



2026 MEDIA KIT



Yoga Australia is the industry-leading peak body for Yoga in Australia.

Advertising to our engaged audience provides a unique opportunity for businesses & brands to extend your reach to yoga teachers, trainers, students and enthusiasts.



With **above-average** open rates and click rates, placing your Ad in front of an aligned audience is an investment that makes sense!

NEWSLETTERS	FREQUENCY	AUDIENCE	AVERAGE OPEN RATE	AVERAGE. CLICK RATE
Members	Once every 2 months (<i>Jan, Mar, May, July, Sept, Nov</i>)	Members (approx 3k)	71.5%	9.3%
Events	Once every 2 months (<i>Feb, April, June, Aug, Oct, Dec</i>)	Members + subscribers (approx 14k)	47.5%	2.7%

OPEN & CLICK RATE AVERAGES calculated across 3 most-recent campaigns delivered: effective October 2025

Health & Fitness Industry Average 2024

Open Rate 37.07%, Click Rate 1.87%

Source: <https://mailchimp.com/en-au/resources/email-marketing-benchmarks/>

eDM Schedule 2026

The eDM is distributed during the second week of every month. This is subject to change without notice. Dates provided upon enquiry are an indication only and may be delayed or brought forward depending on other content such as important announcements.



Pricing & Options

AD TYPE	PURPOSE	ARTWORK & SPECIFICATIONS	PRICE (PER AD*)
With You In Mind eDM	Promote a YA registered course, or upcoming retreat, event or workshop.	Image/Logo Ratio 1:1 (Square) 600px x 600px High Resolution Text: 250 <u>Characters</u>	\$350 (Members only)
<i>(optional extra)</i> Social Media Story Instagram + Facebook	Further promotion of above, only available in conjunction with Ad purchase of WYIM.	Image/Logo Ratio 1:1 (Square) 600px x 600px High Resolution Text: 80 Characters Includes a clickable link, the same URL as the WYIM Ad link	\$190 (Members only)
Content Sponsorship eDM, Social + Website	Share content co-written with YA, promoting your expertise in a particular field, product or service.	Created content for YA only. Approx 1000 words. CTA (such as banner with click-through to your website/online).	\$1800 Non-Members + Members
Banner eDM	Visual digital banner ad including photo, link and brief text about offering.	Horizontal Banner 600px x 300px URL	\$800 Members \$980 Non- Members
Book Review or Interview eDM + Website	Promote/launch a book	Cover image + Author headshot (1:1) Author bio (70 words) CTA to purchase book	\$425 Members \$850 Non-members
PACKAGES (Limited Availability)			
PACKAGE	QUANTITY	PLACEMENTS	PRICE
Prepay Seasonal (3) With You In Mind	3 x WYIM Ad's	Choose 3 separate newsletter editions.	\$850 (save \$200)

*Prices Exclude GST.

Package ad spots are pre-booked on a first come basis. When securing your package, please check with our team about available ad spots remaining.



eDM Placement Examples

With You in Mind

Up to 4 x Ad's in this section can be featured per eDM.

Banner Ad



With You In Mind

SPONSORED



PRACTICAL SANSKRIT IN MODERN YOGA

Dru Australia

Sat 29 & Sun 30 Nov 3:30-5:30 pm

Discover and connect with Sanskrit, the language of yoga.

Practical Sanskrit in Modern Yoga - an introduction, is for yoga teachers and practitioners - even total beginners.

You'll learn pronunciation, script, meaning and roots of key yoga terms, to bring depth and confidence to your practice.



AUSTRALIAN INSTITUTE OF AYURVEDIC STUDIES

For Yoga Teachers seeking depth and healing skills: study Ayurveda - the original science of life - with AIAS, the recognised leader.

- Government-recognised qualification for professional practice.
- Blended learning from anywhere in Australia.
- Develop authentic in-depth practical and theoretical skills, including clinical Ayurvedic pulse diagnosis, herbal medicine, case study work, and clinical Ayurvedic meditation.

[REGISTER NOW](#)

[LEARN MORE](#)

Sponsored Content

Article, CPD course...

New Articles



Mental Health Through the Yogic Lens

Explore how yoga philosophy redefines mental health, not as the absence of illness, but as the steady, flowing clarity of a balanced mind. This article looks at how Yoga Therapy focuses less on pathology and more on guiding the mind toward activities that bring clarity, calm, insight, stability, and presence.



The Credibility of Yoga as Evidence-Based

Discover the growing body of evidence supporting yoga as a credible, evidence-based health intervention. Our latest statement draws on the 2024 NHMRC Natural Therapies Review and current clinical research to highlight yoga's measurable benefits and its important role in Australia's healthcare system.

[READ MORE](#)

[READ MORE](#)

New CPD Course



Yoga & Endometriosis

Jill Harris, Senior Yoga Teacher and Yoga Therapist has collaborated with Deakin University to bring you this short course on how the practice of yoga can benefit those suffering endometriosis.

Endometriosis affects an estimated one in seven women and is increasingly recognised as a complex, whole-person condition involving the body, mind and emotions. This short course explores how yoga can support individuals living with endometriosis or pelvic pain through a holistic lens. You'll gain understanding of the condition, the role of pain, and practical tools including *āsana*, *prāṇāyāma*, *mudrā* and *mantra* to support healing and wellbeing.

At the successful completion of this course, members will have 1 CPD point automatically added to your dashboard. Not a member yet? [Sign up here](#).

[FIND OUT MORE](#)



Book your advertising spot -
advertising@yogaaustralia.org.au