



MEDIA KIT • 2017



PERSONAL INFO | COMMUNITY DEMOGRAPHICS

JASMINE
27 YEARS OLD
DALLAS, TEXAS
UNITED STATES

PAGE VIEWS WITHIN FIRST YEAR: 8,000+
DEVICE: 72% MOBILE, 26% DESKTOP
VISITS: 56% SOCIAL, 39% DIRECT

ABOUT THE BLOG

**ADVENTURES
CONSCIOUS THOUGHT
A TAKE ON STYLE
ALL INSPIRED BY HER LOVE FOR A YOGA MAT.**

Life on a Mat is health/lifestyle blog. Based in Dallas, Texas, Jasmine is a Yoga Instructor who is passionate about her community and helping others achieve their health goals. The blog is about finding a healthy balance, making time to care for yourself, but also how to love who you are inside and out. That's why you'll find more than just Yoga. Life on a Mat bring you Style tips, Beauty tricks and new product reviews, the best cities to travel to for yoga, recipes, and a section for reflection and inspiration!

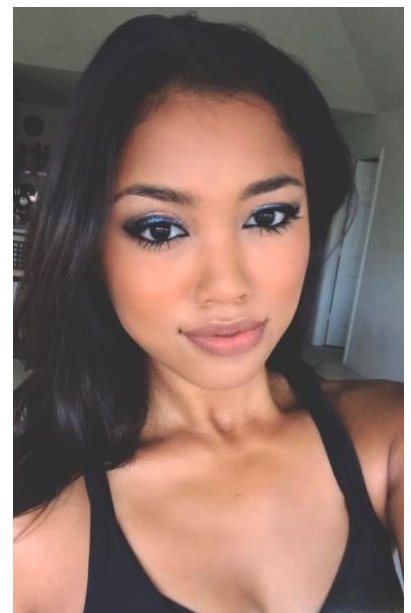
The mission of Life on a Mat is to be a resource for health, spread love, and motivate others.

ABOUT JASMINE

Jasmine Hunt / Founder – Blogger

I started this blog as a passion project, my "hoop dream" if you will. The goal was to focus on my own journey and to grow from the challenges I experienced. I grew up in a dynamic, multi-ethnic family. I learned to understand my heritage on both sides from a young age, but struggled with identity growing up. My mom was the first person to introduce me to the practice. Yoga helped me to grow to love myself and to begin to look inward. It was through my difficulties that I learned to seek solutions, not excuses. Changing the way I responded to life's ups and downs was key. I knew I had to eliminate a lot of "wasteful thinking" and stop listening to "the noise". Negative thoughts really affect and hinder you from expressing your truest self. So I set out to educate myself, increase my physical health and wellbeing, heal the past, and meditate my way into a new path, something only I could create.

In the Spring of 2017, I became an RYT® 200 Hour Yoga Alliance Certified Yoga Instructor. My hope is to share what I have learned over the years in terms of defining who I am, overcoming personal challenges, and organizing my lifestyle by eating well and working on my yoga practice. I want this to be a place for beauty, strength, style, and integrity. I want to give myself a chance to water every seed that I see and spread a little positivity and love to others as well. Life is very short and so I plan to enjoy what I can while I'm here. I hope you'll join me.



J / H



CONTACTJASMINEHUNT@GMAIL.COM



LIFEONAMAT.COM



972.207.6149



MEDIA KIT • 2017

COMPANIES THAT HAVE USED MY IMAGES

**IVY
PARK**



TOPSHOP

DAWN
OF *Summer*

TOBI



J / H



CONTACTJASMINEHUNT@GMAIL.COM



LIFEONAMAT.COM







972.207.6149



MEDIA KIT • 2017

SOCIAL MEDIA REACH

-  @JustJHunt
-  1,500 Followers
@swirlybae
-  @swirlybae
-  @JustJHunt



SPONSORED POSTS

FOR SPONSORSHIP INFORMATION, PLEASE CONTACT ME BY EMAIL. THE FOLLOWING OPTIONS ARE AVAILABLE FOR PURCHASE:

- IMAGE RELEASE FOR SPONSOR USE VIA SOCIAL MEDIA, WEBSITES, ETC.
- 1 SPONSORED BLOG POST ON LIFE ON A MAT PLUS BASIC SOCIAL MEDIA PROMOTION WITH ONE LINK ON INSTAGRAM.
- MULTIPLE SPONSORED POSTS OVER THE COURSE OF A YEAR INSTEAD OF JUST ONE
- VIDEO PROMOTION VIA YOUTUBE
- ADS ON SIDE BAR

SPONSORS OF INTEREST

- ATHLETICWEAR COMPANIES
- ENVIRONMENTALLY FRIENDLY PRODUCTS
- YOGA PRODUCTS
- BEAUTY BUSINESSES
- CLOTHING COMPANIES
- START UPS, SMALL BUSINESSES, OR NEW COMPANIES LOOKING TO COLLABORATE

PRICING AVAILABLE BY EMAIL, PAYMENTS CAN BE MADE VIA PAYPAL.

*For more information or to discuss sponsorship opportunities,
please contact me via email.
Namaste.*

J / H



CONTACTJASMINEHUNT@GMAIL.COM



LIFEONAMAT.COM



972.207.6149



MEDIA KIT • 2017



YOGA



STYLE



TRAVEL



BEAUTY

LET'S CONNECT

J / H



CONTACTJASMINEHUNT@GMAIL.COM



LIFEONAMAT.COM



972.207.6149