

2010 Media Kit



2010
NY Wellness Guide
Media Kit

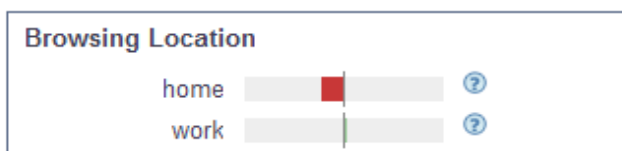
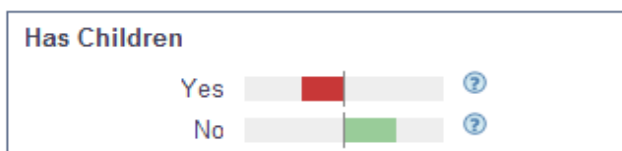
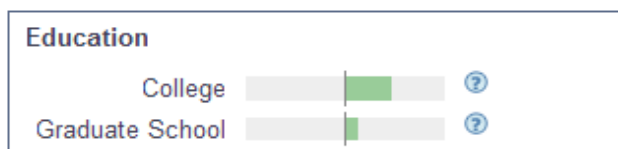
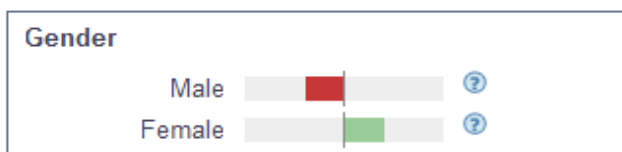
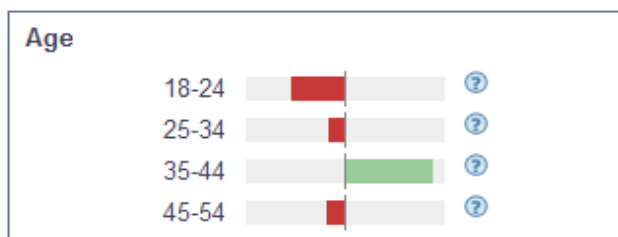
Stats and User Profiles



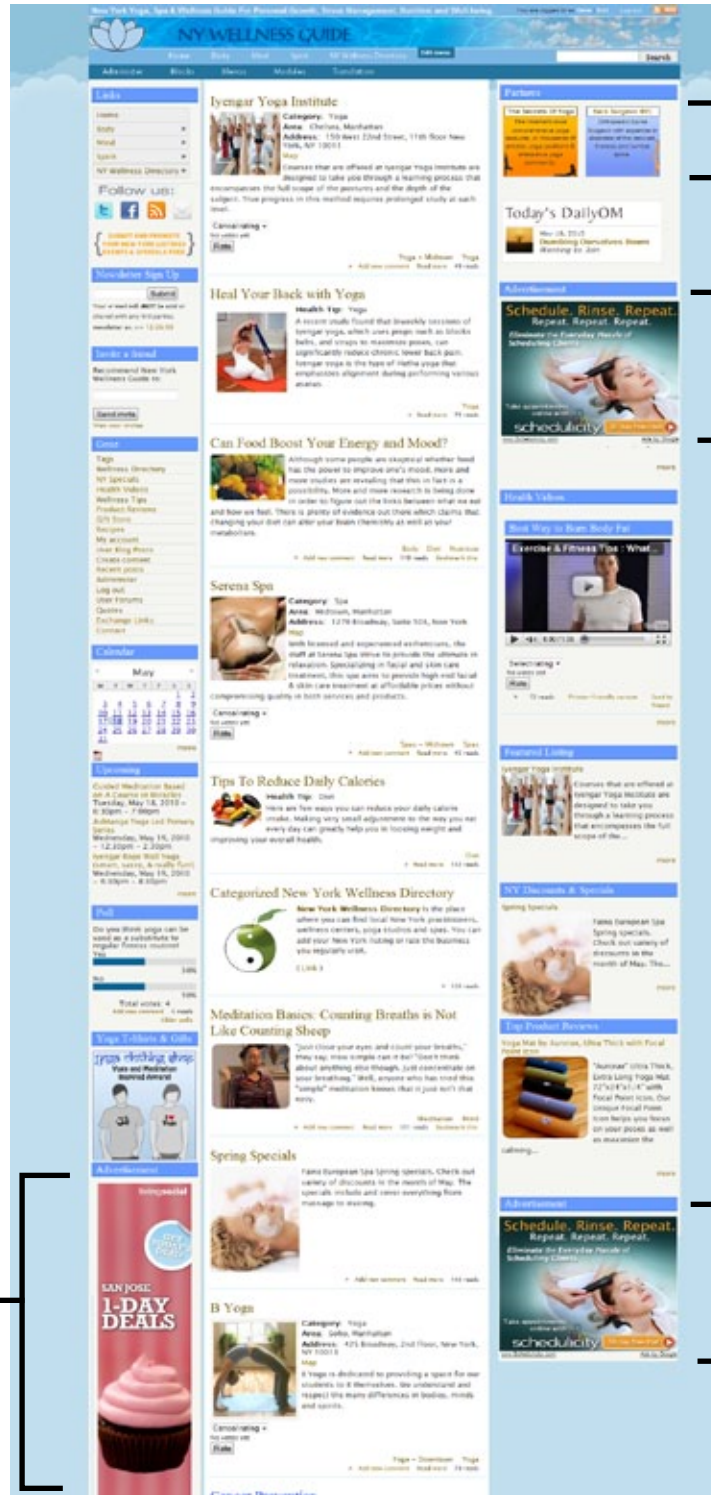
Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
May 2010	27649	23764	7258	1625	6884	8179151	29262	130647	427752	497685
Apr 2010	23782	21525	6557	1704	10484	12997800	51123	196738	645756	713471
Mar 2010	24901	22805	6815	1493	13574	13964481	46301	211280	706955	771942
Feb 2010	20021	17913	6735	979	9001	10764002	27417	188600	501576	560590
Jan 2010	19747	17392	6427	922	9159	10528073	28584	199263	539167	612174
Dec 2009	16659	15078	4927	991	8189	8072681	30727	152766	467436	516430
Nov 2009	16217	14953	4246	827	7691	7099915	24833	127391	448618	486537
Oct 2009	20038	18140	3948	816	8141	8713184	25303	122394	562370	621185
Sep 2009	16842	15174	2600	645	8576	6110376	19351	78004	455239	505282
Aug 2009	11461	9419	2149	564	8763	4028706	17505	66631	292017	355321
Jul 2009	9851	7808	1648	407	7944	3166197	12640	51107	242075	305386
Jun 2009	12191	9809	2381	394	9584	3773329	11843	71453	294293	365756
Totals						97397895	324889	1596274	5583254	6311759

Audience Demographics for Nywellnessguide.com

Relative to the general internet population how popular is nywellnessguide.com with each audience below?



Ad Prices - Home Page



125px x 125px
\$50/month
(maximum 4)

300px x 250px
\$75/month

160px x 600px
\$50/month

300px x 250px
\$50/month

Ad Prices - Inside Sections



125px x 125px
\$25/month
(maximum 4)

300px x 250px
\$50/month

160px x 600px
\$40/month

300px x 250px
\$40/month

Ad Prices - Weekly Newsletter



Newsletter goes out weekly on Mondays (Current user subscribers ~ 1,089)

The screenshot shows the layout of the NY Wellness Guide Newsletter. At the top is the logo and title. Below is a navigation bar with links to various categories. The main content is divided into two columns. The left column features a 'LATEST POST' about Omega 3 and Depression, and a 'SPOTLIGHT ON FITNESS' article about Free Weights vs Machines. The right column contains a 'Follow us' section with social media icons, a call to action for submitting listings, and several promotional tiles for yoga, spine care, stress courses, and body mind retreats. At the bottom right, there is an advertisement for 'NY Mixer FREE DATING' and a list of 'OTHER LINKS'.

125px x 125px
\$25/each
newsletter to
over 1,000
subscribers

250px x 250px
\$30/week

Sections & Ad Placements



Body

- **Natural Health** - (ideal for wellness services & products)
- **Fitness** - (ads for gyms, exercise equipment, fitness related)
- **Nutrition** - (diet related ads, restaurants, cooking)
- **Recipes** - (restaurants, cooking related)
- **Practitioners** - (local practitioners, alternative health)
- **Spa & Beauty** (beauty products, spa services, cosmetics)
- **Yoga** - (yoga products, mats, yoga dvds, yoga studios)

Mind

- **Meditation** - (meditation tools, videos, meditation services)
- **Stress** - (stress products)
- **Self Improvement** - (self-improvement services, book, products)

Spirit

- **Buddhism** - (meditation centers, buddhist retreats)
- **Retreats** - (ideal for advertisements for variety of retreats)
- **Spirituality** - (ads for spiritual services)

Misc.

- **New York Wellness Directory** - (suitable for local practitioners, spas, yoga studios, estaurants, farmers markets, pilates, gymes, etc...)
- **Wellness Tips** - (any wellness related products, services)
- **New York Specials** - (ideal for local businesses)
- **Guest Blogs** - (ideal for local businesses)

Testimonials



“I simply want to thank you for providing such an great site. It is beautiful, well layed out & has the best info! I thought you should be recognized for your efforts.” - Mia (www.threejewels.org)

“ Thanks for creating a great website and resource! I appreciate the focus of well-being and self-development.” - Jean (<http://healyourlifezenenergy.blogspot.com/>)

“You’ve got a fantastic website, congratulations.”

- With warm regards, Gardar Gardarsson PNL, CEO Astromind (<http://www.astromind.com>).

“Cool site a job nicely done” - V

“Hi I was relaly impressed by your site....woudl love to know how to link to it...”

- Rose (glala-martial-arts.com/)

“Thanks for providing an on-line community such as this! GOD Bless!”

- Harmoniously, YJ Lee HarmonyJ Center (<http://www.harmonyj.com>)

“I enjoyed visiting your website. Keep up a good work” - Karon Beattie (www.cure-your-asthma.com).

“This is such a great wellness resource.” - Jennifer Ross.

“Your site is very beautiful!” - Pamela Stern.

Click Here for All Testimonials: <http://www.nywellnessguide.com/content/testimonials>