

Yoga Journal Circulation Increases

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February 20, 2008 (San Francisco, CA) –According to the recently released Audit Bureau of Circulations FAS-FAX report, Yoga Journal (yogajournal.com) saw an increase of 5.8 percent paid circulation, and an increase of 9.2 percent in paid subscriptions, in the period from July 2007 through December 2007, from the same period in the previous year. This paid circulation increase was substantially larger than that of most other magazines in the same category, including Self, Shape, Health, Martha Stewart Living and Natural Health.

Publisher Bill Harper chalks this up to the commitment yoga practitioners have to their practice.

“Yoga practitioners are devoted both to their practice and to our magazine,” he says. “Our advertising and circulation keep increasing because, recession or not, people will give up many other things but keep their yoga practice going. We are not a discretionary magazine but an integral part of people’s health and wellness program.”

The first two issues of 2008 were record issues in terms of ad revenue and ad pages. The magazine is also a top-selling health and fitness title at Barnes & Noble nationwide as well as at Whole Foods.

About Yoga Journal: Yoga Journal (yogajournal.com) is the largest-circulation yoga magazine in the country. The magazine was founded in 1975. Since 2000, it has tripled its paid circulation to 360,000. Yoga Journal holds several conferences a year, including its annual Colorado conference. It also produces many best-selling yoga books, videos, and DVDs.

In September 2006, the magazine was acquired by Active Interest Media, Inc. (aimmedia.com). Based in El Segundo, California, AIM is a consumer enthusiast media company that serves a base of loyal constituents through print, events and online products. The company was formed in October 2003 by Efrem "Skip" Zimbalist III and the private equity investment firm Wind Point Partners.

In addition to its Healthy Living Group—which includes Yoga Journal, Backpacker, Vegetarian Times, Better Nutrition, Optimum Wellness and Whole Foods Market® magazine—the company also publishes Southwest Art, American Cowboy, Log Home Design, Log Home Living, Timber Home Living, Building Systems, Black Belt and Yachts International. AIM produces and markets videos and books and produces 12 shows on log homes and more than two dozen building seminars. The company also produces the Fort Lauderdale International Boat Show®, the largest boat show in the world.

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