



MEDIA KIT 2017

LIGHT

OF CONSCIOUSNESS
JOURNAL OF SPIRITUAL AWAKENING

"This magazine can change your life!"
~ Prem Prakash,
Green Mountain School of Yoga

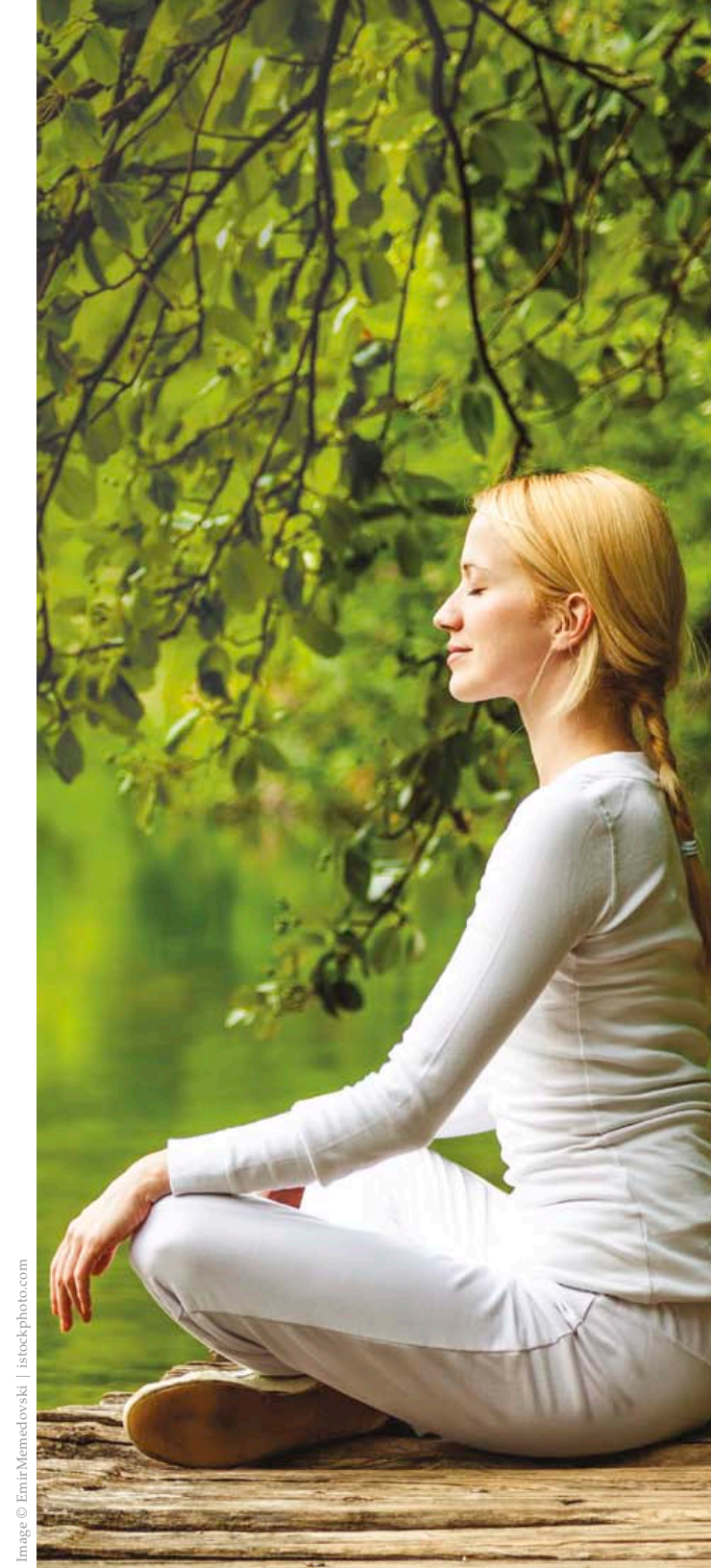
Spirituality is expanding

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

40,000+ ANNUAL READERSHIP

8,700 ANNUAL DIGITAL ISSUE OPENS

Apple 35%
Android 48%
Online 18%

SOCIAL MEDIA

Facebook Likes 18,700

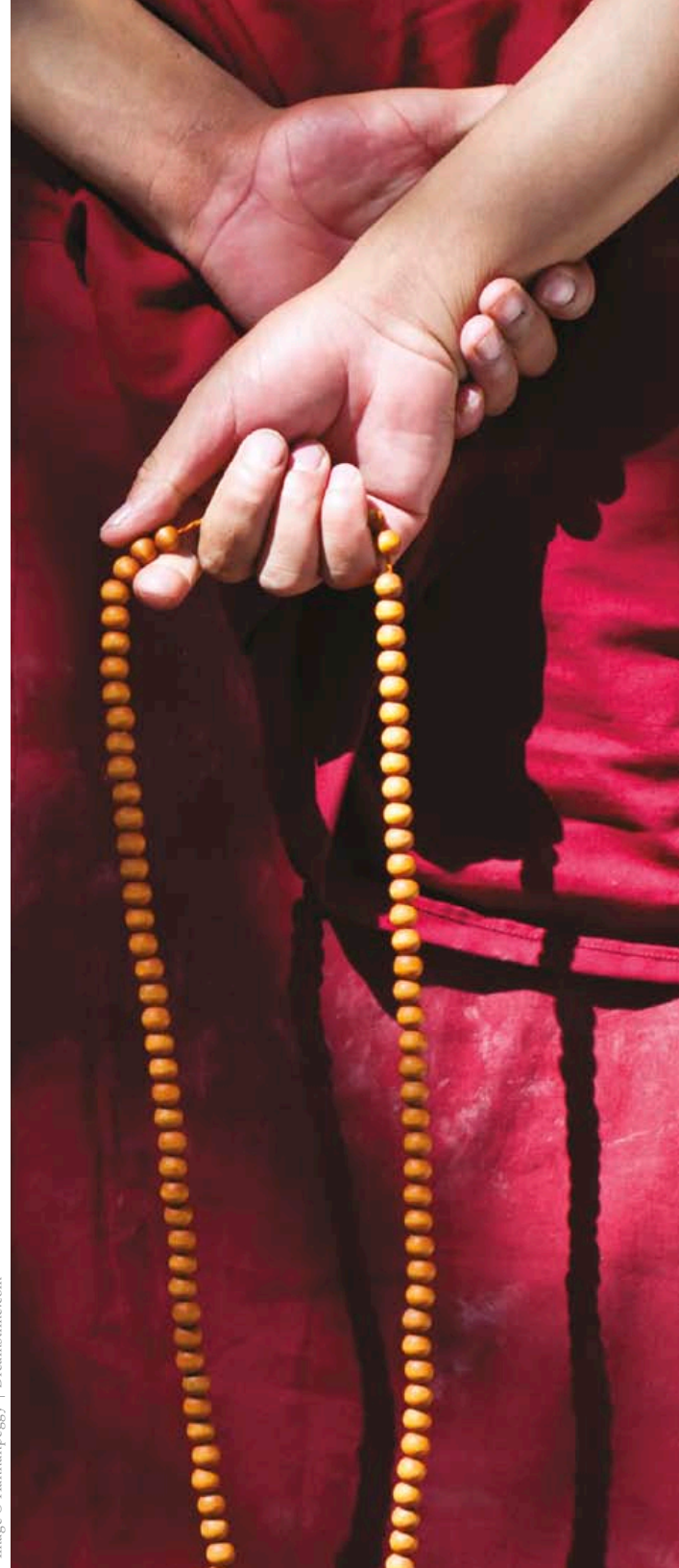
65% women | 35% men
60% aged 35 to 54
20% below age 35
75% college educated
17% postgraduate trained

All of the United States and Canada are represented

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

READERS ARE INTERESED 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 training
- 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.**

*When the mind becomes completely still,
it returns to its true form:
Consciousness.
What becomes of the mind?
It simply dissolves.
That is Enlightenment.
~ Swami Amar Jyoti*



Recognition

....the best produced journal on yogic thought.

—David Frawley

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

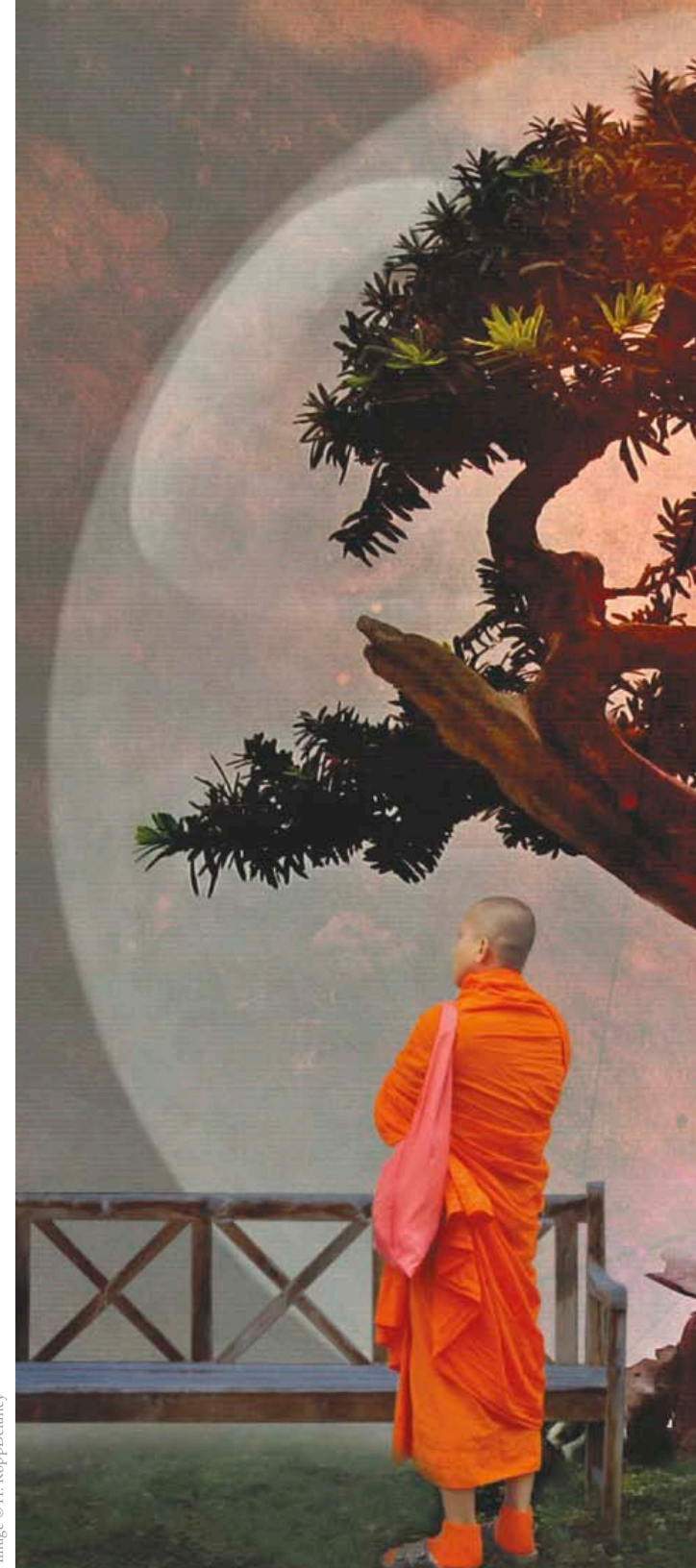
—Prem Prakash, Green Mountain School of Yoga

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

The Bliss of Silence

Coming to Stillness

Meditation & Spiritual Practices

The Illusion of Desire

Free Your Mind, Free Your Soul

The Journey of Life and Death

Natural Meditation

Mind, Mantra and Enlightenment

RECENT AUTHORS

Swami Amar Jyoti in each issue

Sharon Salzberg

Noah Levine

HH the Dalai Lama

Jan Chozen Bays

Deepak Chopra

Eknath Easwaran

David Frawley

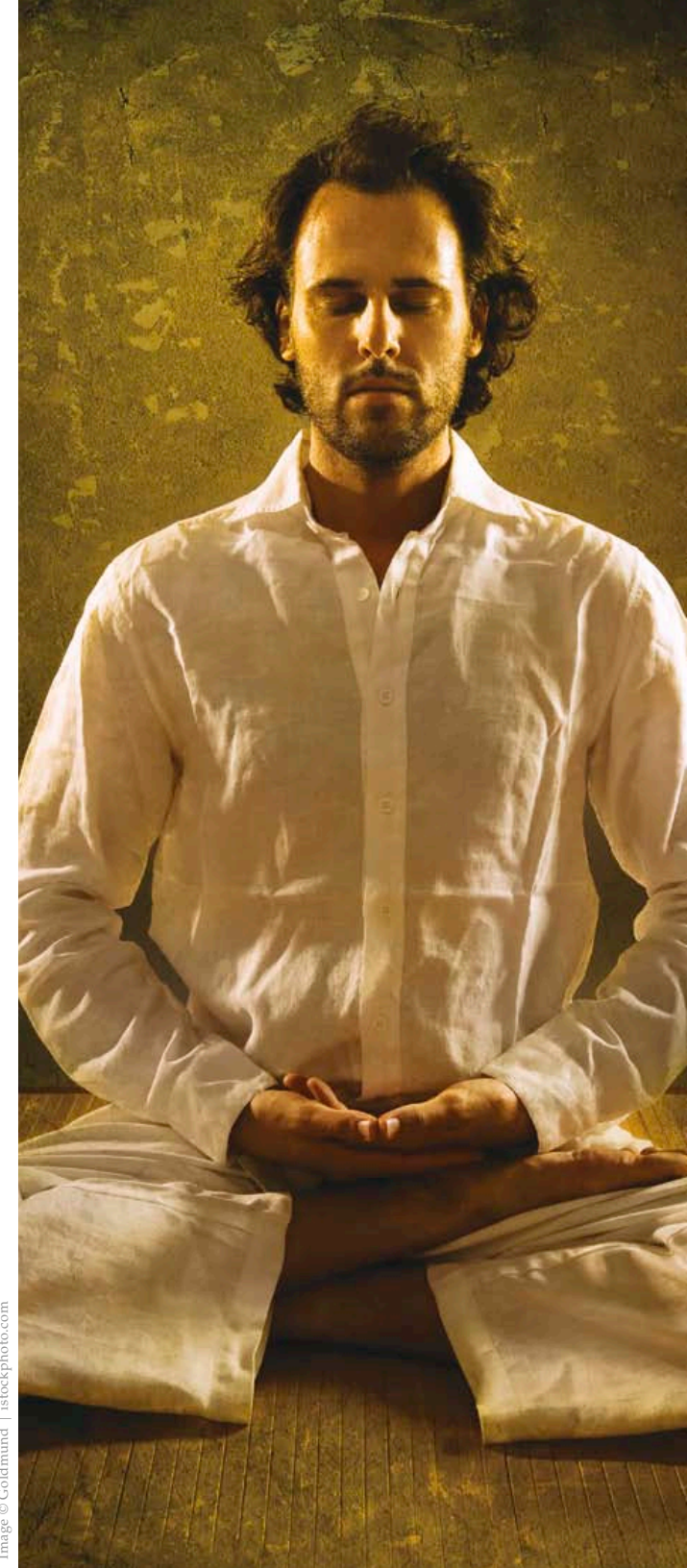
Pema Chödrön

Llewellyn Vaughan-Lee

Rivvy Neshama

Ma Jaya Sati Bhagavati

Joanna Macy



Editorial Calendar

WINTER 2017

ON SALE DATE: November 9, 2017

THE SILENT ELOQUENCE OF TRUTH

Editorial Deadline June 1, 2017

SPRING 2018

ON SALE DATE: February 9, 2018

COURAGE AND BOLDNESS FOR THE GOAL

Editorial Deadline September 1, 2017

SUMMER 2018

ON SALE DATE: May 9, 2018

HOW THE MIND WORKS

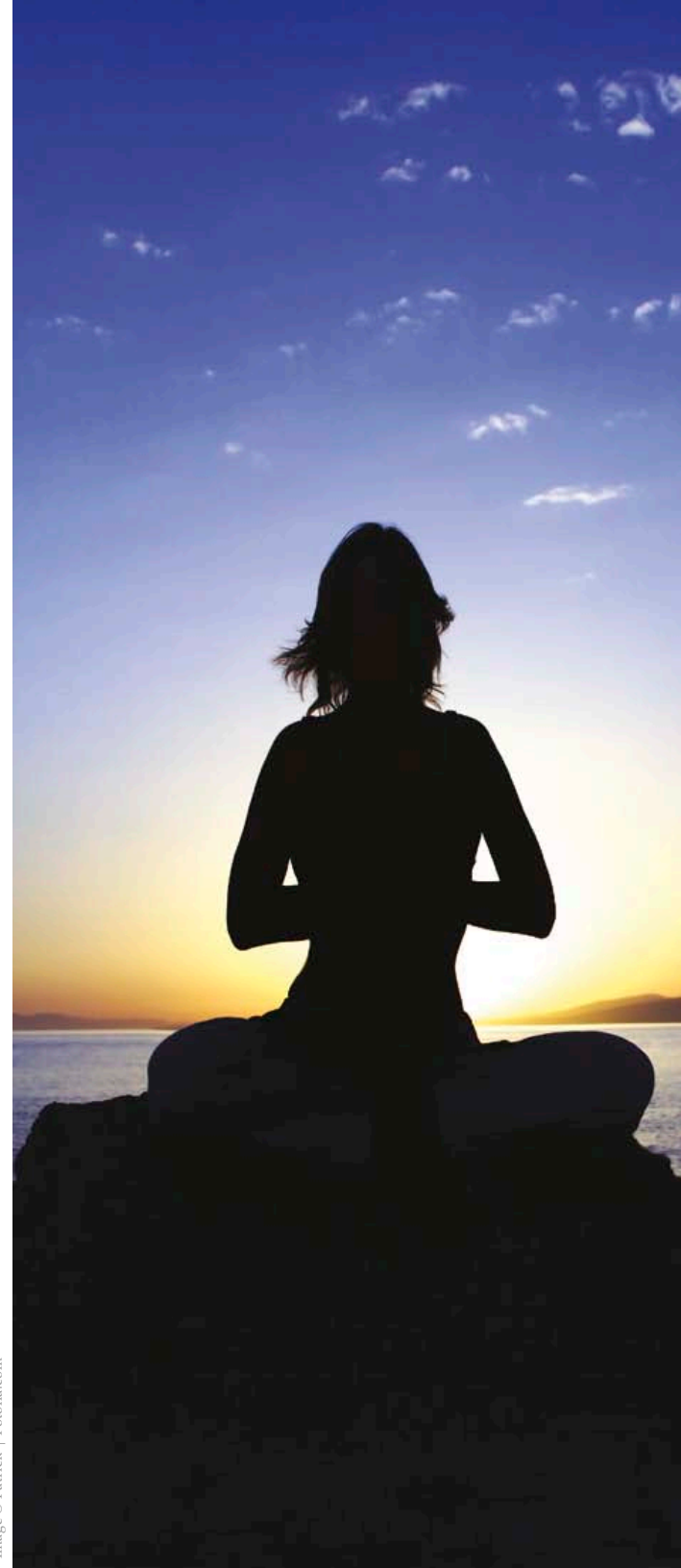
Editorial Deadline December 1, 2017

AUTUMN 2018

ON SALE DATE: August 9, 2018

MEDITATION & SPIRITUAL PRACTICES

Editorial Deadline March 1, 2018



Ad rates

RATES	1x	4x+
Full Page/Bleed	\$850	\$800
1/2 Page	\$650	\$600
3/8 Page	\$550	\$500
1/4 Page	\$450	\$400
1/8 Page	\$275	\$225
Back Cover	\$1700	\$1300
Inside Back Cover	\$1000	\$850

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)

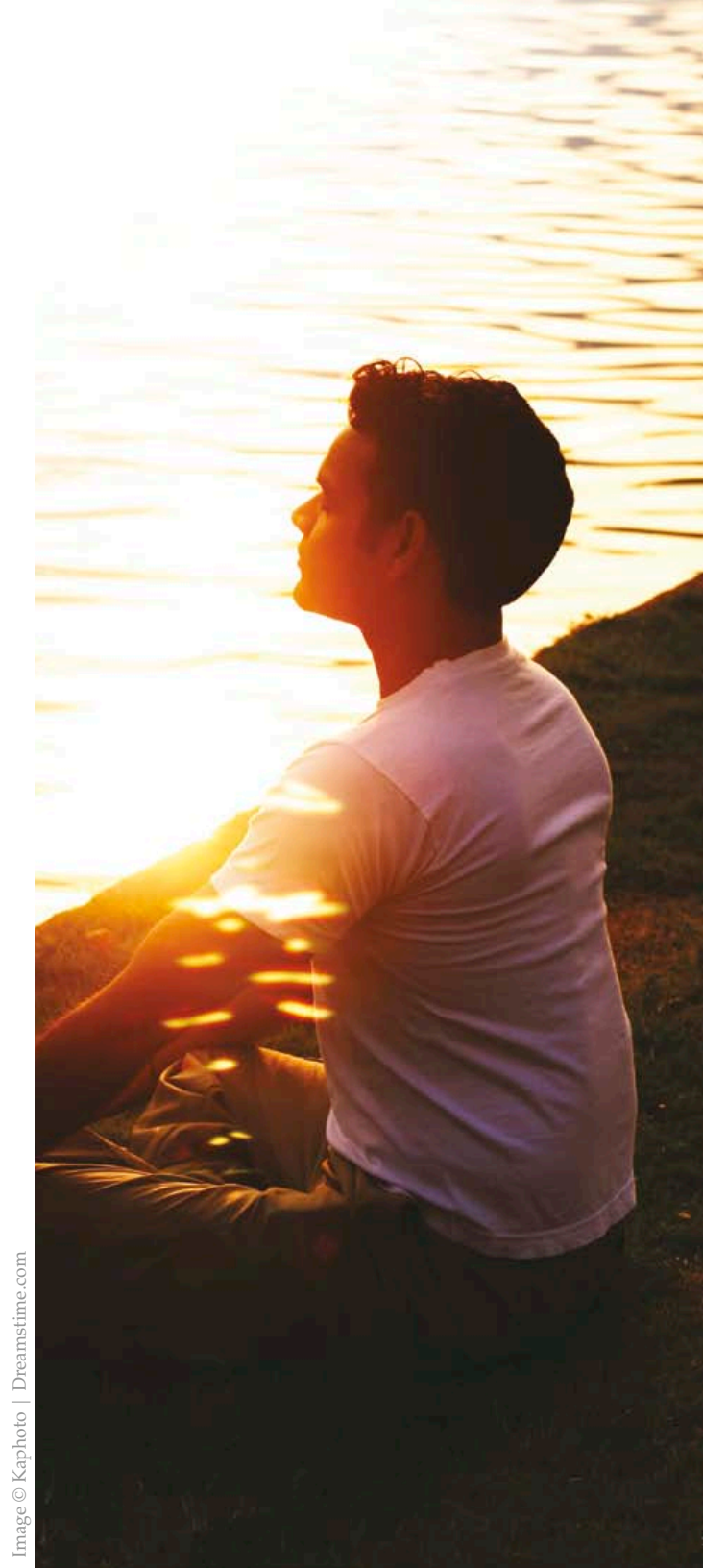
Colors: CMYK (no spot, index or RGB colors)

Resolution: 300 ppi

Format: PDF X1a US Web (SWOP) coated profile

GRAPHIC DESIGN

Outstanding, complete ad design available. Ask us for a quote at 303-459-0616!



Ad specs

SIZES

Full Page Bleed	8.375"	10.875"
Full Page non-bleed	7"	9"
1/2 Vertical	3.375"	9"
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

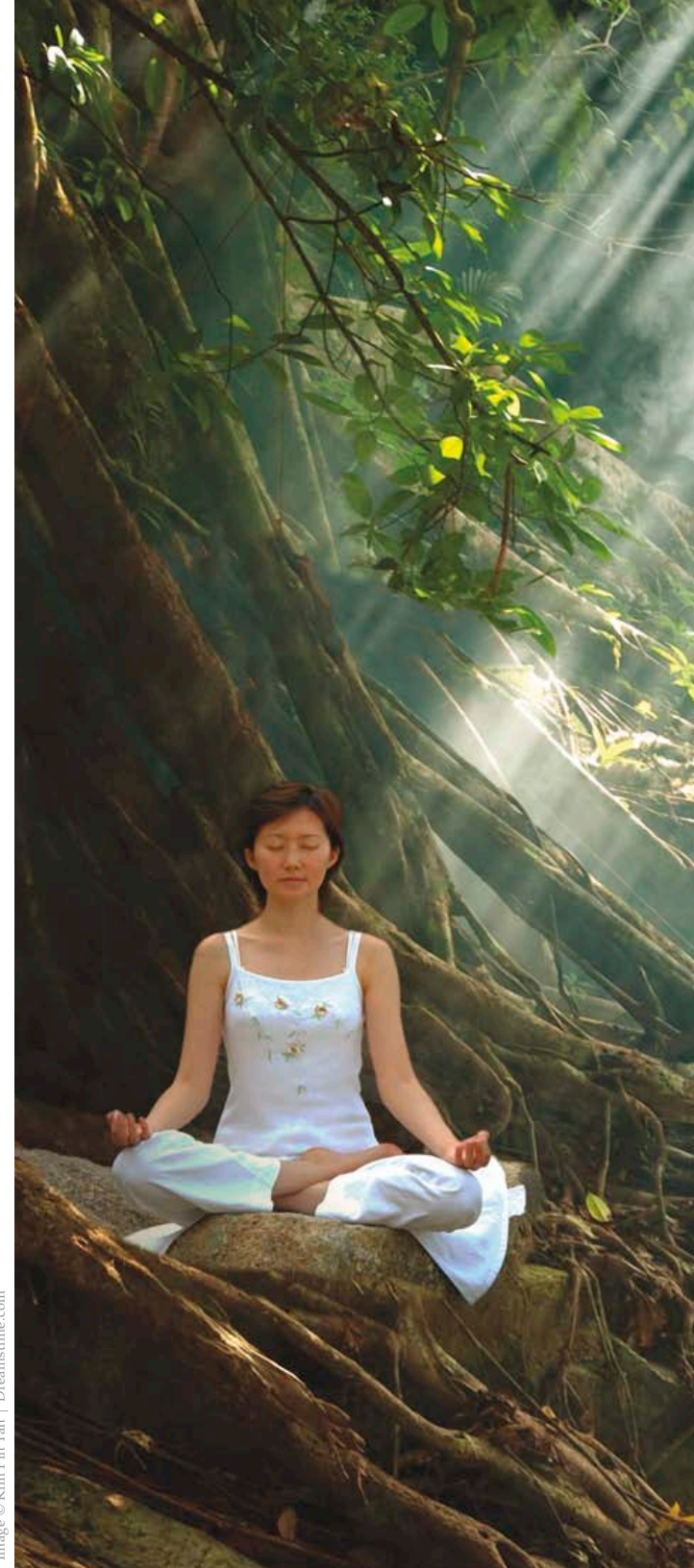
Full Page Bleed	8.375	10.875
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INSIDE BACK COVER

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

FOR TECHNICAL ASSISTANCE PLEASE CONTACT:

Production@TruthConsciousness.org



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 a *FREE* banner ad [here](#) on our Light of Consciousness website for any paid print ad.

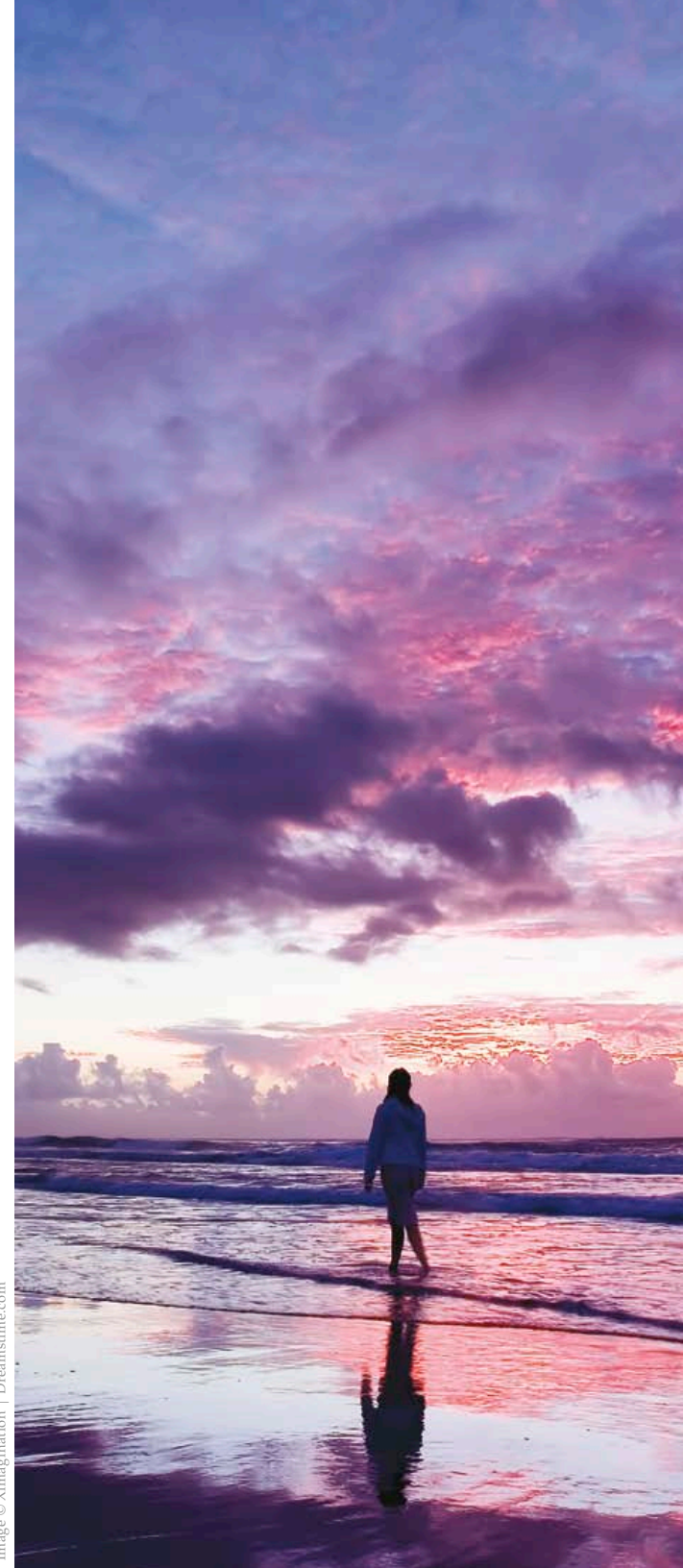
BANNER AD SPECIFICATIONS

Back Covers 325 px 325 px

Full Page Ads 213 px 213 px

1/2 page ads 127 px 192 px

1/4 page ads 127 px 127 px



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