

YOGAPALOOZA

**OUTDOOR SAMPLING. IN-BOOK. ONLINE.
FALL 2009**

SELF incites a fitness revolution in 2009 with *Yogapalooza*—an out-of-the-box live event marketing showcase, through SELF's partnership with CRUNCH, that delivers off-of-the-chart exposure to fitness-minded women.

At *Yogapalooza*—a six-city tour blending cutting edge yoga with heart pumping live music—active women strike a pose, and SELF advertisers strike a chord with these brand-building catalysts.

With limitless opportunities like branded yoga goodies, sampling, pampering stations, vehicle displays, and product demos, plus a host of in-book and online promotion, *Yogapalooza* adds a fresh, new spin to your advertising plans.

Position your brand for total engagement with SELF!

ADVERTISER BENEFITS

- Product sampling and literature distribution in event gift bags
- Customized opportunities including, automobile displays, mini-makeovers and spa treatments, product displays, etc.
- On-site sweepstakes
- Program promotion through listing on *SELF Scene*, in-book events and promotions page
- Program promotion on CRUNCH.com, through CRUNCH's online newsletter and through CRUNCH flyers distributed to 10,000 female members
- Custom webpage on *SELFConnected.com*, promotional website
- Listing on *Pass It On*, monthly e-blast to 400,000 subscribers

COMMITMENT

Final program elements to be determined based on an approved advertising schedule in 2009

TIMING

Fall 2009

CLOSING

Program requires a two-month lead time for proper implementation

FOR MORE INFORMATION

Contact your SELF sales representative or Lynne Dominick, Associate Publisher, at 212.286.3763

NOTE: All elements are subject to final approval from CRUNCH.



SELF