

LIGHT

OF CONSCIOUSNESS

JOURNAL OF SPIRITUAL AWAKENING

MEDIA KIT 2020

"...the best produced journal on yogic thought."
~ David Frawley, author of *Mantra Yoga and the Primal Sound:
Secrets of Seed (Bija) Mantras*

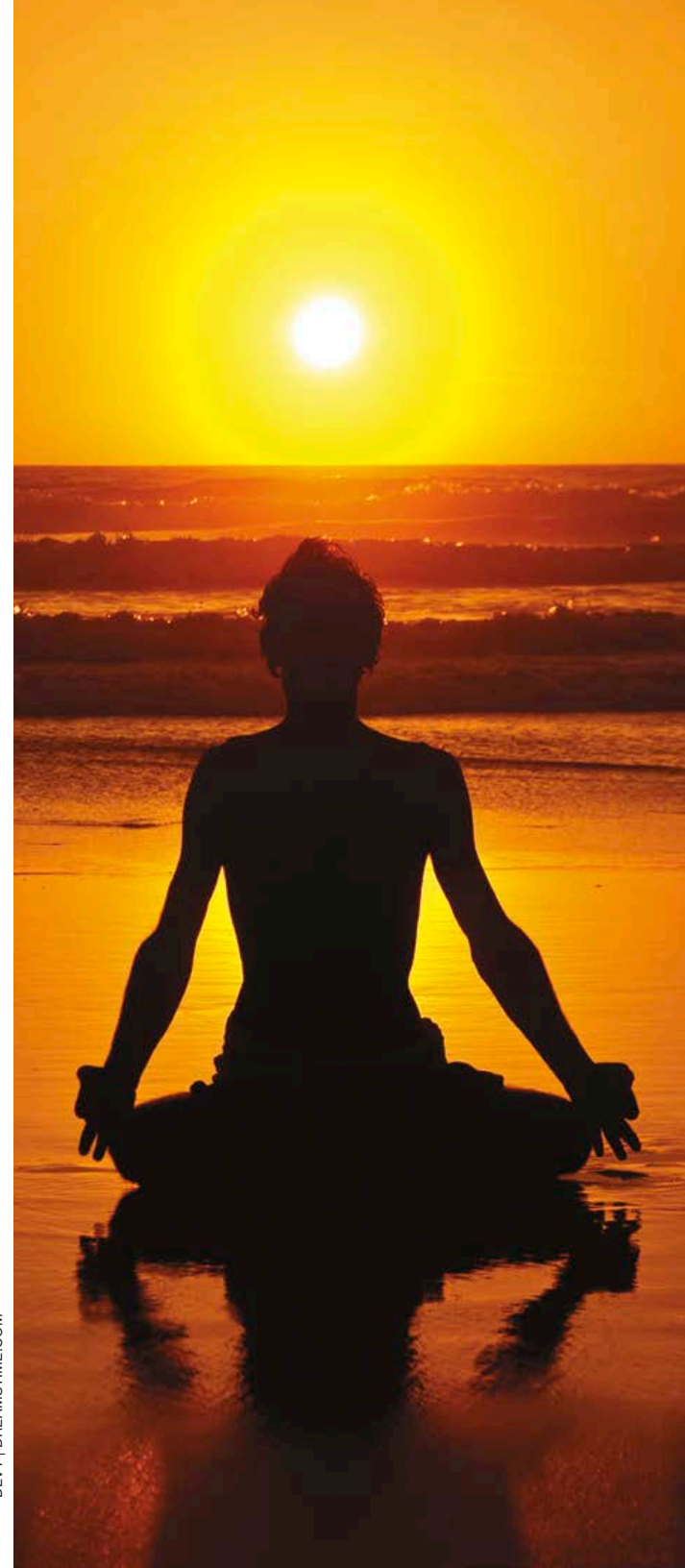


Spirituality is expanding

Of young adults, 37 percent describe themselves as “spiritual but not religious.” This is clearly also the story of the ascent of “spirituality” in America. The group is so large that pollsters have created a separate category on questionnaires.

From Oprah.com: A 2006 poll conducted by the Travel Industry Association found that 25 percent of American travelers were interested in taking a spiritual vacation. The phones at Esalen, the old '60s spiritual/intellectual center hanging over the Big Sur

coastline, are ringing with new inquiries. Online prayer groups and chat rooms are popping up all over, as are interfaith communities like Beliefnet. Elizabeth Gilbert's spiritually seeking juggernaut, *Eat, Pray, Love*, has sold nearly five million copies. Yoga has become so mainstream, Marines are doing sun salutations at a base camp in Iraq.



Our readers

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SOCIAL MEDIA

Facebook Followers 20,252

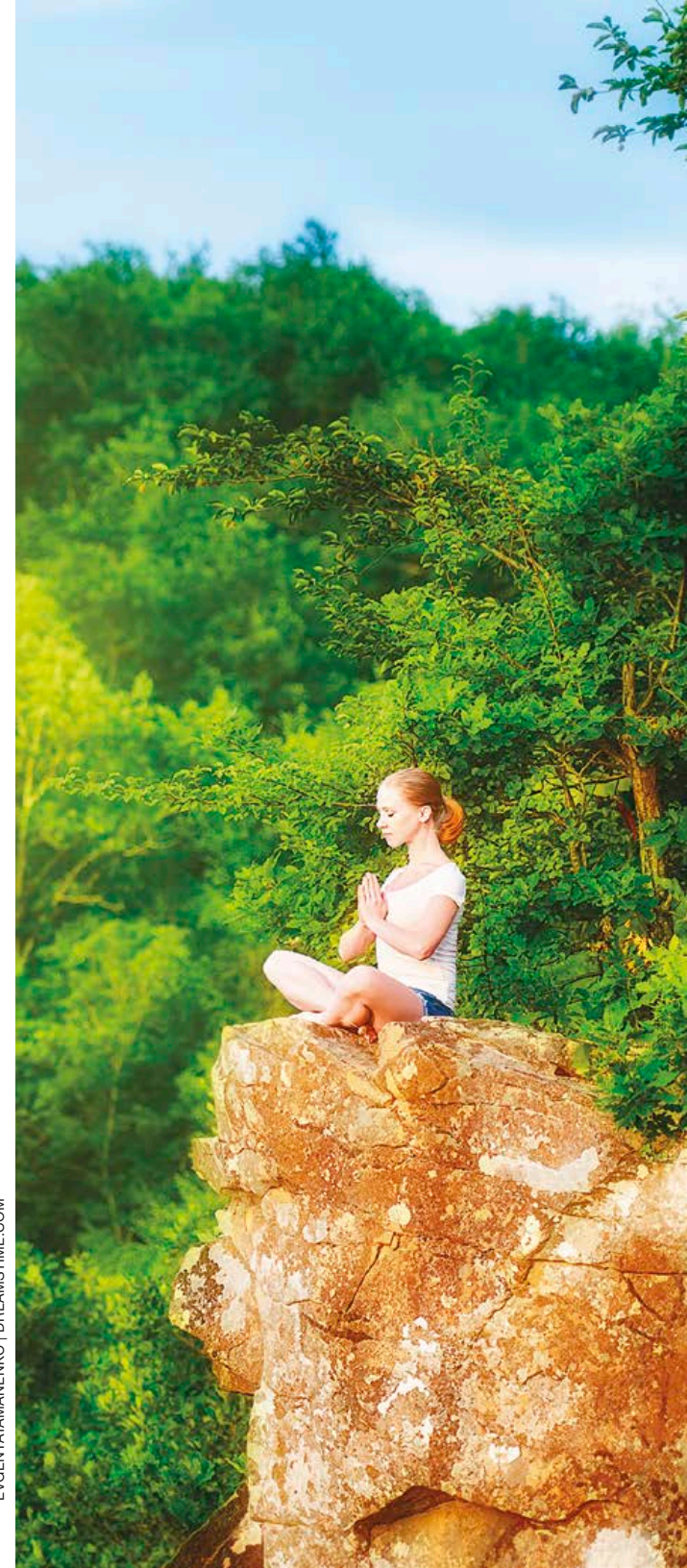
65% women | 35% men
60% aged 35 to 54
20% below age 35
75% college educated
17% postgraduate trained

Distributed throughout the
United States.

25% chose the Seekers Bazaar
ad section as one of their
favorite features; 33%
reported that they support our
advertisers.

READERS ARE INTERESTED IN

- Spirituality
- Yoga, prayer and meditation practice
- Books, music, cinema, art
- Healing products & services (including therapy and coaching)
- Environmentally friendly products
- Seminars, retreats and higher education
- Astrology
- Spas, pilgrimage & Eco-tourism



Our mission

Light of Consciousness was founded in 1988 by Swami Amar Jyoti and continues under His guidance.

It is dedicated to our awakening into the Pure Consciousness that dwells within all. According to Sanatana Dharma, the Eternal Religion or Truth, Spirit manifests throughout creation in infinite diversity.

The underlying harmony and eternal principles are common to all spiritual paths and traditions: *Truth is One, Sages call it by many names.* Whichever path we choose, the way is through each of us to realize the Divine within.

Everyone has the potential of creative genius. You have the potential for infinity and eternity, but you have chosen to program yourself within the limitations of time and space. Therefore, you have lost the original purity of Consciousness.

~ Swami Amar Jyoti



Recognition

"*Light of Consciousness* honors the integrity of authentic spirituality through writings filled with wisdom, love and divine energy. This magazine can change your life!"

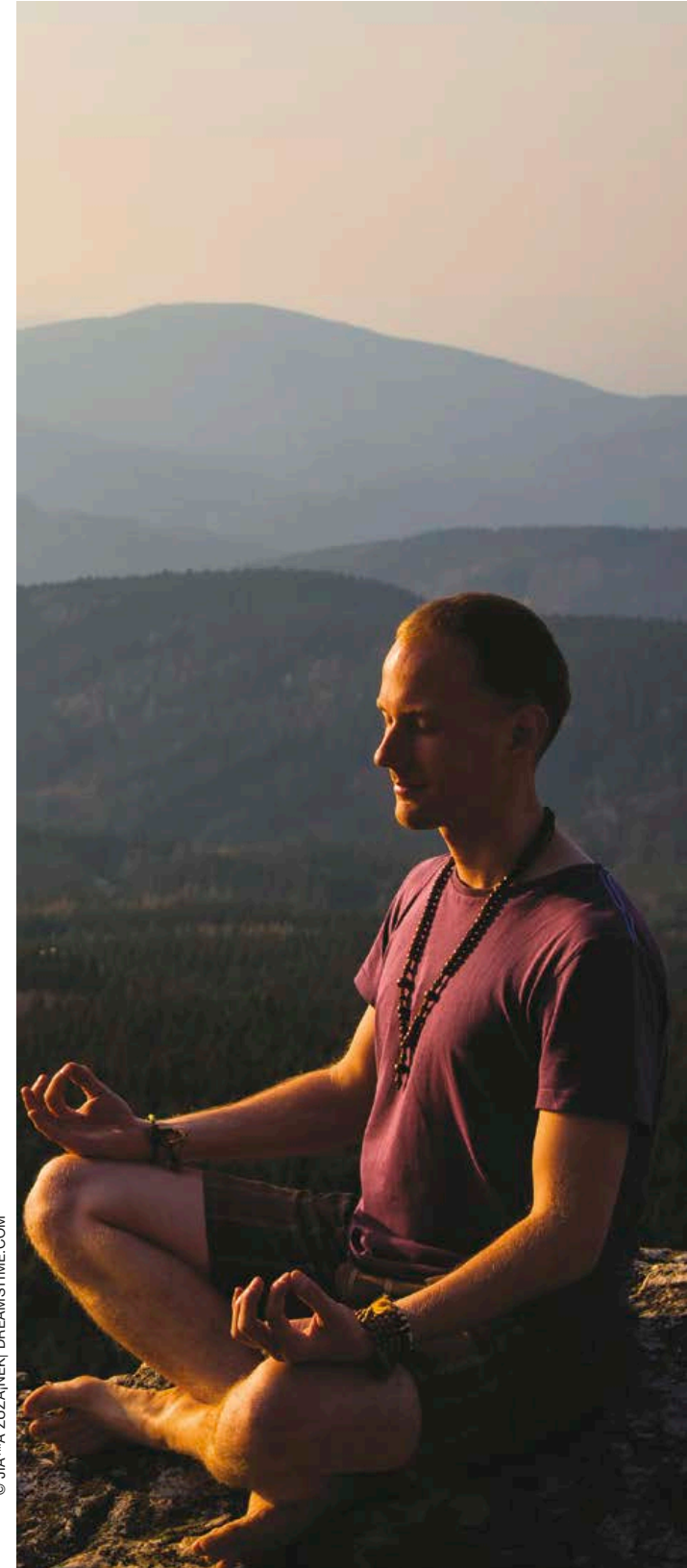
—Prem Prakash, author of *The Song of the Guru; A Modern Translation and Commentary on the "Guru Gita"*

"By delivering deep teachings from many spiritual traditions, *Light of Consciousness* truly serves as a beacon for those on the path."

—Michael A. Singer, author of *The Surrender Experiment: My Journey Into Life's Perfection*

Light of Consciousness is crafted like an offering to God the way it is put together, allowing the reader to BE in Satsang while absorbing its content. I love the Satsang messages of Swami Amar Jyoti, which fill me with love and a greater appreciation for life. The variety of articles and subjects from various sources provide the reader with different ways in which to tap into the spiritual well, all leading to the same place. I look forward to each issue and feel like an inner light is turned on a bit brighter with each reading. I can tell that the individuals responsible for putting the magazine together do so out of an act of love. R. K.

Yoga in the higher sense....
i even like your ads! D. R.



Editorial profile

RECENT ISSUE TOPICS

Meditation & Guru's Grace

Freedom & Joy, Our Natural State

The Yogic Way of Life

Meditation & Spiritual Practices

How the Mind Works

Courage & Boldness for the Goal

The Silent Eloquence of Truth

Mind, Mantra & Enlightenment

Forgiveness, Humility & Love

RECENT AUTHORS

Swami Amar Jyoti (in each issue)

Anam Thubten

Stephanie Kaza

Ram Dass

Lori Erickson

Mark Nepo

Kavitha M. Chinnaiyan, MD

Stephen Levine

Deborah Ann Quibell

David Hoffmeister



Upcoming issue

MEDITATION & SPIRITUAL PRACTICES



SPRING / SUMMER 2020
on sale March 1, 2020

KEEPING THE INNER PEACE

Editorial Deadline November 1, 2019

AUTUMN / WINTER 2020
on sale September 1, 2020

RELAXATION & DEEP MEDITATION



Editorial calendar

AUTUMN-WINTER 2019

on sale Sept 9, 2019

SPECIAL ISSUE: MEDITATION & SPIRITUAL PRACTICES

Editorial Deadline March 1, 2019

SPRING - SUMMER 2019

on sale March 1, 2020

KEEPING THE INNER PEACE

Editorial Deadline October 15, 2019



Ad rates

RATES	1x
Full Page/Bleed	\$200
1/2 Page	\$125
3/8 Page	\$150
1/4 Page	\$75
1/8 Page	\$50
Back Cover	\$350
Inside Back Cover	\$250

Publication trim size: 8.375" x 10.875" perfect bound

Bleed allowance (spread & full page ads): .125" beyond trim

Safety area: .25" inside trim (and gutter for spreads)

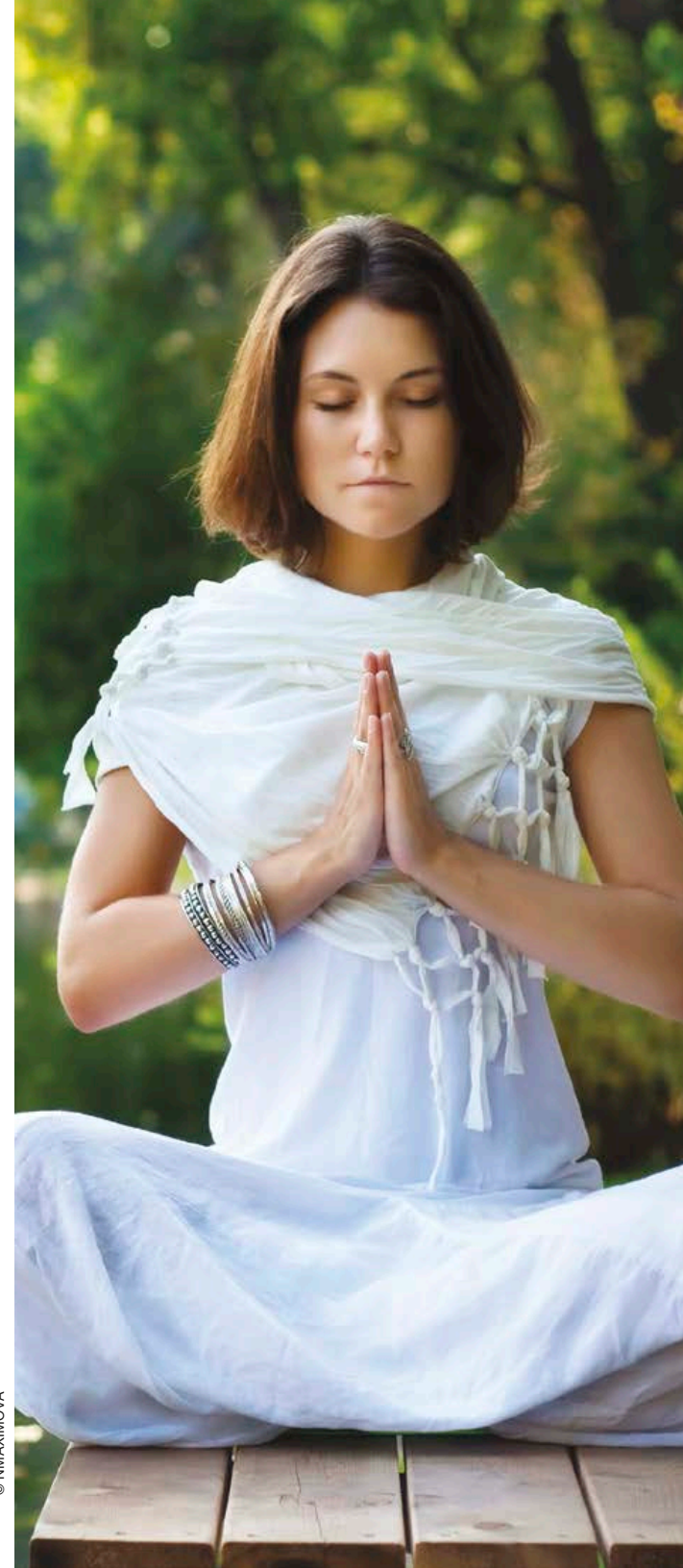
Colors: CMYK (no spot, index or RGB colors)

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1/2 Horizontal	7"	4.375"
3/8 Page	3.375"	6.75"
1/4 Page	3.375"	4.375"
1/8 Page	3.375"	2"

BACK COVER

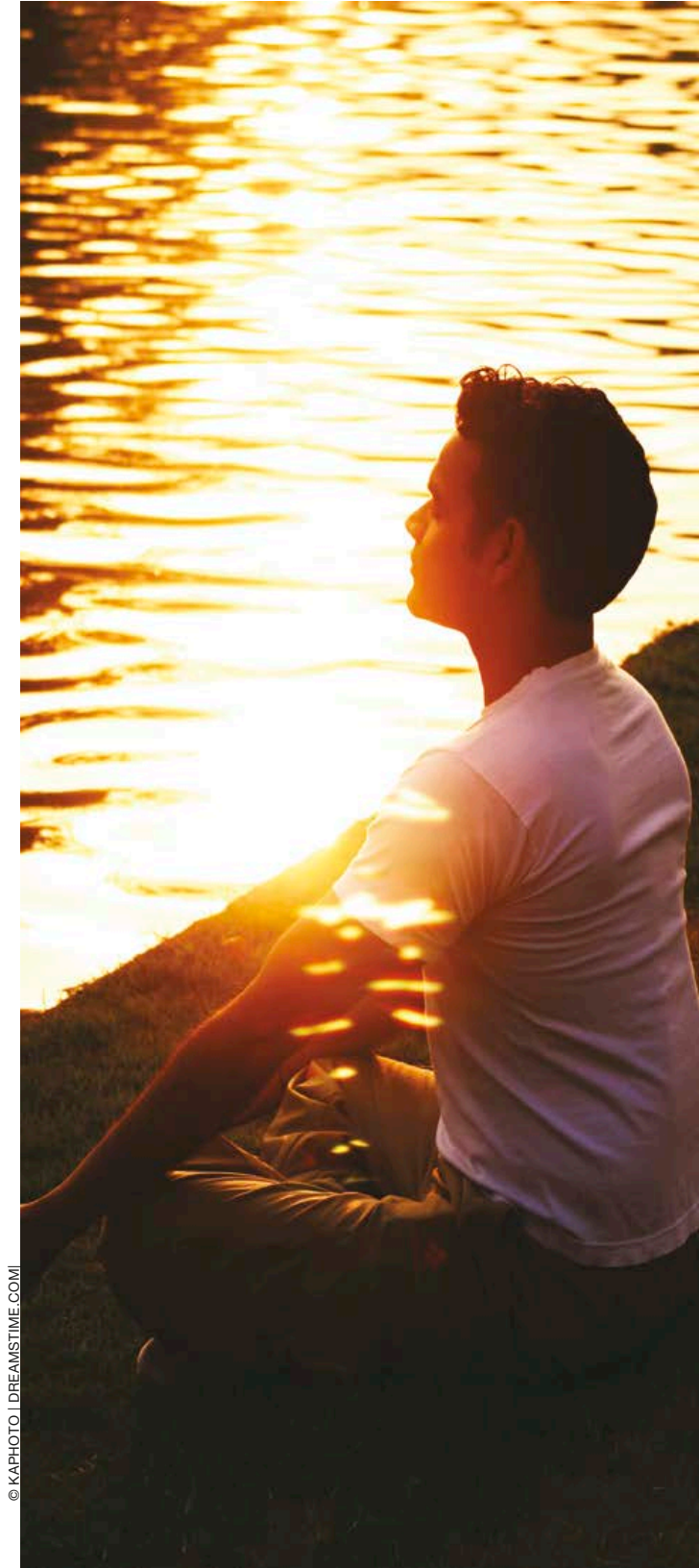
Full Page Bleed	8.375	10.875
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INSIDE BACK COVER

Full Page Bleed	8.375	10.875
Full Page Non-bleed	7.9	10.275

FOR TECHNICAL ASSISTANCE PLEASE CONTACT:

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Digital Opportunities

Each issue of *Light of Consciousness* magazine is also made available digitally for computers and Apple, Android and Kindle tablet devices. Include your website and email for direct links.

We also provide FREE banner ads on **LIGHT OF CONSCIOUSNESS** website. Rotating ads on the website (for 1/2 page ads and larger) will be available beginning with our Autumn 2019 issue.

NEW OFFER!

In addition to your ad being displayed in our print and digital editions and on our website, advertisers will now receive space on two of our social media sites. You will also receive a 6 month non-rotating ad placement on our website.

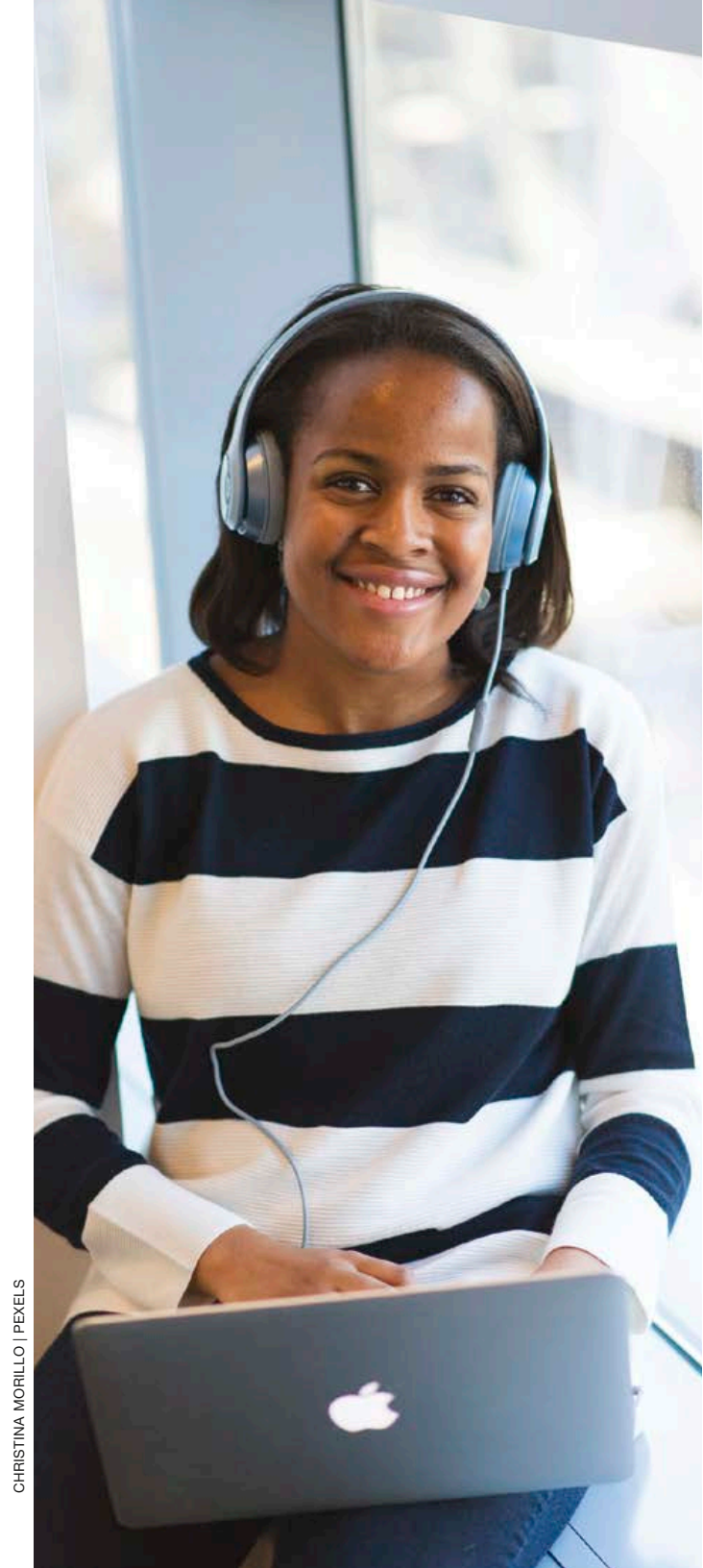
BANNER AD SPECIFICATIONS

Back Covers 320 px 320 px

Full Page Ads 260 px 260 px

1/2 page ads 200 px 200 px

1/4 page ads 100 px 150 px



CHRISTINA MORILLO | PEXELS

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