



The most authoritative magazine on yoga lifestyle
distributed 6 times a year in Russia

MARKET POSITION:

Yoga Journal is the most authoritative publication in the world about yoga lifestyle. In the USA, *Yoga Journal* has been the most successful magazine for over 30 years with the highest circulation (310 000 copies). In April 2005, a Russian version was created to meet the same wide audience (more than 25,000 Muscovites practice yoga in regular basis, 3,000 studied it). It has a high percentage of young professional women and makes an ideal place to target women (80%) with high income. Its readers are above the 25-age bracket, and represent the new urban woman worker generation with a high disposable income.

		Yoga
Circulation	(Publisher stat. 2008)	89,000

EDITORIAL PROFILE:

For more than 30 years, *Yoga Journal* has been the bible of yoga in America. The Russian *Yoga Journal* is the magazine's first venture outside of the United States. It guides and inspires readers to achieve the well-being, balance and fitness they seek from their yoga practice. *Yoga Journal* is dedicated to encouraging the beginner, as well as challenging the expert, in both the physical and spiritual aspects of yoga. The 100-page title also covers topics such as health, beauty, travel and nutrition. But one of the strengths of this title is its selective distribution. The first edition was delivered to an upmarket database and distributed in upscale fitness club or beauty salons, a class business centre, five-star hotel, golf and yacht club and in newspaper stands.

TECHNICAL SPECIFICATIONS:

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