Setting Boundaries Power of Forgiveness | Aging Gracefully Together.

Career

Step by Step Processes to Help Reveal Your Passion Finding Work That Fulfills | Defining the Perfect Job or Venture.

Garden

Kitchen Gardens | Herb & Flower Gardens | Green Houses.

Money Matters

Conscious Investing | Debunking Abundance and Prosperity Giving Back | Legacy Work | Creating Financial Peace.

Success Stories

Inspiring and Insightful Interviews | Processes Others Used to Follow Their Bliss | Company Profiles of Our Partners.

Beauty

Organic Skin Care | Nutrition and Beauty.

DISTRIBUTION

After ten years as an online magazine and eight issues as a special section inside LA Yoga Magazine, Find Bliss launched its first standalone print issue in April 2013.

20,000 print plus digital subscribers. Anticipated expansion of print distribution to 40,000 within 12-24 months.

You will find us at:

Resort Spas, Day Spas, Retreat Centers, Yoga Studios, Upscale Grocery Markets, Athletic Clubs, Home Shows, Food Festivals, Fashion & Beauty Shows, Entertainment Events, Music Festivals and Yoga Trainings.



*“Be inspired, but not proud. Do not aim low;
you will miss the mark. Aim high;
you will be on the threshold of bliss”*

~ BKS IYENGAR

THE MARKET

REGIONAL LOS ANGELES SURROUNDING AREAS

Los Angeles County is the entertainment, manufacturing, and international trade capital of America. With nearly \$544 billion in annual output, Los Angeles County ranks among the world's largest economies. Its GDP is larger than Switzerland, Sweden, even Saudi Arabia. ~ LAEDC

Los Angeles: Los Angeles ranks as the second largest city in the nation, by population.

City of Los Angeles: 472 square miles

County of Los Angeles: 4,084 square miles

Los Angeles 5-County Area: 34,135 square miles and includes Los Angeles, Riverside, Ventura, Orange and San Bernardino counties.

There are 88 incorporated cities in Los Angeles County; Los Angeles city has a population of 3.8 million.
Source: LACity.org, LACounty.org, California State Association of Counties – counties.org

ECONOMY

Los Angeles has developed into one of the premier centers of economic and cultural activity in the world. If we compare the economy of the world's top 20 countries, the LA five-county area ranks at No. 16. The state of California ranks at No. 9 in the world economy ranking.*

TRAVEL STATISTICS (FY 2011)

Passenger Traffic for LA Area Airports (total): 73,830,928

As the gateway to the West Coast and the #1 international gateway to Asia/Pacific, LAX offers direct flights from 88 domestic cities and 62 international destinations. LAX is the sixth busiest passenger airport in the world.*

Cruise Traffic for the Port of LA: 608,000 | Source: PortofLosAngeles.org

Amtrak Passenger Boardings - All LA County Stations: 1,606,121

Note: Los Angeles Union Station is the 5th busiest station in the national Amtrak System.*

1. Source: discoverlosangeles.com

2. Source: discoverlosangeles.com; individual airport sites

3. Source: Amtrak.com

THE WELLNESS INDUSTRY



“Wellness is this feeling of confidence, this feeling of vitality, this feeling of ‘You got this.’” says Dr. Jim Nicolai, the medical director of the Andrew Weil integrative wellness program at Miraval Resort and Spa, in Tucson, Ariz. “Wellness is a verb just as much as an adjective.” NYT, 2012

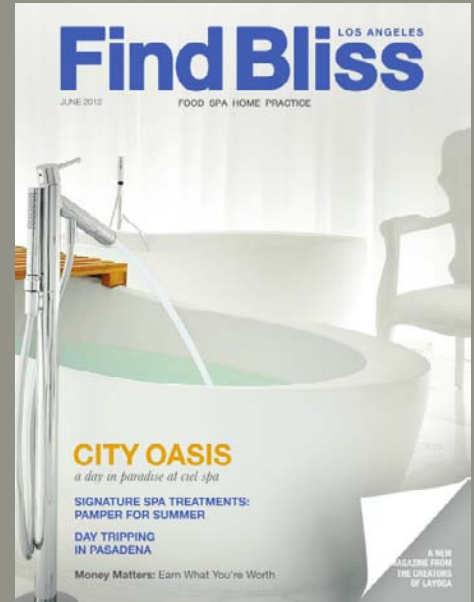
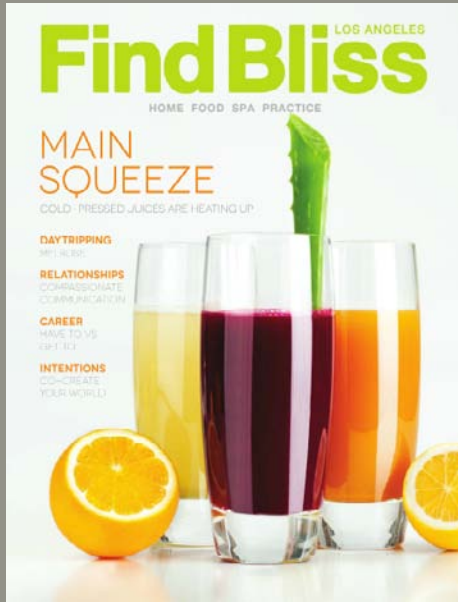
The force of a growing industry, the wellness movement is inspired by a proactive approach to looking after one’s health. The concept of ‘wellness’ has roots stemming back to ancient Greece, Rome, and Asia. As a term, it enlists a variety of definitions; the Oxford dictionary describes it as “the state of being well or in good health”. As a concept however, wellness incorporates the following common threads:

- > Wellness is multidimensional and holistic, and incorporates physical, mental, emotional, spiritual, social, and environmental dimensions.
- > Wellness changes over time and along a continuum.
- > Wellness is individual, but also influenced by the environment.
- > Wellness is a self-responsibility.

The US spa industry is a \$13.4 billion generating industry. Spa visits have experienced a year-on-year increase of 4%, to \$156 million.*

1. Source: Spas and the Global Wellness Market: Synergies and Opportunities by SRI International, 2010
2. Source: iSPA research based on year end figures, 2011

DATES



Issue	Ad Close	Artwork Due	Distribution
July/August	June 18	June 20	July 1
Sept/October	Aug 13	Aug 15	Aug 26
Nov/Dec	Oct 15	Oct 17	Oct 28

Alterations to Artwork, and Late Artwork Penalty:

We may charge a small penalty for late artwork.

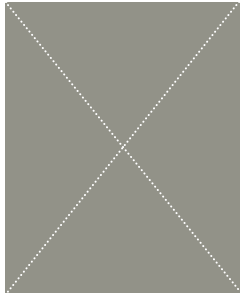
If your advertisement does not meet our production requirements it may be necessary for us to alter and adjust your artwork. If this is the case we may charge an additional artwork penalty fee.

RATES



Ad Size	1X	3X	6X
Two Page Spread	1,990	1,775	2,630
Full Page	1,210	1,045	950
2/3 Vertical	910	795	720
1/2 Horizontal	680	595	540
1/3 Column	450	395	360
1/3 Square	450	395	360
1/4 Page	340	295	270
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Full Page + 1/3 Column	1400	1300	1200
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Back Cover	1,710	1,400	1,250
Inside Front Cover	1,510	1,295	1,150
Inside Back Cover	1,510	1,295	1,150
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Spa Spotlight	95	95	95
Spa Listing	25	25	25

AD SIZE & SPECS

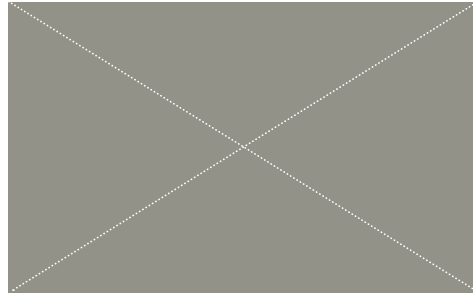


FULL PAGE

Bleed:
8.875" X 11.375

Trim:
8.375" X 10.875"

Live:
7.375" X 9.875"

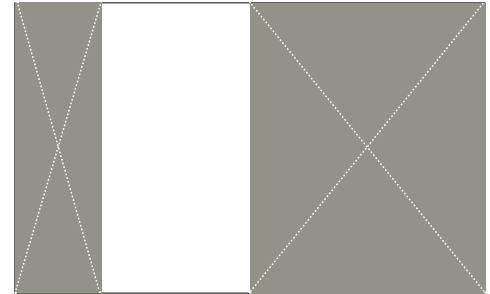


FULL PAGE SPREAD

Bleed:
17.25" X 11.375"

Trim:
16.75" X 10.875"

Live:
15.75" X 9.875"



1/3 VERTICAL +

Bleed:
3.375" X 11.375"

Trim:
2.875" X 10.875"

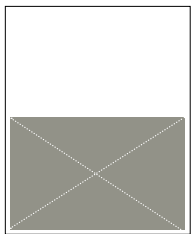
Live:
2.375" X 9.875"

FULL PAGE

Bleed:
8.875" X 11.375"

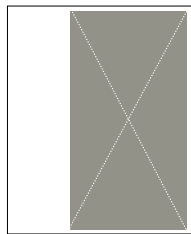
Trim:
8.375" X 10.875"

Live:
7.375" X 9.875"



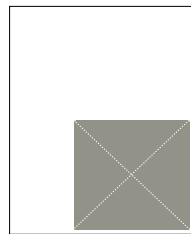
1/2 HORIZONTAL

7.375" X 5"



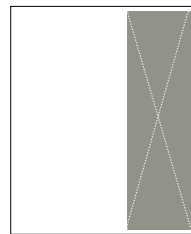
2/3 VERTICAL

4.85" X 9.875"



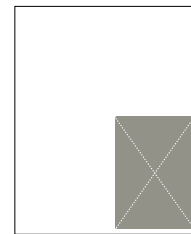
1/3 SQUARE

4.85" X 5"



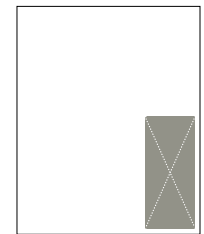
1/3 VERTICAL

2.375" X 9.875"



1/4 PAGE

3.6" X 5"



1/6 VERTICAL

2.375" X 5"

All artwork to be submitted as **300dpi**, high resolution **pdf** or **tif** format.

All print artwork to be submitted as **CMYK** or **grayscale** mode.

Please do not submit layered psd files.

Art@findbliss.com

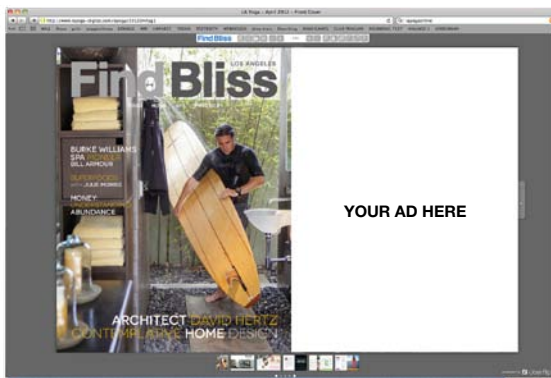
Important Note:

Please do not add borders, lines or shadows around the edge of your ad.
Our production team will create a border when necessary.



Digital Edition:
Circulation 10,000+
subscribers and growing

DIGITAL ADVERTISING



FULL PAGE ADVERT

- Location: Right of issue cover
- Benefits: Embedded links will direct reader to your site
- Cost: Call for availability and cost



VIDEO & AUDIO INCLUSION

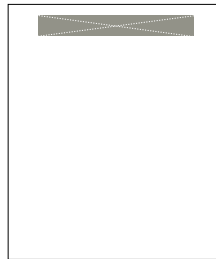
- Location: Within your ad space
- Format: MP3, .wav
- Cost: \$225

WEB & EMAIL ADVERTISING

FindBliss offers a wide variety of digital advertising opportunities through web banners and comprehensive directory listings that expand print advertising campaigns or as stand alone programs effectively driving qualified customers to your website and location.

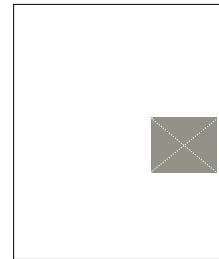


Website Advertising Opportunities



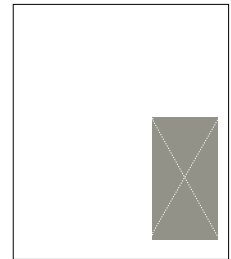
LEADERBOARD

Size: 728 X 90
Cost: \$15 CPM



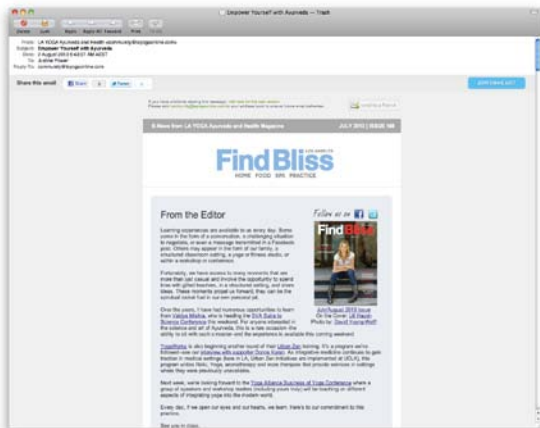
SIDE BOX

Size: 300 X 250
Cost: \$10 CPM

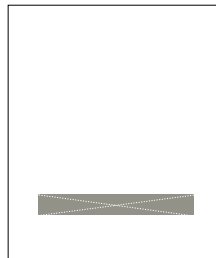


HALF PAGE

Size: 300 X 600
Cost: \$10 CPM

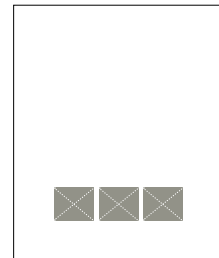


Weekly News Advertising Opportunities



BANNER

Size: 468 X 60
Cost: \$100/week



SPONSOR BOX

Size: 180 X 150
Cost: \$50/week

All artwork to be submitted 100% at **72dpi, jpg** or **gif** format.
Please do not submit layered psd files.

TESTIMONIALS

“Choosing to partner with LAYoga Magazine proved to be one of the most important and effective parts of our marketing campaign for Tadasana Festival 2012. We were able to sculpt a partnership which included advertising and marketing, on-line and print. In terms of reaching the entire Yoga/Health/Wellness Universe in Southern California, I cannot think of a better partner. Their reach is significant. Our target customers are the same people. I speak for Tadasana Festival and me personally when I say we are thankful that LAYoga exists and look forward to co-creating more amazing campaigns in the future.”

TOMMY ROSEN, CO-PRODUCER AND CO-FOUNDER, TADASANA FESTIVAL

“There is never a time when I am not inspired by some gem I’ve discovered in LAYoga.”

LAUREN LANDRESS, PUBLIC AFFAIRS, SELF-REALIZATION FELLOWSHIP

“Not only do I appreciate LAYoga’s thought-provoking content and that they are a free resource for Angelenos, but I also have found that Skirball audiences often cite “LAYoga” as a good source for learning about what is new at the Skirball!”

LISA DELGIN, MARKETING & SOCIAL MEDIA SPECIALIST, SKIRBALL CULTURAL CENTER

“I advertise with three different magazines in the country and LAYoga nets me the biggest results.”

ROBIN LEE, GRATITUDE UNLIMITED INC.

“Advertising with LA Yoga has reinforced our marketing efforts and elevated our brand recognition in the LA market. We have experienced more customer referrals with LA Yoga than with any other Yoga magazine.”

HEIDI COLLINS, PRODUCT MANAGER, ZEBRA YOGA

Thank you

Find Bliss

Thank you to contributing photographers, David Young-Wolff, Tai Kerbs and Fluid Frame Photography.