

# **THE WEB**

## **YOGA JOURNAL'S LARGEST NEW BUSINESS SOURCE**

- **GROWTH IN GROSS SUBS:**
  - **2004 OVER 2003**                      **10%**
  - **2005 OVER 2004**                      **17%**
  - **2006 OVER 2005 YTD**              **8%**

# **THREE MOST PRODUCTIVE SOURCES OF SUBSCRIPTIONS ON YOGA JOURNAL'S WEBSITE:**

- |                         |            |
|-------------------------|------------|
| <b>1. COVER AD</b>      | <b>1/3</b> |
| <b>2. EMBEDDED FORM</b> | <b>1/3</b> |
| <b>3. POP-UP</b>        | <b>1/3</b> |

# **ADDITIONAL PROMOTIONS:**

- 1. TEXT LINK IN NAV BAR (HOME PAGE ONLY)**
- 2. TEXT AD IN UPPER RIGHT CORNER (EVERY PAGE)**
- 3. RENEWAL LINKS**
- 4. GIFT SUBSCRIPTION LINKS**
- 5. INTERNATIONAL SUBSCRIPTION LINKS**
- 6. SUB OFFER AT END OF ARTICLES**

# **WHAT WORKS FOR YOGA**

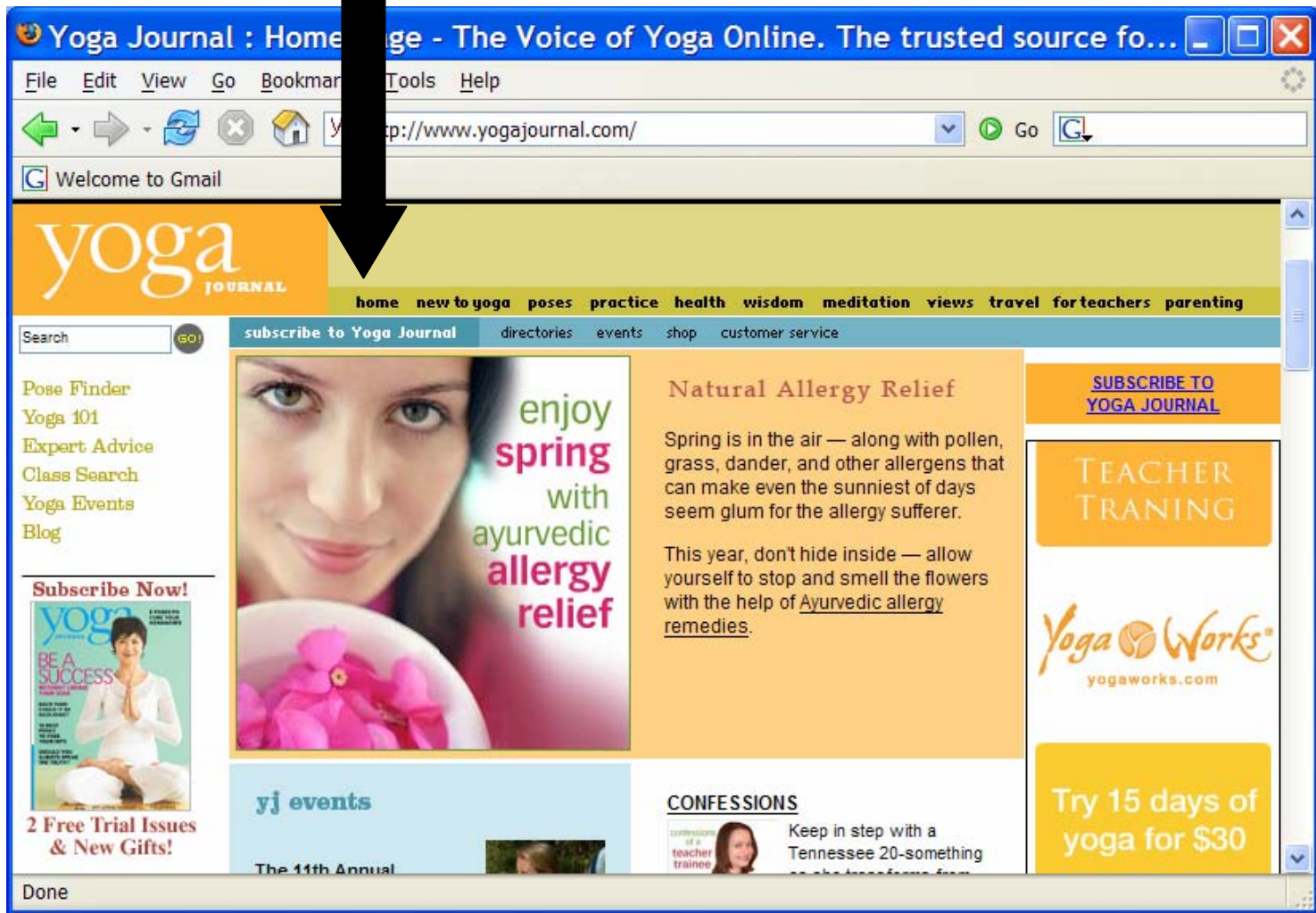
## **JOURNAL:**

- 1. PRICING: MATCHES DIRECT MAIL**
- 2. PREMIUMS: OFFERS VISIBLE—  
EDITORIAL PREMIUMS—  
DOWNLOADABLE PDF'S—TEST  
DIFFERENT ONES/MULTIPLES**
- 3. BONUS ISSUES: IMPROVES CASH  
WITH ORDER SO WORTH IT**

# **COVER AD**

- **OUR BEST PERFORMING PROMOTION—40-50% OF TOTAL NET ORDERS**
- **HOME PAGE HAS COVER IN PROMINENT POSITION—WE USE UPPER LEFT**
- **IF POSSIBLE, HAVE ON EVERY PAGE**

Nav bar ad



Text ad

Cover ad

Other home page subscription promotions

## **EMBEDDED FORM**

- **15-20% TOTAL NET ORDERS**
- **MAKE AS BIG AS POSSIBLE**
- **HAVE ON EVERY PAGE**
- **NOT SECURE SO CAN'T COLLECT CREDIT CARD INFORMATION**
- **BONUS OFFER ATTRACTS CASH—  
MUST CLICK**

# Embedded Form

Yoga Journal : Home Page - The Voice of Yoga Online. The trusted so...

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Yes! Please send me my **FREE trial issue** of Yoga Journal and my **TWO FREE GIFTS:**

- ◆ **Better Posture 101**  
A digital guide to assessing and improving your posture
- ◆ **Yoga for Neck and Shoulders**  
A digital guide to postures that relieve neck, back, and shoulder tension.

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CUSTOMER SERVICE SUBSCRIPTIONS GIVE A GIFT ADVERTISING ABOUT YJ LINKS

Done

# POP-UP

- 25-35% TOTAL NET ORDERS
- DEPENDING ON AUDIENCE, CAN CREATE CONTROVERSY
- CAN CAUSE CUSTOMER SERVICE ESP FOR CURRENT SUBSCRIBERS
- TEST FREQUENCY; FOR US EVERY OTHER DAY, 2<sup>ND</sup> CLICK
- ATTRACTS LESS COMMITTED BUYER; MORE CREDIT ORDERS

# HTML VERSUS DHTML


- HTML POP-UPS OFTEN BLOCKED
- DHTML—NEW TECHNOLOGY, USED BY MEREDITH (LHJ/BHG), IDG (PC WORLD)
- COOKIE SO VISITORS RECEIVE IT EVERY OTHER DAY
- INCLUDE VISIBLE “CLOSE” BUTTON

Pop up

Yoga Journal : Home Page - The Voice...

File Edit View Go Bookmarks Tools Help

### Special Offer close



**PAY NOW!** GET **2** extra issues **FREE**

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Yes! Please send me my FREE trial issue of Yoga Journal and my **TWO FREE GIFTS: Better Posture 101** - a digital guide to assessing and improving your posture, and **Yoga for Neck and Shoulders** - A digital guide to postures that relieve neck, back, and shoulder tension..



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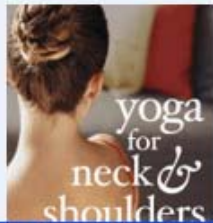
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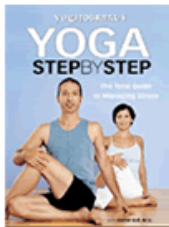
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# **BROADCAST EMAILS**

## **SEND TO:**

- **EMAIL NEWSLETTER SUBSCRIBERS**
- **MAGAZINE SUBSCRIBER EMAIL ADDRESSES**
- **FOLLOW OPT-IN LAWS**

## **TYPES OF PROMOTIONS:**

- **COMBO OFFERS WITH OTHER MAGAZINES**
- **VOUCHER-TYPE SUBSCRIPTION OFFERS**
- **GIFT SUBSCRIPTION OFFER IN DECEMBER**
- **THIRD PARTY EMAIL BLASTS**
- **RESPONSE RATES .2-.8%**

# **WAYS TO COLLECT EMAIL ADDRESSES:**

- **OFFER NEWSLETTERS**
- **ON SUBSCRIPTION ORDER PAGES**
- **WALL OFF PART OF SITE**

**Subject:** Yoga Journal and Utne Magazine for only \$20

If you are having trouble reading this email, please visit <http://www.yogajournal.com/newsletter/circ012005.html>.

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