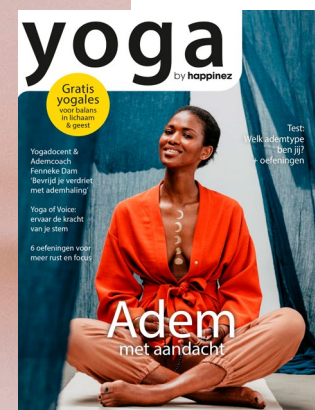


# yoga

by happinez







# yoga

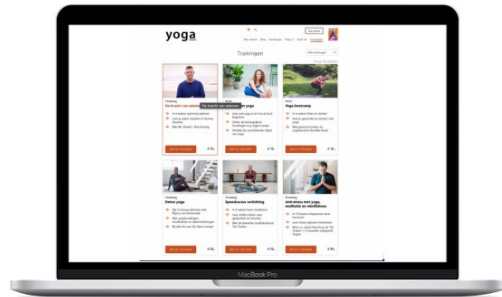
by happinez

## Finding balance at home

Yoga is now an essential part of Western culture. Whether you are looking for flexibility, relaxation, strength or inner peace, the world of yoga offers endless wisdom and inspiration. Yoga by Happinez, formerly Yoga Magazine, has developed into **thé yoga brand of the Netherlands** and opens up the world of yoga to everyone, from beginners to experienced practitioners.



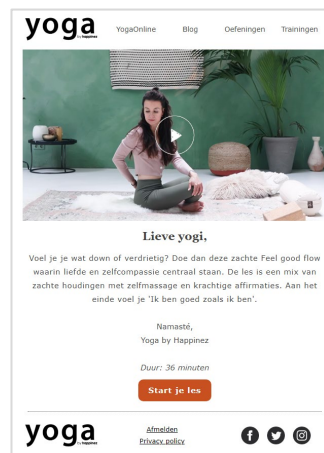
**Yoga by Happinez**  
Printreach per edition: 69,000 readers



**Online trainings and master classes**



**Reader Offers**



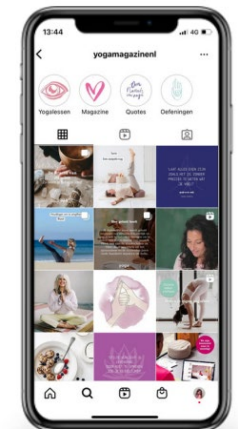
**Newsletter**  
86,300+ subscribers

This is  
**yoga** by happinez



**Youtube**  
14,400+ followers

**www.yogaonline.nl**  
Unlimited yoga and meditation. With more than 400 online yoga classes, meditations and breathing exercises from the best Dutch-speaking teachers.  
**400,000 pageviews** monthly



**Instagram**  
49,000+ followers



**Facebook**  
78,000+ followers



# yoga

by happinez

## Magazine



### Yoga by Happinez

Yoga by Happinez is the inspirational magazine about **yoga, health, spirituality** and **lifestyle**. A beautiful magazine that offers deepening and inspiration, unlocking the wisdom of yoga philosophy and reflecting the lifestyle of yoga. It is a brand for a diverse audience: from beginners to advanced yogis.

Yoga by Happinez reaches college-educated, affluent men and women who are conscious in life. They are broadly interested in health, sustainability, spirituality, travel, nutrition, culture and work.

**The magazine is published four times a year.**



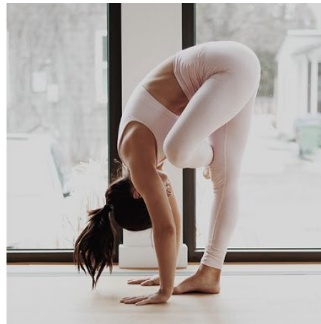
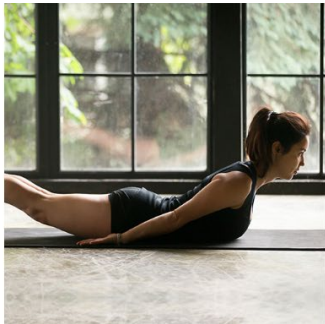
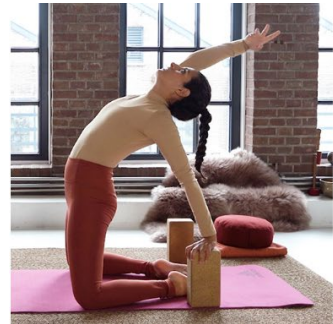
## Online platform



### Yoga by Happinez Online

Central to the Yoga by Happinez brand experience is the **leading online platform**, where members have access to more than 400 unique, Dutch-language **yoga and Pilates classes** in a rich variety of styles and levels. Approachable, personal and familiar: Yoga by Happinez understands you and provides exactly what you need in the moment.

The community we offer is highly valued by followers and readers. Weekly classes are added from the **best yoga teachers in the Netherlands**. Since 2022 we are part of the successful media brand Happinez. The combined forces make us reach an even larger audience with equal love and quality.







# yoga | Propositions

by happinez

## Commercial opportunities with Yoga by Happinez

- **Online branded content package**

online article + social media booster + newsletter item  
+ extra booster package possible

The Online Branded Content Package is the most effective way to promote your story. This package includes: online article, boost through an Instagram Story, Facebook post and newsletter item.

The extra boost package is used to give the campaign an extra boost during the campaign period. The way this can be implemented will be determined in consultation.

- **Collaborations in the magazine**

advertisement or branded content article (advertorial)

- **Social Media**

- **Newsletter item with external clickout**

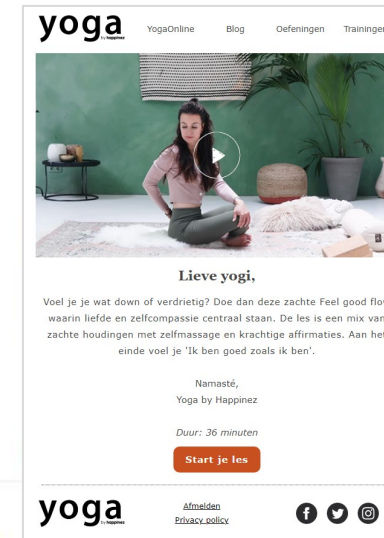
- **Reader Offers and Plus Propositions**

- **Custom Publishing**

- **Custom made yoga classes**



Collaboration in the magazine



Newsletter item



Social media (a.o. polls or tests)



Branded content online article





yoga  
by happinez

## Facts & figures

### Yoga by Happinez

Our members and readers range from beginners to advanced yogis connected by the value yoga adds to life. They are college-educated, affluent people who are conscious in life. They are broadly interested in health, sustainability, spirituality, travel, nutrition, culture and personal growth.

### Profile Yoga by Happinez

**Gender:** men 32% / women 68%

**Education:** College education and higher 51%

**Income:** High income 42%

**Age:** 30-60 years 64%

Source: NPM DGM 2023-I

### Yoga by Happinez

Printreach: 69,000 readers per edition (Source: NPM DGM 2023-I)

Frequency: 4x a year

Distribution: subscription and individual sales

International: French edition

### Newsletter

Frequency: 2x a month

Circulation: 86,300 newsletter subscribers

### Online

Unlimited yoga and meditation. With more than 400 online yoga classes, meditations and breathing exercises from the best Dutch-speaking teachers  
400,000 pageviews monthly

### Social

Facebook: 78,000+ fans

Instagram: 49,000+ followers

Youtube: 14,400+ followers



## Base rate

in euro's excl. VAT

1/1 page € 4,650.-

## Format index

1/2 page 63  
2/1 page 187

## Position index

Preferred position 110  
Spread in center 110  
1<sup>e</sup> page right 110  
Cover 2 or 3 120  
Opening spread 120  
Cover 4 130  
Fold out cover \*1 280

\*1 excluding production costs, on request

## Branded content\*2

1/1 page € 5,348.-  
2/1 page € 10,695.-

\*2 Branded Content pages will be written by the editors of Yoga by Happinez and designed in the look & feel of the magazine, based on a well-defined briefing and supplied visuals. Production costs: € 2,200.- excl. photography if required.

## Formats and measurements in mm width x height

### Trim size

1/1 page 205 x 280  
2/1 page 205 x 280 – 205 x 280

+ 5 mm bleed on all sides

## Technical information

**Trim size:** 205 x 280 mm (wxh)

## Advertisement material:

Please submit your digital ad files as Certified PDF



## Digital

Product

Rate

### Newsletter

Newsletter item € 1,750.-  
Production costs € 250.-

### Branded Content Package

Online Branded Content Package € 3,750.-  
Production costs € 1,250.-

### Booster

Extra booster package € 1,500.-  
Production costs € 450.-

Online articles part of an Online Branded Content Package will be live for 2 weeks.

KPI's branded content: 1,000 unique views.



**More information:**

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