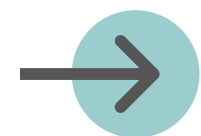




MEDIA KIT

2026

www.iayt.org



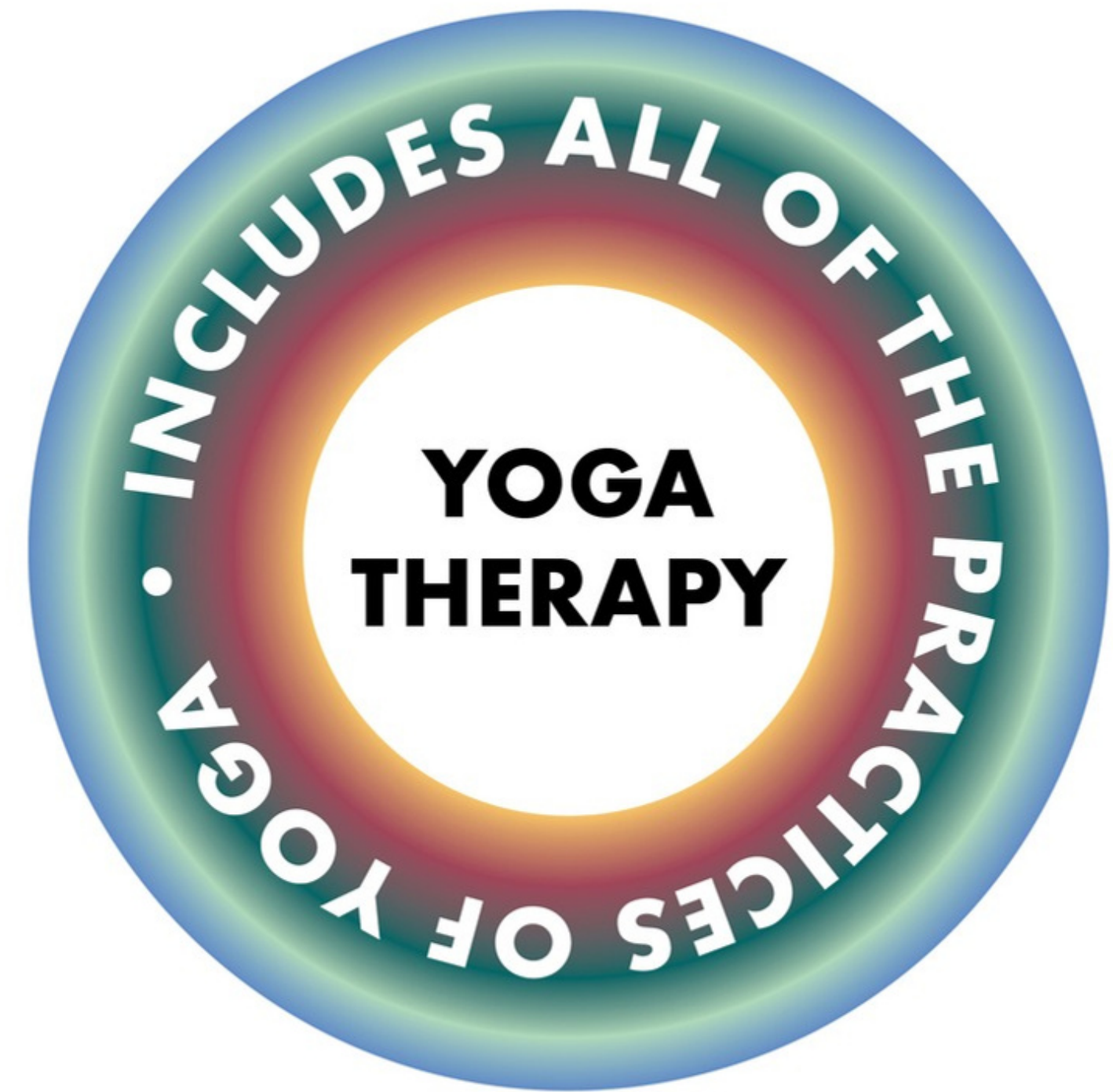
IAYT

www.iayt.org

supports research and education in yoga and
serves as a resource for yoga therapists and
aligned professionals worldwide

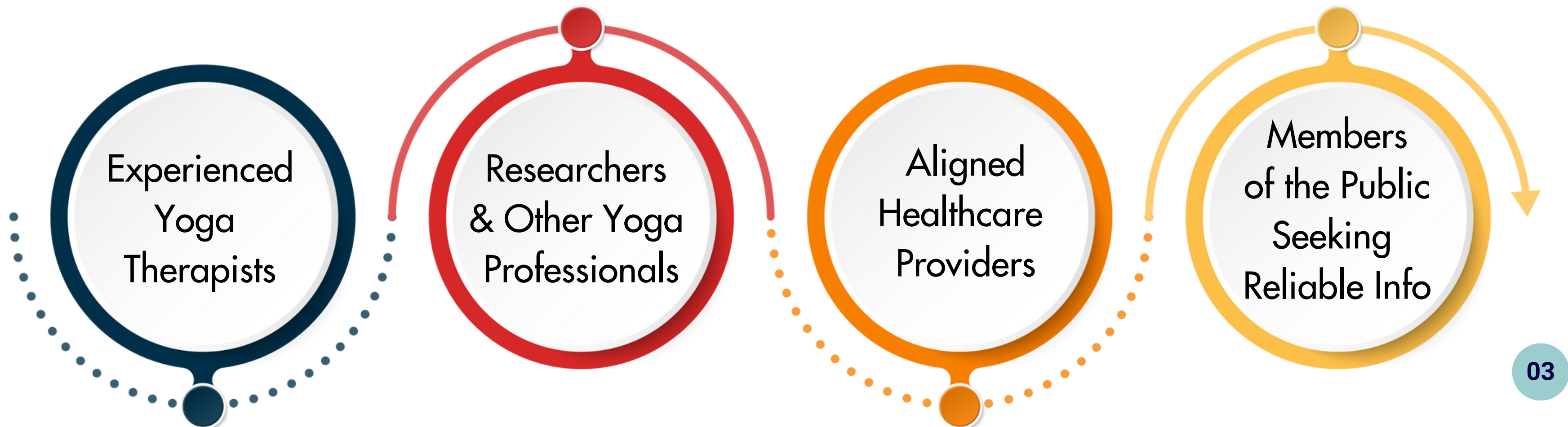
OUR MISSION

is to advance yoga therapy as a recognized
health profession

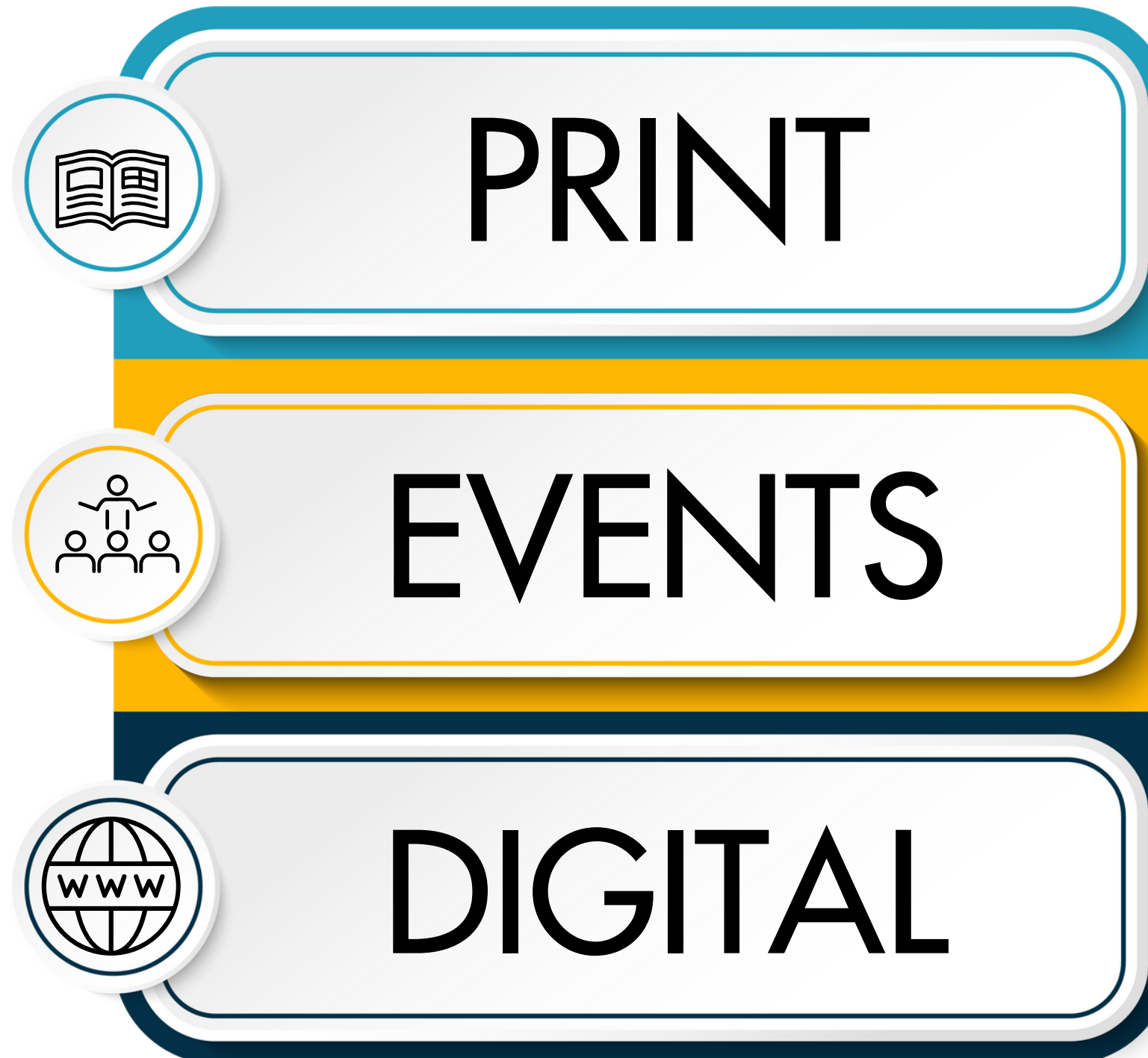


Reach the highly engaged members and friends of the only internationally recognized professional association for yoga therapists

OUR TARGETED, GROWING AUDIENCE INCLUDES



ADVERTISING OPTIONS



IAYT

www.iayt.org

PRINT

Yoga Therapy Today Magazine

Reach more than 5,000 yoga pros with IAYT's beloved professional practices publication

- Published 3X/year: January, May, and September
- Full color, 48–54 pages + cover
- Fully linked version available to members at iayt.org



EVENTS



Symposium on Yoga Therapy and Research

- The Symposium on Yoga Therapy and Research (SYTAR) is the profession's vibrant annual homecoming, featuring connections and voices unlike any other event
- In 2026, SYTAR will once again join with the Symposium on Yoga Research (SYR), uniting community, professional development, and the newest research in one exciting event
- Mid-June

Global Yoga Therapy Day

- An annual online celebration, Global Yoga Therapy Day (GYTD) showcases the field of yoga therapy as a vital and evidence-informed component of integrative health
- GYTD brings together C-IAYTs, healthcare professionals, and the public for a full day of free educational and experiential offerings
- Mid-August

Sponsorship and exhibitor opportunities available, with fully clickable conference sites accessible for 1 year—your organization showcased as an IAYT sponsor

Please contact Advertising Services for details on packages, options, and how to get involved

DIGITAL: Newsletters

IAYT e-news

- Audience of 7,500+ professional subscribers
- Delivered the 1st and 3rd Tuesdays of each month
- Open rate of 70%
- Exclusive banner ad directs to your URL

YogaTherapy.Health e-news

- Audience of 3,700+ consumer subscribers
- Delivered the 3rd Thursday of each month
- Open rate of over 60%
- Exclusive banner ad directs to your URL



Member Search Upgrade

Finding an IAYT member just became a whole lot easier! Search results now feature an updated layout that highlights member information and profile photos.

Check out our new and improved tool by visiting the [IAYT Member Search](#)! This is also a great time to update your member profile to showcase your expertise and interests.

LEARN MORE

Latest Research in IJYT

The 2022 *International Journal of Yoga Therapy (IJYT)* is now complete! Sign in to your IAYT profile to [read the editorial's introduction to all 18 articles](#), then catch up on the latest PubMed-indexed yoga research.

Your IAYT membership includes a subscription with access to back issues through 1990.

READ NOW

SPONSORED BY

Restore Your Prana International Training Program

Cohort 7 launches April 16, 2023
Become a breathing expert! Teach pranayama with depth and confidence!

For program details and registration go to: EssentialYogaTherapy.com/rypcert

Essential Yoga Therapy

IAYT

www.iayt.org

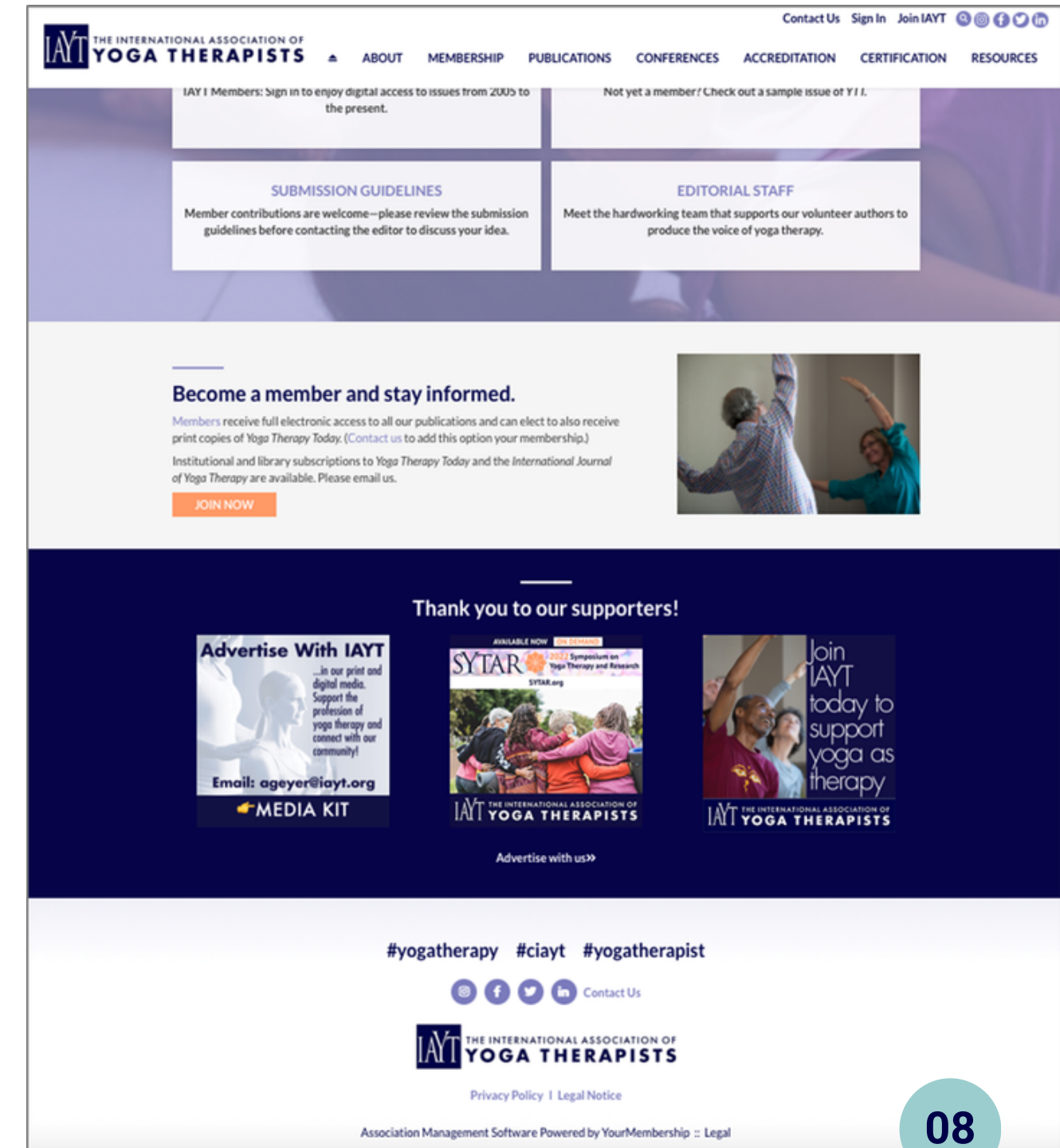
DIGITAL: Websites

IAYT.ORG

Yoga Therapy Today landing page

***NEW
POSITION**

- The magazine's wide-ranging content is of interest to practicing yoga therapists and other yoga professionals, students, and integrative health professionals
- Popular open-access CE features keep readers visiting
- Exclusive ad spot for 1 month

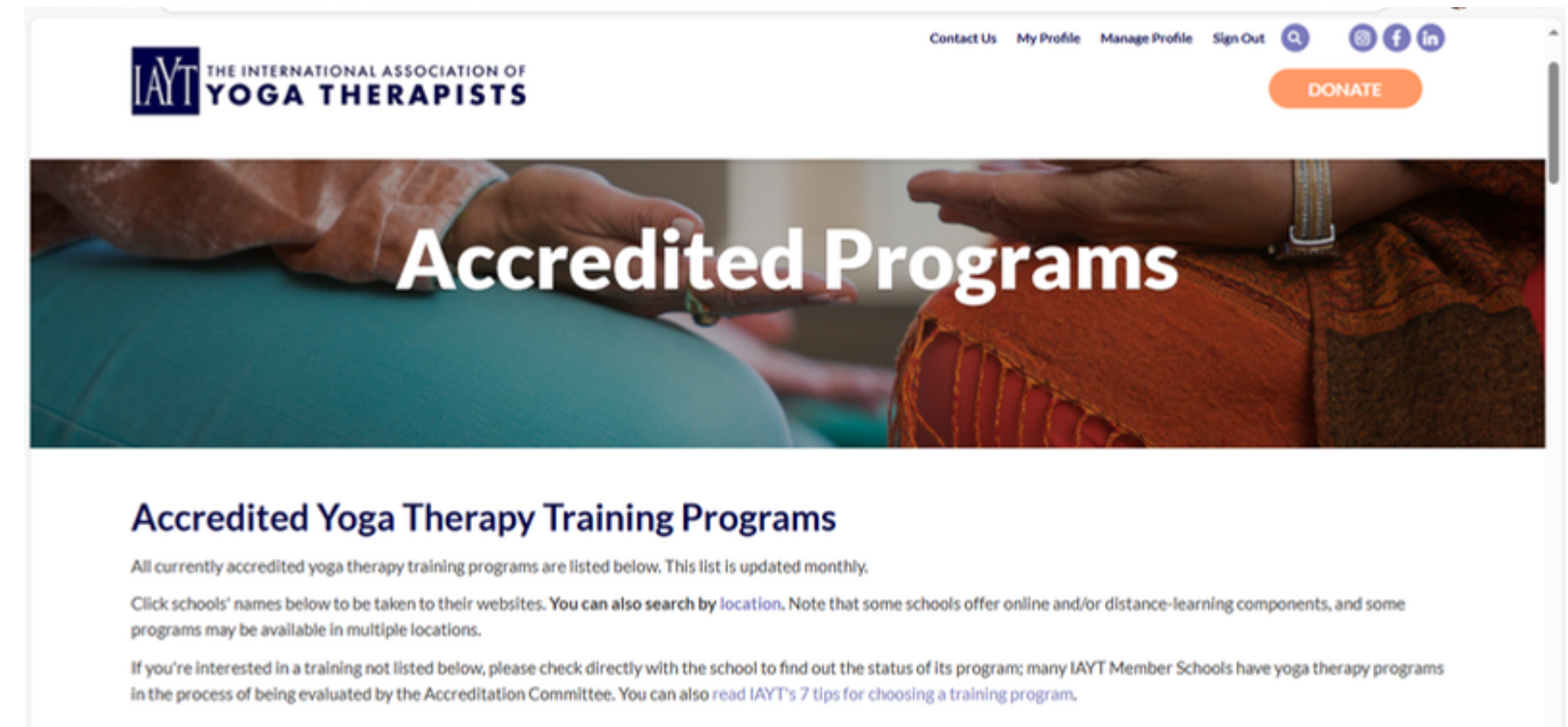


DIGITAL: Websites

IAYT.ORG

Accredited programs page

- Advertise on our highly visited Accredited Yoga Therapy Training Programs page, a top destination for prospective students, educators, and professionals exploring accredited yoga therapy programs
- Exclusive ad spot for 1 month



DIGITAL: Websites

IAYT.ORG

APD search page **NEW**

- Promote your offerings on the Approved Professional Development Courses page, a popular resource for professionals seeking to expand their knowledge, earn CE credits, and advance their careers in yoga therapy
- Exclusive ad spot for 1 month

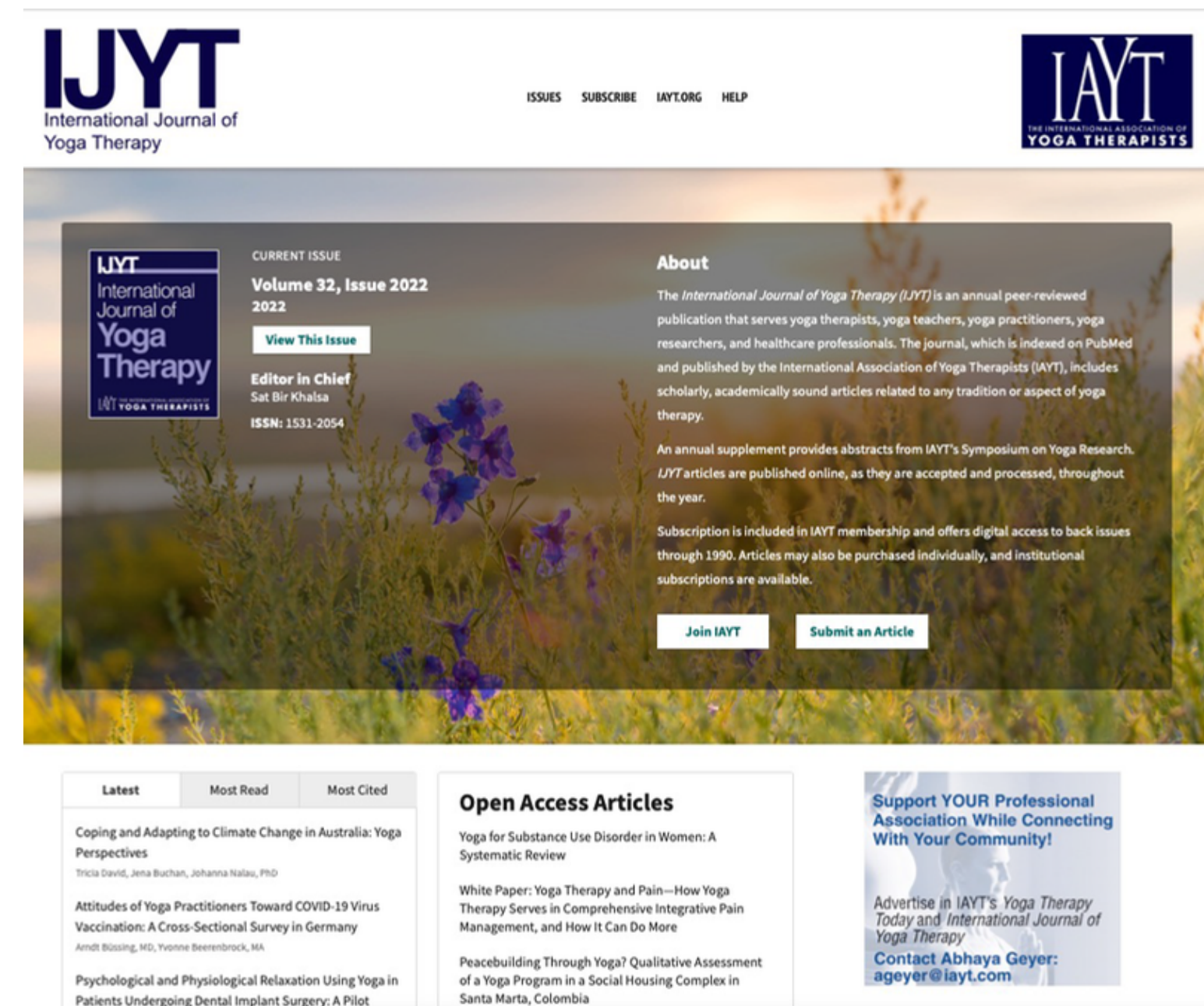


The screenshot shows the IAYT website's 'Approved Professional Development (APD) Courses' page. At the top, the IAYT logo and navigation links (Contact Us, My Profile, Manage Profile, Sign Out) are visible. Below the header is a large banner with the text 'Approved Professional Development (APD) Courses'. Underneath the banner is a section titled 'Find an APD Course'. This section contains a search form with a 'Text Search' field (placeholder: 'search course name, course description, and pr'), a 'Course Name' dropdown menu, and a 'Course Description' dropdown menu. Below these fields is an 'Advanced Search Options' section with four buttons: 'Search', 'Reset', 'View All Courses', and 'View Expired Courses'.

DIGITAL: Websites

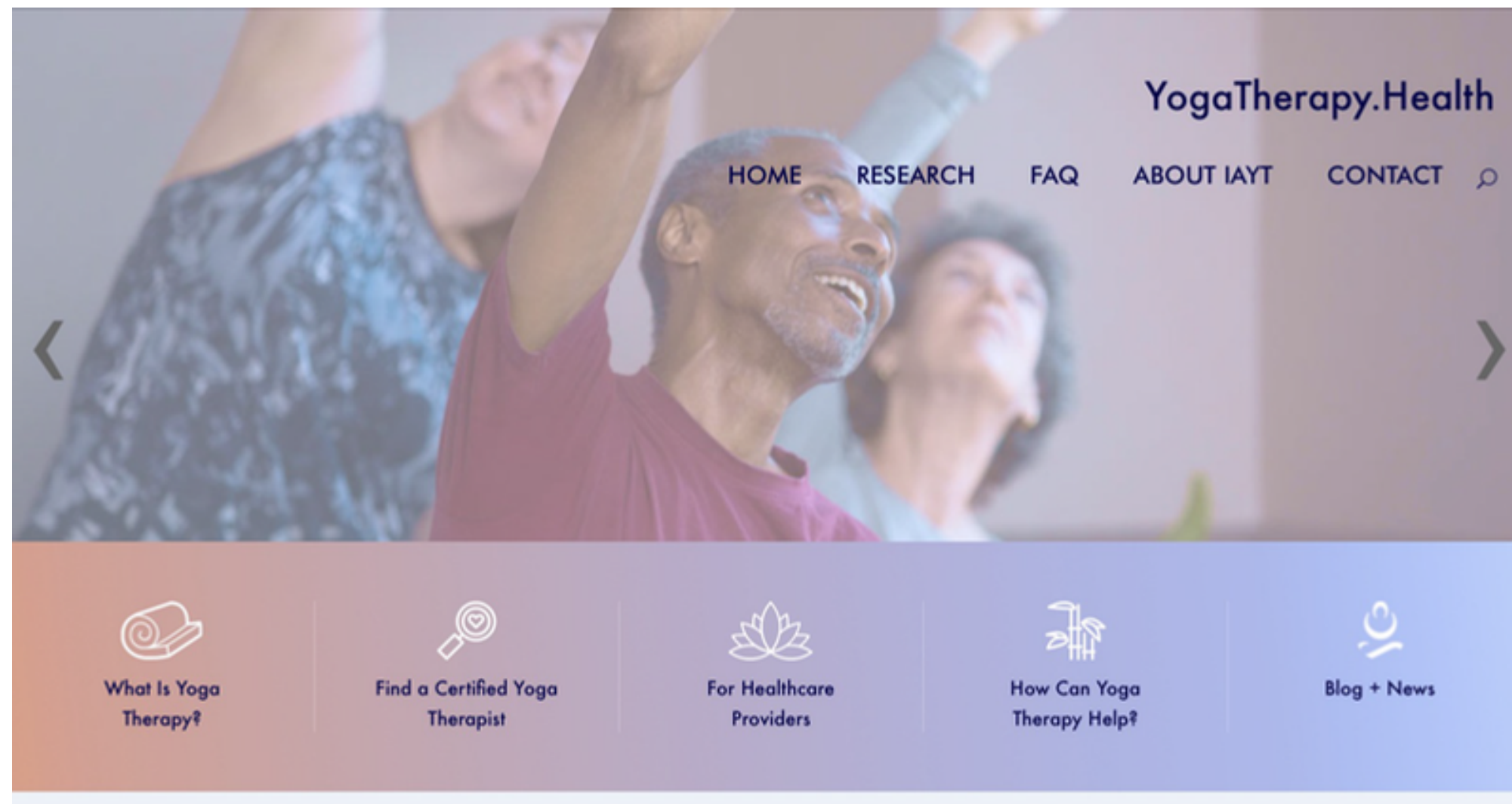
International Journal of Yoga Therapy landing page

- Our respected peer-reviewed scholarly journal is indexed on PubMed and offers the latest research and perspectives on therapeutic yoga
- Exclusive ad spot for 1 month



DIGITAL: Websites

YogaTherapy.Health



- Reach a wider group of yoga teachers, wellness enthusiasts, and a proactive general audience interested in yoga, health, and well-being
- Ad on all interior pages, including our always-popular blog posts for 1 month

RATES & SPECS

Yoga Therapy Today Magazine

COVERS	1 X	2 X	3 X	Width	Height
INSIDE FRONT COVER	\$885	\$1,593	\$2,257	7.5"	10"
INSIDE BACK COVER	\$847	\$1,525	\$2,160	7.5"	10"
OUTSIDE BACK COVER	\$870	\$1,566	\$2,219	7.5"	4.75"

Incentives

- PURCHASE 3X COVER to receive a complimentary e-news banner + website ad
- PURCHASE 3X FULL-PAGE to receive 15% discount on an e-news banner + website ad

RATES & SPECS

Yoga Therapy Today Magazine

PAGE SIZE	1 X	2 X	3 X	Width	Height
FULL-PAGE COLOR	\$770	\$1,386	\$1,964	7.5"	10"
FULL-PAGE B/W	\$525	\$945	\$1,339	7.5"	10"
HALF-PAGE COLOR (H)	\$470	\$846	\$1,199	7.5"	4.75"
HALF-PAGE B/W (V)	\$320	\$576	\$816	3.625"	9.5"
QUARTER-PAGE (V)	\$200	\$360	\$510	3.625"	4.5"
QUARTER-PAGE (H)	\$225	\$405	\$574	4.5"	3.625"

RATES & SPECS

Digital - Websites

WEB BANNER ADS	1 X	2 X	3 X	Width	Height
IAYT.ORG					
YTT landing page *new position	\$205	\$369	\$525	650 pixels	150 pixels
Accredited programs page *new	\$235	\$423	\$599	650 pixels	150 pixels
APD Search page *new	\$235	\$423	\$599	650 pixels	150 pixels
IJYT landing page	\$205	\$369	\$525	300 pixels	250 pixels
YogaTherapy.Health website	\$205	\$369	\$525	300 pixels	300 pixels

RATES & SPECS

Digital - E-Newsletters

E-NEWS BANNERS	1 X	2 X	3 X	Width	Height
IAYT e-news ENHANCED <i>*new</i>	\$325	\$585	\$835	650 pixels	150 pixels + 50 words
IAYT e-news	\$255	\$459	\$650	650 pixels	150 pixels
YogaTherapy.Health e-news	\$155	\$279	\$395	650 pixels	150 pixels
e-news bundle (1 of each; excludes enhanced e-news)	\$390	\$702	\$995	650 pixels	150 pixels

Advertising Policies

- All advertising is placed on a first-come, first-served basis.
- IAYT reserves the right to decline any advertising that does not meet our professional standards.
- All advertisers assume complete responsibility for their advertisements and are liable for any claims arising from their advertisements.
- IAYT assumes no liability for said claims or any errors in the submitted material.
- Ads that do not meet the specifications for size and format will be returned to the advertiser for revision.
- All ads must be built to the correct dimensions, minimum 72 dpi resolution, PNG or JPG format, and received by the “ART DUE” date.

DIRECT ALL AD MATERIALS &
INQUIRIES TO

PRAMOD ISRANI
ADVERTISING SERVICES



pramod.israni@iayt.org



416-838-7057

IAYT THE INTERNATIONAL ASSOCIATION OF
YOGA THERAPISTS
