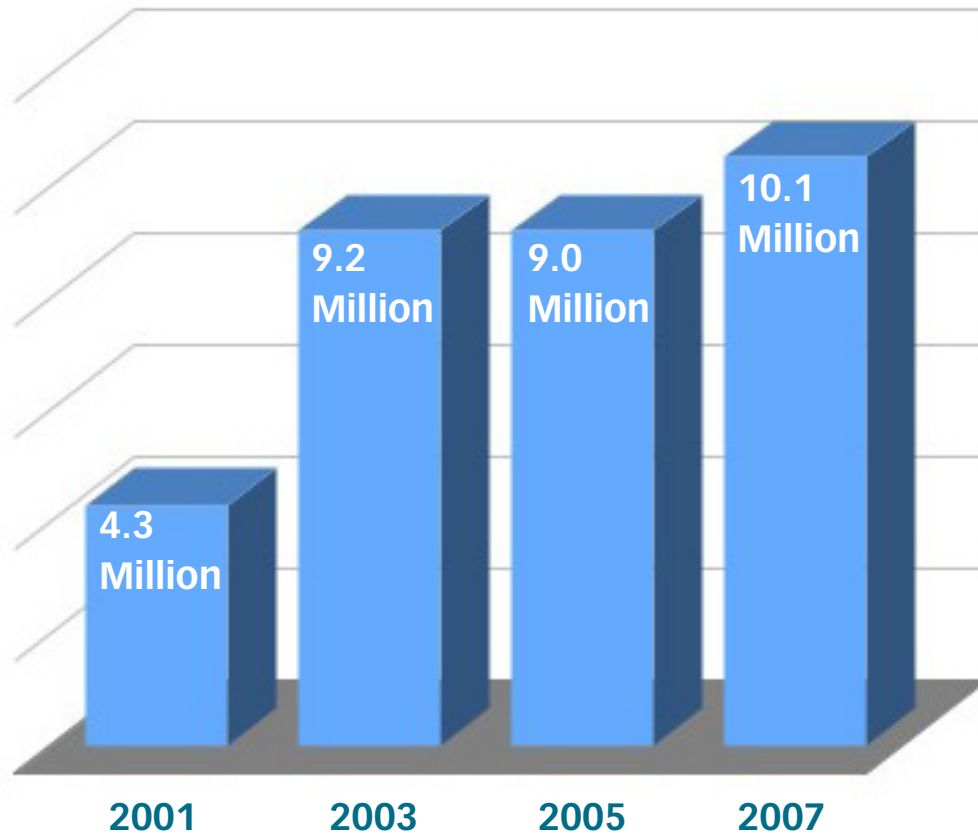


the growth of yoga

Yoga is now the fastest-growing sport in America with Over 10 million people practicing!

ADULTS WHO PRACTICE YOGA



subscriber study

The Power of *Yoga Journal* Readers

Not only are *Yoga Journal* readers actively involved in the magazine, they are influential and active in their lives and communities. *Yoga Journal* readers are an ideal, inquisitive, and powerful consumer group for your advertising message.

	% COMP	INDEX
Totals* (000)	350,000	
Readers Per copy	3.50	
Men	14%	
Women	87%	
Median Age	46	
Median Household Income	\$82,200	158
AGE		
18-49	64%	103
25-44	45%	116
25-49	63%	128
25-54	82%	143
30-54	76%	131
35-44	29%	141
35-54	60%	152
45-54	31%	164
WELL-EDUCATED		
Any College or more	91%	175
Graduate College or more	65%	197
Postgraduate Degree	30%	352
FAMILY-ORIENTED		
Married	65%	115
Single	12%	50
Any Children	28%	68
PROFESSIONAL		
Employed	80%	124
Professional/ Management	59%	169
HOUSEHOLD INCOME		
\$50,000+	66%	127
\$75,000+	46%	146
\$100,000+	32%	171
\$150,000+	15%	214



	% COMP	INDEX
HOMEOWNERS		
Own Home	82%	115
Value of Owned Home: \$500,000+	21%	223
GEOGRAPHIC REGION		
North East region	21%	112
West region	29%	130
North Central region	23%	101
South region	27%	75

reader profile

Each issue, Yoga Journal reaches over 1.2 million affluent, educated readers looking for in-depth information and everyday inspiration that only Yoga Journal provides.

	% COMP	INDEX		%Comp	Index
Totals* (000)	1,225,000		PROFESSIONAL		
Men	8%		Employed	83%	121
Women	92%		Professional/ Management	43%	185
Median Age	39.1		HOUSEHOLD INCOME		
Median Household Income	\$78,898	145	\$50,000+	78%	143
			\$75,000+	53%	161
			\$100,000+	34%	168
			\$150,000+	13%	172
AGE			HOMEOWNERS		
18-49	76%	125	Own Home	76%	105
25-34	24%	131	Value of Owned Home: \$500,000+	16%	158
25-44	54%	143			
25-49	65%	135	GEOGRAPHIC REGION		
25-54	76%	133	North East region	26%	135
30-54	63%	132	West region	25%	135
35-44	30%	153	Midwest	20%	87
35-54	53%	134	South region	30%	68
45-54	22%	115			
WELL-EDUCATED					
Any College or more	80%	153			
Graduate College or more	52%	205			
Postgraduate Degree	16%	194			
FAMILY-ORIENTED					
Married	53%	94			
Single	28%	111			
Any Children	43%	105			

The Yoga Market Profile

Yoga is at an all time high—with 10.09 million practitioners – and is still the fastest growing sport in the country.

	% COMP	INDEX		% COMP	INDEX
Totals* (000)	10,96,000				
			FAMILY-ORIENTED		
Men	22%		Married	56%	100
Women	78%		Single	31%	123
Median Age	38.0		Any Children	43%	106
Median Household Income	\$72,239	133			
			HOUSEHOLD INCOME		
AGE			\$50,000+	69%	128
18-49	73%	119	\$75,000+	48%	141
25-34	26%	142	\$100,000+	31%	151
25-49	55%	114	\$150,000+	14%	161
25-54	64%	113			
25-44	46%	121	HOMEOWNERS		
30-54	51%	106	Own Home	70%	100
35-44	20%	101	Value of Owned Home: \$500,000+	16%	154
35-54	39%	99			
45-54	19%	97	GEOGRAPHIC REGION		
			North East region	25%	130
WELL-EDUCATED			West region	26%	117
Any College or more	77%	147	North Central region	19%	86
Graduate College or more	45%	178	South region	30%	83
Postgraduate Degree	16%	196			
			PROFESSIONAL		
Employed	76%	116			
Professional/ Management	37%	161			

the growth of yoga journal

Yoga Journal: Consistent reader demand

An increase in frequency from eight issues in 2006 to nine issues in 2008 and a solid increase in rate base since 2004.

- Honest Abe Award Winner, 2006
- "Another Excellent Audit"—Capell's Circulation Report

