



Marketing, Advertising and Promotional Opportunities



YogaCity NYC was created to help the expanding community of New York yogis pursue tranquility, vibrancy and conscious behavior in the middle of our charged and crowded 24/7 urban environment.



“is so informative”

YogaCity NYC offers studios and teachers the opportunity to reach an audience specifically seeking:

- Yoga classes
- Teacher trainings
- Workshops and intensives
- Out-of-town retreats
- Alternative therapies
- Lifestyle products



“We love your website”

There are many ways to promote your products and/or services on YogaCity NYC:

- Advertise on YogaCityNYC.com
- Advertise on our weekly newsletter
- Join our site as a paid member
- Create a custom program



Advertise on YogaCityNYC.com:

- Reach over 2000 NYC Yoga practitioners
- 9000 + pageviews/ 3500 + visits*
- 68% female/ 32% male
- 34% 18-34 / 37% 35-49
- Our audience also likes travel news and info, politics, and fashion

**Monthly usage and demographic statistics from Google Analytics and/ or Quantcast.*

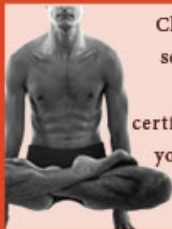


Advertising on YogaCityNYC.com:

- Exclusive targeting
Homepage; Yoga Weekly; and Yoga Sleuth
- Run of Site (included in exclusive buy)
- Ad sizes:
 - 180x150 (Yoga Weekly only)
 - 180x200
 - 180x400 (Homepage only)

YOGACITY NYC

ALISON WEST
YOGA UNION
TEACHER TRAINING
WINTER 2010



Click here to
see the 2009
yoga
certification by
yoga alliance



Anatomy Studies for
Yoga Teachers Presents:

**Musculo-Skeletal
Anatomy &
Kinesiology
of Yoga Asana**

Wednesdays
from 2-5pm

starting
1/13/2010!



155 W. 72nd Street, NYC
www.anatomystudies.org

depression,

....read more

ARTICLE: New Studio Opening!!

85 Classes, Yummy Eucalyptus Towels, and More!

Pure offers new styles in addition to trad Vinyasa and Iyengar. Jason Brown's anatomy-based Vinyasa or Zenyasa , Acro Yoga with Mary Aranas and Hip Hop yoga with

....read more

YOGA SLEUTH



YogaCity hunts down NYC's best classes

Yoga in a Living Room

In an ideal world, we could all rise at a leisurely hour, mosey into our gorgeous sundrenched b

... read more

Tranquil Yoga

Tucked away in an unassuming office building overlooking Union Square is the Spa at the James C

... read more

Open Your Heart

"Happy holidays," Yoga Sleuth was greeted at the front door of the Upper East Side

... read more

Satya Jewelry



Search Amazon....

Yoga



Showing 1 - 3 of 50 results

YOGA [Yoga For Beginners](#)
Barbara Benagh (DVD)
\$11.99
★★★★☆

ToeSox [ToeSox Yoga / Pilat...](#)
ToeSox
\$14.99
★★★★☆

Power Yoga - Total ...
Rodney Yee (DVD)
\$14.98
★★★★☆

1 2 3 4 5 >

amazon.com

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Advertise in our weekly newsletter:

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- 25-30% click thru rate
- Co-branded Sponsorship, Featured Advertiser or Event, Sponsor Block
- Cost: \$35 -\$125

YOGACITY NYC



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YOGACITY NYC

This week (8/4/10) in New York yoga...

Dear NYC Yogis:

This week Alexandra Blatt interviews Laughing Lotus owner Dana Flynn about her recent travels. Flynn and partner Jasmine Tarkeshi have made their studio a landmark stop on anyone's list of NYC studios. In town for a more limited time is Master Teacher Kofi Busia. Kristin Auble takes class with him and takes of his fascinating background. In addition, we're sleuthing at two great studios Jivamukti and Sankalpah. Plus blogs, distractions, events and more. REMEMBER, we do update the site regularly during the week so make sure you check back every now and then.

Here's to great teaching in New York City,
Brette, Cynthia, Minna, Katie, Hannah, Alexandra, Erin, Nadya, Kelly, Kim and Michael

IN THIS ISSUE

[Laughing Lotus's Dana Flynn](#)

[Kofi Busia](#)

[Ayurvedic Energy Boosters](#)

[Events: Sat: Knee Care... Protecting Your Body](#)

[Events: Sun: Arm Balances](#)

[Take a look at our sponsor](#)

[Poll: Your Favorite Pose?](#)

Our Essential Links

[YogaCityNYC](#)

[SLEUTH: Cristy Candler @ Sankalpah](#)

[SLEUTH: Kumiko Yamada @ Jivamukti Yoga](#)

[YogaCityNYC Blog](#)

[YogaCityNYC DIRECTORY](#)

Blog of the week:



Catskills Wellness Guide

Deal of the week:



10 Class Card only \$108! Purchase by Aug 31

OR

2 Months Unlimited for only \$188



Join Our Mailing List!

[Click to view the full YogaCityNYC Newsletter](#)



“I know your deep commitment to
yoga and trust you”

**Become a paid studio or teacher member of the
YogaCity NYC Directory:**

- \$60/year for unlimited listings in our [Directory](#)
- Search by time, location, style and level
- Self managed listings can change at any time
- Over 120 teacher & 80 studio listings

[Sign up NOW!](#)

**Make sure to apply promotion code 1041 with
your payment.**



Atmananda Yoga Sequence

324 Lafayette Street
New York, NY, 10012
212-625-1511 / manager@atmananda.com
www.atmananda.com

Level: Advanced, Beginner, Corporate, Full Service, Intermediate, Introductory, Open, Privates
Style: Alignment, Anusara, Ashtanga, Backcare, Flow, Forrest, Hatha, Integral, Iyengar, Jivamukti, Kripalu, Kundalini, Meditation, Mixed, Philosophy, Power, Pranayama, Restorative, Siddha, Sivananda, Therapeutics, Vinyasa, Women's, Yin, Yoga Union

SEE MORE DETAILS

DESCRIPTION:

Atmananda Yoga Sequence is a combination of Iyengar, Ashtanga, and Hatha Yoga in harmony with breath and alignment. This sequence, composed of 71 positions, integrates the six groups of asanas, or yoga postures. The standing poses, balancing poses, arm balancing poses, backbends, forward bends, and twists are in direct harmony with the six basic emotions and the twelve internal organs. As the practitioner becomes consistent in his/her practice, he/she develops mental, emotional, and physical strength that leads him/her to a state of pure health, clarity of mind, and well being so he/she can experience absolute freedom from moment to moment in his/her life.

TEACHER TRAINING:

200 Hour Teacher Training with Jhon Tamayo

Mon, 3/01/10
Style: Alignment, Iyengar, Meditation, Philosophy, Vinyasa

Atmananda Yoga Sequence
324 Lafayette Street
New York, NY 10012
212-625-1511 / manager@atmananda.com
www.atmananda.com

Teacher Training 200 RYT 200-Hour Curriculum Includes: 1. Techniques to deepen your personal practice, including asanas, pranayamas, and meditation, with a specific focus on the Atmananda Sequence and proper alignment. 2. Anatomy and physiology of the physical and spiritual body. 3. A close reading of The Yoga Sutras of Patanjali, and other philosophical writing. 3. Daily opportunities to teach your fellow students. 4. And more! The 200 hour Atmananda



“I’ve been a fan of YogaCity NYC for a while”

Create a custom program:

- Specialized newsletters
- Events
- Advertise on both the website and the newsletter
- Low-cost creative services



Dedicated Email Program

- Weekly mailing
- Co-branded

Click to view a sample: [Pure Dedicated Email](#)



Brought to you by





“I really like your site”

For more information on how you can market your products and services to the core of the NYC yoga community, contact:

Katie Jehenson, Director of Operations at
admin@yogacitynyc.com



“We are really appreciative of all the work you guys are doing to serve the New York City yoga community”