



MEDIA KIT





**Yoga Trade** is the web's leading resource for yoga and wellness employment. Since 2012, Yoga Trade has provided a space for the global wellness community to connect to inspiring work experiences and unique travel opportunities around the world.

New jobs and opportunities are posted daily to the site, and members are able to engage by subscribing to our affordable annual membership. In addition to connecting our members with amazing jobs, work exchanges and travel opportunities, the site serves as a hub for story telling and Continuing Education.

We partner with authentic movers and shakers in the yoga and wellness industry and like-minded brands who believe in the importance of personal growth, transformational travel, and igniting positive change in the yoga and wellness community.







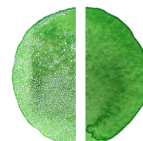
## A UNIQUE NICHE

Yoga Trade's audience is primarily comprised of yoga teachers looking to gain practical, professional, and travel experience. Core users are looking for alternative ways to travel and share their craft. Members frequently visit the site to check the latest job and opportunity postings.



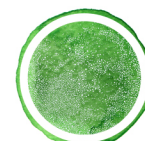
**175K +**

Monthly  
Pageviews



**62%**

Members  
between the  
ages of 18-34



**152**

Countries  
Represented

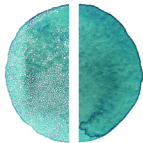
# GLOBAL REACH

In addition to website traffic, Yoga Trade connects with people through social media, direct email campaigns, a Living Yoga Ambassador program, and a strong word of mouth presence among international wellness travelers.



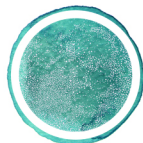
**65K +**

Email  
Subscribers



**17K +**

Facebook  
Fans



**15K +**

Instagram  
Followers





# COLLABORATE

Yoga Trade is interested in working with compatible individuals and organizations. In addition to ***email features, dedicated emails, and blog posts***, we are open to ***strategic partnerships*** and other innovative ways to work together.

We look forward to connecting soon:

Erica Hartnick  
erica@yogatrade.com

Patrick McMahon  
patrick@yogatrade.com

[yogatrade.com](http://yogatrade.com)

