

# Ayurveda

Journal for a healthier life

Mediakit





## A brief portrait

*The Ayurveda Journal is the leading magazine for all topics around the traditional Indian medical system Ayurveda.*

### Our goal is:

To bring Ayurveda more into the homes of common population and to give it a **modern, fresh image** in order to establish itself as a young lifestyle medicine with a deep tradition. The Journal will thus also be a **central medium** that makes its contribution **to the growth of this market** and, in addition to a positive social function, also creates more sales for suppliers and service providers.

### What sets us apart from others:

- We are the only Ayurveda Journal in the world with substantial circulation dedicated to Ayurveda as a lifestyle medicine.
- We are a neutral medium and our readership places high trust in the Journal.
- We are one of the only brands in the field of Ayurvedic medicine that publishes on all channels.

### These advantages offer you an advertisement on our platforms:

- You open up **new customer circles**, who get to know therapies, products and services in the field of Ayurveda & Yoga through the journal.
- You reach a **target audience** highly interested in Ayurveda and health.
- Therapists and multipliers are equally addressed through our articles by internationally known authors.
- Many readers create their own personal journal archives, so that the **advertising lasts for a long time**. Older issues are continuously reordered via our online store:  
[www.ayurvedajournal.shop/de-de/](http://www.ayurvedajournal.shop/de-de/).

### Our offer:

We have put together a package of particularly effective advertising measures for you at a special introductory price. Read more on pages 9 and 10.





# Brand platform



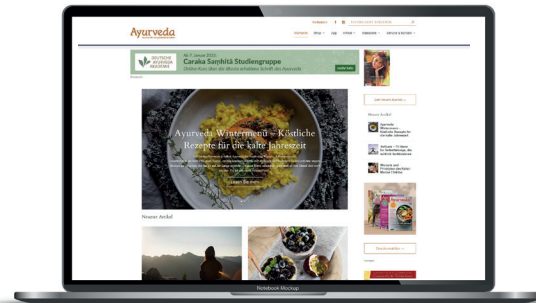
## Print edition

Circulation 30.000 per issue  
approx 5.000 subscribers



## Digital edition International

Digital delivery  
60.000 recipients



## Website

[www.ayurveda-journal.de](http://www.ayurveda-journal.de)  
approx 15.000 visits / month



## Website

[www.ayurveda-portal.de](http://www.ayurveda-portal.de)  
approx 6.500 visits / month

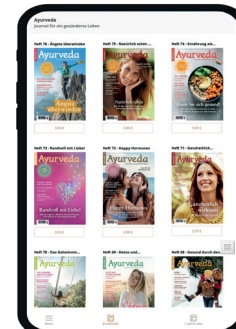


## Print edition International

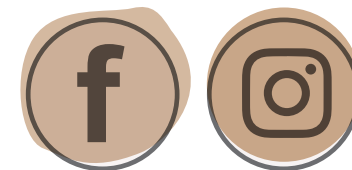


## Ayurveda Journal Newsletter

19.000 recipients  
open rate: 38 %



## Ayurveda Journal App



## Social Media

11.900 Followers





## Audience highlights

89 %

*of readers  
are women between  
30–60 years*

65 %

*of readers  
read the magazine  
for 1–5 years or more*

65 %

*of readers are highly interested  
in healthy lifestyle, nutrition,  
detox cleanses and  
alternative medicine*

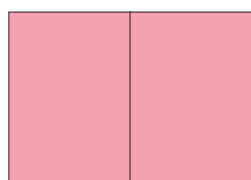
*We have a continuously  
growing and stable  
readership that has trust  
in our work.*







# Print advertising in the Ayurveda Journal



**2/1 PAGES**  
420 x 297



**1/1 PAGE**  
210 x 297



210 x 148

**1/2 PAGE**  
105 x 297



210 x 99

**1/3 PAGE**  
70 x 297

All dimensions are in millimeters.  
Measured in width x height.

## Prices for advertisements & advertorials

Advertisements	Format (mm) B x H	Prices in Euro
2/1 PAGES	420 x 297	2.210,-
1/1 PAGE	210 x 297	1.270,-
1/2 PAGE	210 x 148 / 105 x 297	681,-
1/3 PAGE	210 x 99 / 70 x 297	531,-

### Advertorial

2/1 PAGES	420 x 297	2.210,-
1/1 PAGE	210 x 297	1.270,-

### Premium Ad Rates

Inside Front Cover	1/1 Seite	1.480,-
Inside Back Cover	1/1 Seite	1.480,-
Back Cover	1/1 Seite	2.250,-

## Closing date for ads / On Sale

10. February 2025  
05. May 2025  
11. August 2025  
27. October 2025

25. March 2025  
24. June 2025  
23. September 2025  
09. December 2025





# Classified advertising



## Prices for advertisements

**"Ayurvedic Panchakarma, travel, education..."**

Designed ads 4-color, 55mm wide, minimum font size 8 point  
40mm height 70mm height

40 mm height	145,-€ print
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70 mm height	198,-€ print
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## Annual booking

Discount for multiple placements of identical ads.

Discounts apply to print prices only. Fixed prices apply to the website.

10 % for four and more placements

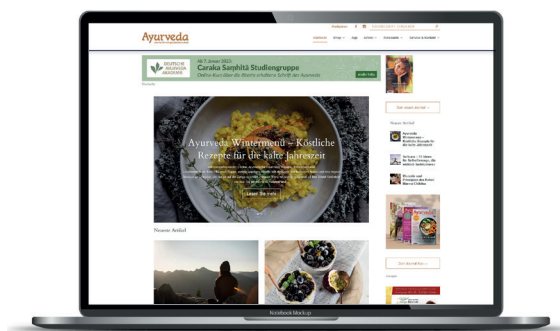
15 % agency discount (agencies receive no further discount for multiple placements)



# Online advertising: website Ayurveda Journal

## Ayurveda Journal:

For our German speaking readership in Germany, Austria and Switzerland to spread Ayurveda as a modern lifestyle medicine!



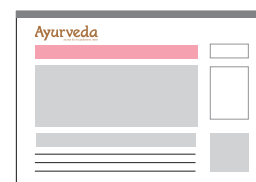
- can be changed at any time
- reasonable prices
- high coverage
- can be cancelled at any time
- great flexibility

**[www.ayurveda-journal.de](http://www.ayurveda-journal.de)**

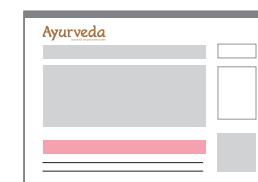
*approx 15.000 visits / month*

## Prices for online advertisements

Advertisements	Format (px) WxH	Prices in Euro
TITLE BANNER, monthly	1139 x 123	300,-
SIDE BANNER, monthly	258 x 258	175,-
BANNER IN ARTICLE, monthly	1139 x 123	185,-
NEWSLETTER, single mail out	270 x 180 270 x 410	95,- 165,-



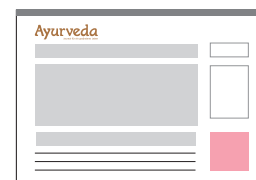
**TITEL BANNER**  
(rotating banner, twofold)  
1139 x 123 px



**BANNER IN ARTICLE**  
1139 x 123 px



**NEWSLETTER**  
270 x 180 px  
270 x 410 px



**SIDE BANNER**  
258 x 258 px





# Online advertising: website Ayurveda Journal International

## Ayurveda International:

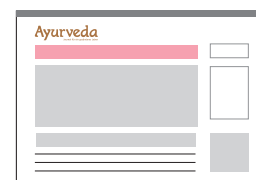
For our international readership to connect Ayurveda enthusiasts all over the world!



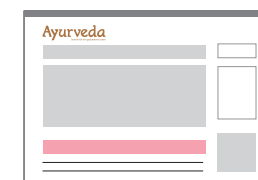
[www.ayurvedajournal.world](http://www.ayurvedajournal.world)

### Prices for online advertisements

Advertisements	Format (px) B x H	Prices in Euro
TITLE BANNER, monthly	1139 x 123	on request
SIDE BANNER, monthly	258 x 258	on request
BANNER IN ARTICLE, monthly	1139 x 123	on request
NEWSLETTER, single mail out	270 x 180 270 x 410	on request



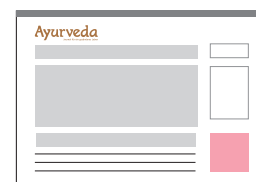
**TITLE BANNER**  
(rotating banner, twofold)  
1139 x 123 px



**BANNER IN ARTICLE**  
1139 x 123 px



**NEWSLETTER**  
270 x 180 px  
270 x 410 px



**SIDE BANNER**  
258 x 258 px





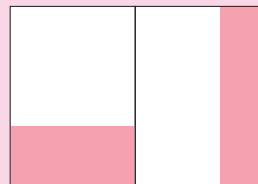
# Cross media content packages

## MINI

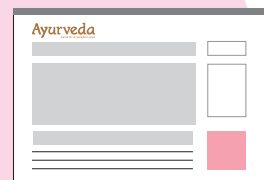
- 1/3 Page in Ayurveda Journal (531,- Euro)
- Side Banner on ayurveda-journal.de, 3 months (170,- Euro per month)

*Per magazine issue*

**625,- Euro (netto) = 40 % discount**  
instead of 1.041,- Euro (netto)



1/3 PAGE  
wide or high



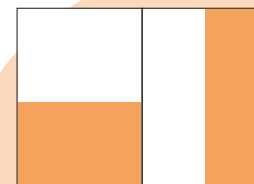
SIDE BANNER

## BASIC

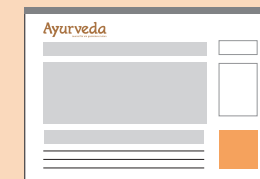
- 1/2 Page in Ayurveda Journal (681,- Euro)
- Side Banner on ayurveda-journal.de, 3 months (170,- Euro per month)

*Per magazine issue*

**715,- Euro (netto) = 40 % discount**  
instead of 1.191,- Euro (netto)



1/2 PAGE  
wide or high



SIDE BANNER

Save  
up to 40 %  
discount with  
our media  
content  
packages!



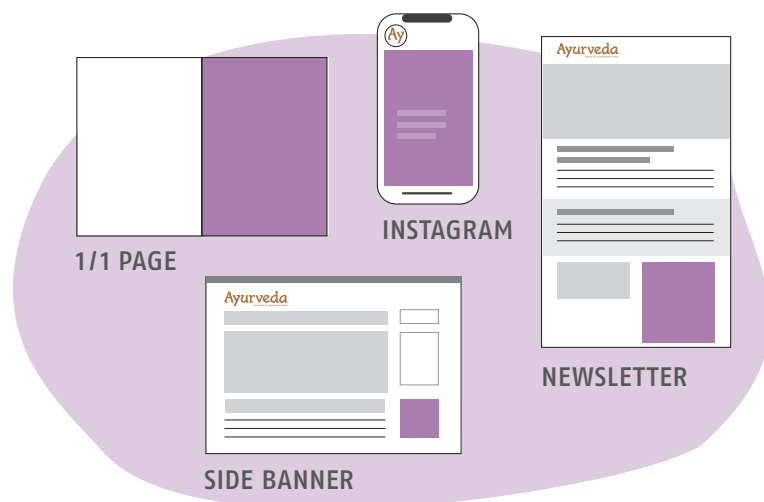
# Cross media content packages

## PREMIUM

- 1/1 Page in Ayurveda Journal (1.270,- Euro)
- Side Banner on ayurveda-journal.de, 3 months (170,- Euro per month)
- 1 Banner in the Ayurveda Journal Newsletter Premiumsize (165,- Euro single mail out)
- 1 Instagram Story, 3 slides (300,- Euro)

*Per magazine issue*

**1.347,- Euro (netto) = 40 % discount**  
instead of 2.245,- Euro (netto)

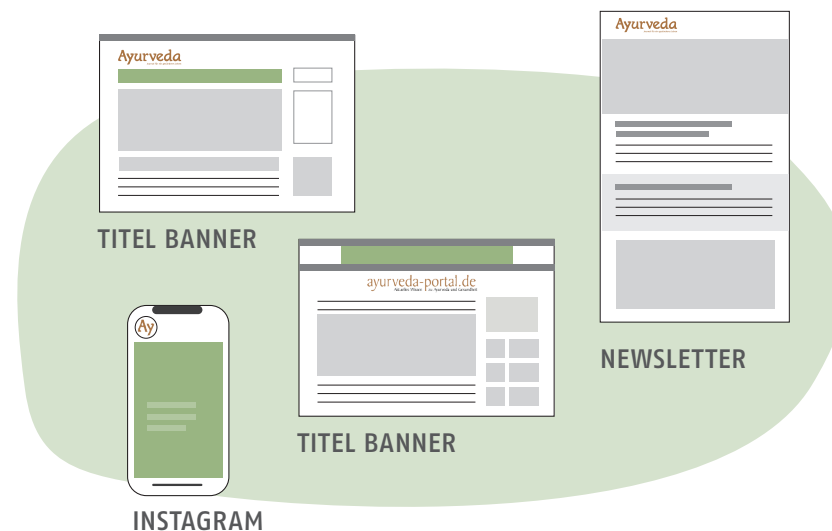


## Online-Package PREMIUM

- Titel banner on ayurveda-journal.de or ayurveda-portal.de, 1 month (300,- Euro per month)
- 1 exclusive Newsletter (1000,- Euro)
- 1 Instagram Story, 3 slides (300,- Euro, netto)

*Per month*

**1.120,- Euro (netto) = 30 % discount**  
instead of 1.600,- Euro (netto)







# General terms and conditions

## Print data ads

For an optimal printing result of your advertisement the print data as follows:

File format: PDF/X-4

Ad format: Bleed 3 mm on all sides

Resolution (images): 300 dpi

Colour mode: CMYK Colour profile: ISO Coated v2 eci

If the print file does not meet the above requirements, an unsatisfactory print image may result. The customer is responsible for the correctness of the print data. There will be no further checking of the print data on the part of the publisher.

email: [ads@ayurvedajournal.world](mailto:ads@ayurvedajournal.world)

## Graphic

We will gladly take over the design of your advertisement.

Prices: 2/1 page: 200 €, 1/1 Page: 150 €, 1/2 und 1/3 page: 125 €

1/6 Page: 100 €

## Terms of payment

In principle by direct debit, one week after publication of the respective issue. All prices are per issue (quarter). All prices in Euro without VAT. Prices do not include graphic work.

## Banking details

Volksbank Nordheide eG, BLZ 24060300, KTO 2 202 757 200,  
IBAN: DE 83 2406 0300 2202 7572 00, SWIFT (BIC) GENODEF1NBU,  
UST-ID Nr. DE 275 815 837, ST-NR. 15/116/05275

## General terms and conditions

### Responsibility for content:

The client is responsible for the content of advertisements, inserts, etc. The publisher reserves the right to refuse orders. If the publisher is held liable by third parties, the client is obliged to indemnify the publisher against all claims.

### Quality Guarantee:

The publisher guarantees flawless publication of all data delivered in accordance with the provisions of these media data in the correct format, in the required quality and on time. Corresponding additional expenses on the part of the publisher will be charged additionally.

### Complaints:

In the event of incorrectly printed data despite correct and punctual delivery, the client is entitled to appropriate compensation, which in serious cases may mean free publication of an equivalent advertisement in the following issue. Complaints must be addressed to Ayus Publications e.K. no later than 14 days after publication. There is no right to compensation for data that arrives after the deadline.

### Cancellation:

Cancellations of orders can only be made free of charge up to 14 days before the advertising deadline. Any work carried out in advance will be charged. After the deadline, the full price must be paid.

### Labelling of advertisements:

Advertisements which are not recognisable as advertisements due to their editorial design shall be made clear as such by the publisher with the word „Advertisement“ or in another suitable form.

### Objection by the editorial office:

The publisher reserves the right to reject advertisements or inserts even after successful placement of the order if the editorial staff objects.

### Insufficient print:

If any defects in the printing documents or data are not immediately recognisable and only become apparent during the printing process, the client shall have no claims in the event of insufficient printing.

### Text and image rights:

The client bears sole responsibility for the content and legal admissibility of the text and image documents provided for the insertion. It is the responsibility of the client to indemnify the publisher against claims of third parties which arise against the publisher from the execution of the order, even if it has been cancelled. The publisher is not obliged to check orders and advertisements to determine whether they infringe the rights of third parties. Furthermore, it is the client's responsibility to check the legality of the texts supplied to the publisher.

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**District court:** Hamburg B 151220, Tax no.: 47/704/02439, VAT no.: DE319620330

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**Registry court:** district court Tostedt, registry no.: HRA 201810

