



Tricycle

The Buddhist Review

MEDIA KIT



OUR MISSION

AN AWARD-WINNING BUDDHIST PUBLICATION

Tricycle: The Buddhist Review is the leading independent journal of Buddhism in the West, where it is the most inclusive and widely read vehicle for the dissemination of Buddhist views and values. Our readership includes long-time practitioners, those who are curious about Buddhism or meditation, and those who do not identify as Buddhist but value the teachings of wisdom and compassion that Buddhism has to offer. By remaining unaffiliated with any particular teacher, sect, or lineage, *Tricycle* provides a unique and independent public forum for establishing a dialogue between Buddhism and the broader culture.



MORE THAN A MAGAZINE

Tricycle's readers are an engaged community who interact with us through not only our print publication, but also our website, podcasts, online courses, and emails. Advertisers can choose among web, email, and social media spots to highlight your products and services to the most appropriate audience.

Tricycle also hosts and sponsors a variety of live and online programs and events. For print advertisers, this means increased exposure beyond the magazine's subscriber and newsstand base.

We welcome advertising for books, music, film, workshops, retreat centers, travel and tours, meditation supplies and furnishings, arts and crafts, natural foods and personal-care products. Products and services that reflect a social or ecological ethic will have a strong appeal to our readers.

DEMOGRAPHICS



80% Consider ads in *Tricycle*



60% Have purchased a book, product, or service advertised in *Tricycle*



57% Are between 40 to 59 years of age



54% Are female
45% Are male



40% Earn a household income over **\$100,000**
Average household income of readers is **\$123,625**.

BASED ON A 2016 SURVEY

PRACTITIONER BREAKDOWN

84% Meditation
75% Mindfulness
45% Breathwork
41% Contemplation
31% Yoga

EDUCATION

77% Graduated from college
42% Hold graduate degrees
15% Hold doctoral degrees

HOUSEHOLD INCOME

75% Earn over \$50,000
56% Earn over \$75,000
40% Earn over \$100,000

PURCHASING HABITS

76% Buddhist books
55% Meditation books
52% Buddhist or meditation audio/video
47% Buddhist gifts, statues, jewelry
34% E-books
32% Meditation supplies

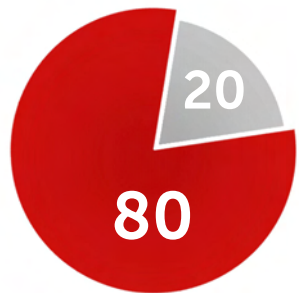
IN THE NEXT 3 YEARS, READERS PLAN TO:

57% Attend a meditation retreat
48% Attend a Buddhist event or seminar
41% Take a spiritual retreat or vacation
42% Take an online course
39% Take a Buddhist retreat
32% Take a meditation class

MISCELLANEOUS

91% Make charitable donations
87% Prefer eco-friendly products
61% Have taken a trip outside the U.S. in the last 3 years

REACH



80% U.S.
20% International



225k Monthly web visitors



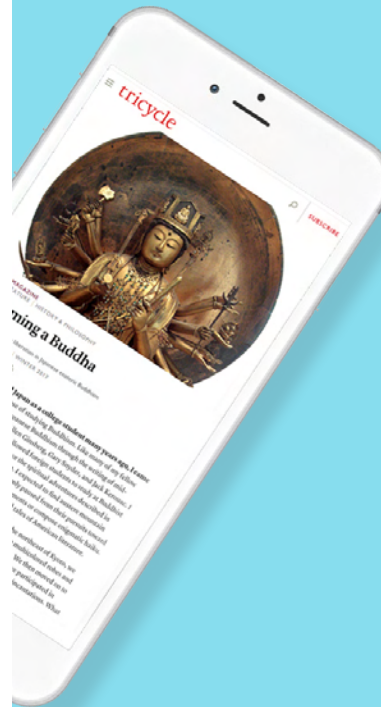
139k Facebook followers



90k Email recipients



59k Twitter followers



PRINT ADVERTISING



GET IN TOUCH

For *Tricycle's* print, web, social media, and email ad rates, contact Goodfellow Publishers' Representatives.

ISSUE	RESERVATION	MATERIALS	PUB DATE
WINTER 2020	AUG. 11, 2020	AUG. 25, 2020	NOV. 1, 2020
SPRING 2021	NOV. 16, 2020	DEC. 1, 2020	FEB. 1, 2021
SUMMER 2021	FEB. 17, 2021	MAR. 2, 2021	MAY 1, 2021
FALL 2021	MAY 11, 2021	MAY 26, 2021	AUG. 1, 2021
WINTER 2021	AUG. 12, 2021	AUG. 27, 2021	NOV. 1, 2021



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(510) 548-1680

thing is bizarre. Kelsang is good. He is smart. "Many Tibetans who thought they knew him, but no idea what he is doing," he would disappear because of his former pupil. Rinpoche very well, and would be positively horrified if he were alive now. It's inconceivable that he loved this to happen. When Ani Jamgyal left wanted to remain a nun a new teacher, who reorganizer Kongtrul Rinpoche, teacher who belongs to the Rimé movement. Jamgyal was touched when she up at a teaching and was not need to worry about unce Kelsang Gyatso in one a disciple of Kongtrul Rinpoche are not sectarian," she



THE MIND'S DRAGON
CONTINUED FROM PAGE 41

lasting change. Although some will disagree with this approach, its roots can be traced back to early Buddhist traditions.

The 12th-century Chan master Tai-hui (Dahui Zonggao), for example, wrote: "If you can instantaneously realize the truth of nonexistence without departing from lust, hate, and ignorance, you can grasp the weapons of the Demon King and use them in an opposite way. You can then turn these evil companions into angels protecting the dharma. This is not done in an artificial or compulsory way. This is the nature of

the dharma itself" [trans. Garma C.C. Chang]. We can find similar teachings by other great masters such as Man-an, Yuanwu, Longchenpa, and Hongzhi.

In our own Zen community we've been exploring ways of dealing more experientially with the unconscious in all of our dharma work. Along with week-long sesshin, we also offer three- and five-day retreats that focus more directly on listening to the unconscious and working with the intrapsychic dynamics that so often arise in the silence of intensified practice. These retreats, although grounded in traditional zazen practice, also draw from contemporary psychotherapeutic approaches and help transform the powerful energies of the repressed unconscious into true insight and compassionate action.

The buddhadharma may well be the most diverse spiritual path in the world; its timeless essence has found unique expression within each new culture it has entered. Coming to the modern West may well constitute its biggest leap yet, and we are now finding our

way through significant challenges in this process of cultural transmission.

As this unfolds, we're becoming increasingly aware of the ways in which intensive forms of practice mobilize and empower the whole of the psyche, and our experience continues to affirm that if we address conscious and unconscious issues directly as they arise, new pathways open up. This is not easy work, but as C.G. Jung observed, "One does not become enlightened by imagining figures of light, but by making the darkness conscious." ■

Larson Sachter, a licensed psychotherapist, and Sunya Kjolbode are co-abbots of Windhorse Zen Community, a residential training center located outside of Asheville, North Carolina. Included among the various programs they offer are Zen intensives: accredited retreats grounded in Zen meditation with a focus on the unconscious dynamics described in this article. Sachter and Kjolbode, husband and wife, have been practicing together for over 45 years. Learn more at windhorsezen.org.

Windhorse Seminars
...with Acharya Fleet Maull

Mindfulness-based Emotional Intelligence (MBEI)
Trainings for Compassionate Communication, Authentic Relationship and Mindful Leadership.

2018-2019

Bearing Witness Retreat
Nov 5-9, 2018 | Auschwitz-Birkenau.

Basis Goodness I | Nov 9-11, 2018 | Krakow, Poland

Mahamudra Retreat | Nov 24-29, 2018 | Barret, VT

Radical Responsibility | Feb 8-10, 2019 | West Hartford, CT

The Event | Mar 12-17, 2019 | Stony Point, NY

Radical Responsibility | Mar 22-24, 2019 | Minneapolis, MN

Teacup & Skullcup Sesshin | Apr 1-9, 2019 | Deerfield, MA

Radical Responsibility Book Launch
May 1, 2019 | Deerfield, MA

Engaged Mindfulness Retreat
May 4-10, 2019 | Deerfield, MA

For registration information: www.FleetMaull.com

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FOR THE PLANET



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AD SPECIFICATIONS

AD SIZE	WIDTH	HEIGHT
FULL PAGE	6-3/4"	9-5/16"
1/2 PAGE	6-3/4"	4-7/16"
1/3 SQUARE	4-7/16"	4-7/16"
1/3 VERTICAL	2-1/16	9-5/16"
1/4 PAGE	3-1/4"	4-7/16"

TRIM SIZE: 8.25" X 10.875"

BLEED SIZE: 8.5" X 11.125"

(COVER POSITIONS & PAGE 1 ONLY)

BINDING: PERFECT BOUND

LIVE AREA: 7.75" X 10.375"

DIGITAL SPECS

Tricycle accepts digital files in the following formats: Photoshop, Illustrator, Adobe Acrobat PDF files. All ads and images must be CMYK. Final ad file, including all photos and images, must be at least 300 dpi resolution. Include all required image trapping in the file. Avoid using TrueType, Type3, or Multiple Master fonts. Fonts in Illustrator files should be converted to outline. Bleeds available on covers and page 1 only. Ads must be bordered to exact size specifications. We do not float ads. Ads that do not meet the above requirements may be subject to work by *Tricycle* or its printer at *Tricycle's* discretion. *Tricycle* will not be responsible for any problems that result from such alterations; please be sure to size your ads exactly. Alterations in copy and/or size will be charged to the advertiser at the rate of \$65/hr.

COVER & PAGE 1 SPECS

8.50" X 11.125" (4-COLOR ONLY; BLEED ONLY)

Screen ruling up to and including 150-line, 4-color process. Total density of shadow areas not to exceed 280% with only one color being solid. Vital parts of advertisement must be kept at least 1/2" from each edge. Allow 1/4" safety margin at gutter of each page.



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SUBMISSION

Upload your ad files to our DropBox at <http://bit.ly/TRICYCLEads>. **Be sure to label your file with your company name!**

After you've uploaded your files, send us a proof at:

Tricycle Magazine
Attn: Advertising Production
89 5th Ave, Suite 301
New York, NY 10003

Tricycle will not be responsible for accuracy of ads received without proofs. FPO (For Position Only) is not acceptable. Proof must consist of high-resolution images.



DISPLAY CLASSIFIED SPECS

ISSUE	DEADLINE	PUB DATE
WINTER 2020	AUG. 11, 2020	NOV. 1, 2020
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SUMMER 2021	FEB. 17, 2021	MAY 1, 2021
FALL 2021	MAY 11, 2021	AUG. 1, 2021
WINTER 2021	AUG. 12, 2021	NOV. 1, 2021

DISPLAY CLASSIFIED AD SPECS

HEIGHT	WIDTH	COLOR
1"	2-1/16	4-COLOR
2"	2-1/16	4-COLOR
3"	2-1/16	4-COLOR
1"	2-1/16	B&W
2"	2-1/16	B&W
3"	2-1/16	B&W

CATEGORIES

Apparel, Arts & Crafts, Audio & Video, Books & Periodicals, Business/Employment Opportunities, Children, Counseling & Psychotherapy, Education, General, Health, Networking, Real Estate, Supplies, Travel/Retreats & Training.

TERMS

The first insertion must be prepaid by the deadline stated here. Contact us to reserve your ad space before sending.

SUBMISSION

Due approximately 14 days after classified deadlines. Design black & white ads as b/w or grayscale; 4-color ads as CMYK. All ads must have a resolution of 300dpi or greater. Illustrator, Photoshop, Adobe Acrobat PDF accepted. Email your ad to advertising@tricycle.org and cc ddclass@gpr4ads.com. A laser printout for proofing is required (no photocopies). If you email your ad, send us a proof by regular mail.



DISPLAY CLASSIFIED AD

BOXED & CENTERED
CLASSIFIED AD

TEXT CLASSIFIED ADS

TERMS

All text classifieds must be prepaid in full, for all issues ordered. Ad copy must be accompanied by prepayment by the deadlines below. Ads run in multiple issues must be run consecutively using the same ad copy. For categories, please see previous Display Classified page.

SUBMISSION

Submit and pay for your text classifieds at <http://bit.ly/tri-class>. Contact us to pay by check.

ISSUE	DEADLINE	PUB DATE
WINTER 2020	AUG. 11, 2020	NOV. 1, 2020
SPRING 2021	NOV. 16, 2020	FEB. 1, 2021
SUMMER 2021	FEB. 17, 2021	MAY 1, 2021
FALL 2021	MAY 11, 2021	AUG. 1, 2021
WINTER 2021	AUG. 12, 2021	NOV. 1, 2021

TEDS

DICALS

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BUDDHIST

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1-4400

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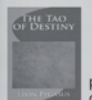
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BOOKS & PERIODICALS

Read
The Tao of Destiny
by Leon Pegasus



paperback
or ebook

Get it on Amazon!

To Kiss What
Cannot Be Kissed ...



...and every secret
corner of
your being
unfolds into
seamless
sky ...

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poems from the
twinkled
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For more information visit -
www.MeditationEducation.info

In the Footsteps of the Buddha
& in the Eleven Directions

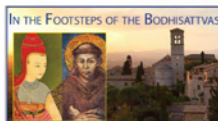
Mindful and Transformative journeys
with our specialist guides since 1988

*Indonesia: Borobudur and Bali:
January 7-15, 2019 Led by Shantam Sethi
*Kumbh Mela Retreat:
February 6-11, 2019 Led by Shantam Sethi
*In the Footsteps of the Buddha:
February 12-25, 2019 Led by Shantam Sethi
*Bhutan: April 10-20, 2019 Led by Shantam Sethi

... more journeys through the year in
Bhutan, India, Nepal, Myanmar, Sri Lanka,
Vietnam & other destinations of Asia

info@buddhapath.com
info@elevendirections.com
www.buddhapath.com / www.elevendirections.com

Well Being Retreat Center.
Yoga & wellness workshops, nondual
meditation, silent retreats, residency
opportunities, sabbaticals & personal
retreats, dokusans 160-acre river
frontage.
557 Narrows Rd, Tazewell, TN 37879;
(423) 626-9000;
patty@wellbeingcc.org;
www.WellBeingRetreatCenter.org

A Buddhist Retreat in Assisi, Italy
June 23 - 30, 2019

This retreat is based on the lives and
teachings of Buddhist sage Shantideva and
St. Francis of Assisi, who both exemplify the
compassion of the bodhisattva. The program
includes meditation, contemplations, talks,
and several excursions to the nearby city of
Assisi and other pilgrimage sites.

For details and enrollment:
www.footstepsretreats.com
sylviabercovic@gmail.com

TEXT CLASSIFIED AD



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DHARMA DIRECTORY

Help our readers locate your center, sangha, or meditation group. Wherever they go, there you are!

RATES

\$200 for listings in 4 issues/1 year. All Directory listings are done on a prepaid basis.

SUBMISSION

To submit your listing, please visit <http://bit.ly/TRI-DD>.

ISSUE	DEADLINE	PUB DATE
WINTER 2020	AUG. 11, 2020	NOV. 1, 2020
SPRING 2021	NOV. 16, 2020	FEB. 1, 2021
SUMMER 2021	FEB. 17, 2021	MAY 1, 2021
FALL 2021	MAY 11, 2021	AUG. 1, 2021
WINTER 2021	AUG. 12, 2021	NOV. 1, 2021

The
D H A R M A
D I R E C T O R Y

Learn more about Buddhist practice and locate centers in your area.

NORTHEAST

- American Buddhist Shin Gum Do Association**
203 Chestnut Hill Ave.
Brighton (Boston), MA 02135
(617) 787-1506
info@shingumdo.org
www.shingumdo.org
Shin Gum Do Founding Master;
Great Zen Master Chang Sik Kim.
Zen meditation, martial arts - classes
& residential.
- Barre Center for Buddhist Studies**
149 Lockwood Rd
Barre, MA 01005
(978) 355-2347
contort@buddhistinquiry.org
www.buddhistinquiry.org
Multi-traditional Buddhist study &
practice. Residential and online.
- Bodhi Path Martha's Vineyard**
West Tisbury, MA
marthavineyard@bodhipath.org
www.bodhipath.org
Other location at Bodhi Path
New York City, 14th Shamar Rinpoche,
Spiritual Founder.
Main practice Meditation/Mind
Training-Lojong.
- The Boston Center for Contemplative Practice**
796 Beacon Street
Newton, MA 02459
(617) 435-6641
info@thebocp.com; www.thebocp.com
Director - Noel Coskley.
Multiple paths and teachers, Rime.
- Boundless Way Zen**
Throughout New England
www.boundlesswayzen.org
Shikantaza, Kuan practice,
Dokusan & Sesshins.
- Cambridge Insight Meditation Center**
331 Broadway, Cambridge, MA 02139
(617) 441-9038
office@cambridgainsight.org
www.cambridgainsight.org
Guiding Teachers: Larry Rosenberg,
Narayan Lieberman. Non-residential
Vipassana retreats, workshops, classes.
- Cambridge Zen Center**
199 Auburn Street
Cambridge, MA 02139
(617) 578-3229
director@cambridgezen.org
<http://cambridgezen.org>
Zen Master Bon Yoon. Daily practice,
monthly retreats, millennial zen group,
workshops.
- Copper Beech Institute**
303 Tunna Road
West Hartford, CT 06107
(860) 760-9750
info@copperbeechinstitute.org
www.copperbeechinstitute.org
Brandon Nappi. Mindfulness &
contemplative practice, retreats, courses,
workshops, meditation groups.
- Insight Meditation Society—The Retreat Center**
1230 Pleasant Street, Barre, MA 01005
(978) 355-4378
rc@dharma.org; www.dharma.org
Insight and lovingkindness meditation
retreats.
- Wanderwell Mountain Refuge**
253 Philbrick Hill Road
Springfield, NH 03284
(603) 763-0204
info@wanderwellrefuge.org
www.wanderwellrefuge.org
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Buddhist meditation and retreat center

MIDDLE ATLANTIC

- Bodhi Path Retreat Center**
12 Bodhi Path
Natural Bridge, VA 24578
(540) 464-5117
naturalbridge@bodhipath.org
www.bodhipath.org
14th Shamar Rinpoche, Spiritual
Founder.
Main practice Meditation/Mind
Training-Lojong.
- Bodhi Path Washington D.C. Metro Area**
Rockville, MD
dcmetro@bodhipath.org; www.bodhipath.org
Other locations at Bodhi Path:
Philadelphia, PA & Natural Bridge, VA.
14th Shamar Rinpoche, Spiritual
Founder. Main practice Meditation/Mind
Training-Lojong.
- Cold Mountain Sangha**
1322 Martine Avenue
Plainfield, NJ 07060
(908) 668-4413
coldmountainsangha@gmail.com
www.coldmountainsangha.org
Kankun Kurt Spellmeyer,
Rinzai/Obaku Zen.
- Great Wind Zendo**
52 West Broadway Street
Danville, IN 46122
greatwindzen@gmail.com
www.greatwindzen.org
A place for zen meditation.
- Jissaji Zen Ann Arbor**
2711 Carpenter Rd
Ann Arbor, MI 48108
(248) 202-3102
jissajizen@gmail.com
www.jissajizen.org
Taikodo Marta Dabin.
Soto Zen - Suzuki/Katagiri lineage.
- Minnesota Zen Meditation Center**
3343 E. Calhoun Parkway
Minneapolis, MN 55408
(612) 822-5313
info@mnzmc.org
www.mnzmc.org
Soto Zen Buddhism.
- Rime Buddhist Center**
700 West Pannway
Kansas City, MO 64108
(816) 701-7073
info@rimecenter.org
www.rimecenter.org
Lama Matt Rice.
Meditation: Monday, Tuesday,
Wednesday, Thursday, 7pm.
Sundays: Servical Practice, 10:30am
- Rooted in Mindfulness**
4040 N. Calhoun Rd.
Brookfield, WI 53005
Support@rootedinmindfulness.org
www.rootedinmindfulness.org
Jesse Foy. Greater Milwaukee
insight meditation community.
- Udumbara Zen Sangha - Evanston**
1330 Ridge Ave
Evanston, IL 60201
(847) 475-3264
udumbara@udumbara.org
www.udumbara.org
Sansei Tricia Teater.
Regular zazen practice & study
schedule; Bodhinatta, chaplaincy,
priest training/ordination.
- Zen Life & Meditation Center, Chicago**
38 Lake St.
Oak Park, IL 60302
(708) 689-1220
info@zlmc.org; <http://zlmc.org>
Roshi Robert Joshin Althouse.
Zen meditation, classes,
retreats, workshops.

GET IN TOUCH

For rates and general reservation-related inquiries, contact tricycle@gpr4ads.com. For Dharma Directory or classified information, contact ddclass@gpr4ads.com. Goodfellow Publishers' Representatives can be reached at (510) 548-1680.

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WINTER 2021	AUG. 12, 2021	NOV. 1, 2021



WEB & DIGITAL ADVERTISING



WEB ADS

OPTION A: WEB AD PACKAGE

Our most popular option. For one price you get all of the ad sizes below, located throughout tricycle.org maximizing your impressions and clicks.

INCLUDES

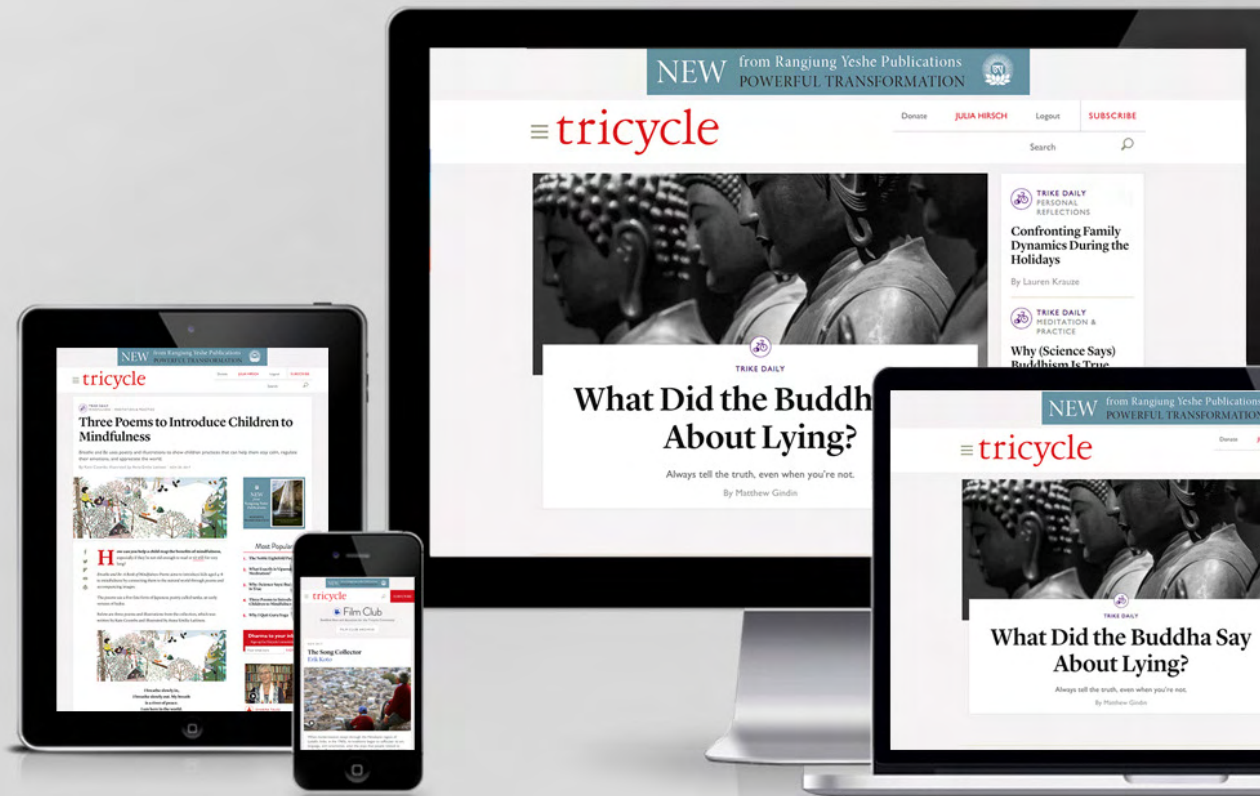
Horizontal banner: Appears at the top of each page and also repeated towards the bottom of the homepage, primary landing pages, and archive pages.

Square tile: Appears on our interior articles (magazine and blog) and Film Club pages.

OPTION B: A LA CARTE

INCLUDES

Square tile: Appears on our interior articles (magazine and blog) and Film Club pages only.



ONLINE TRAFFIC

Tricycle.org has online advertising opportunities to reach seasoned practitioners and curious beginners who visit our website each month. Our site averages **225,000** monthly visits, with 2.5 page views per visit.

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WEB AD SPECS

SQUARE TILE: 300W x 250H



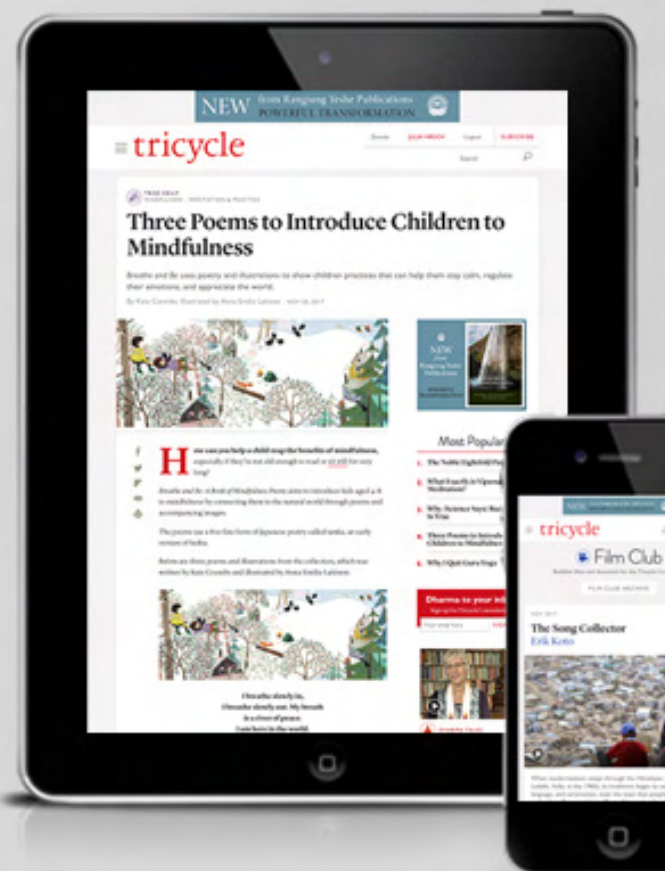
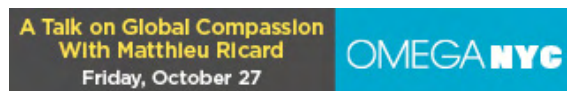
DESKTOP BANNER: 728W x 90H



MOBILE A: 640W x 100H



MOBILE B: 320W x 50H



EMAIL & SOCIAL

DAILY DHARMA EMAILS

This brief inspirational daily message derived from a Buddhist teacher or text is delivered to 65k recipients every day.

WEEKLY NEWSLETTER

Our weekly e-newsletter, sent every Saturday to 61k recipients, is how we stay in touch with those who want to learn about *Tricycle's* latest stories, articles, films, and events.

DEDICATED EMAIL

1 email announcement to our “learn more” list of 61k recipients.

FACEBOOK

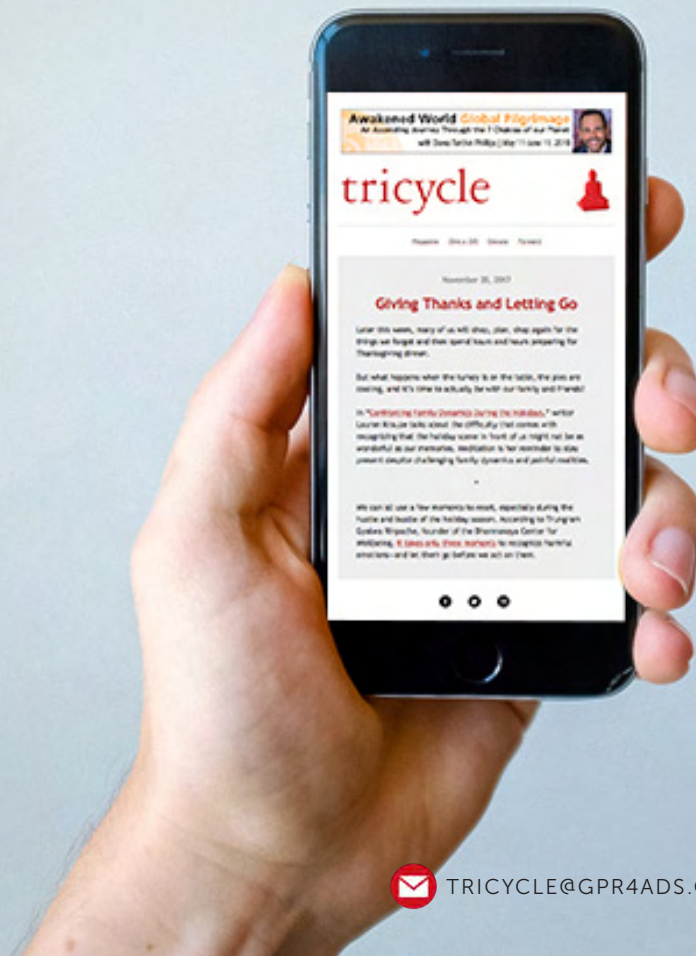
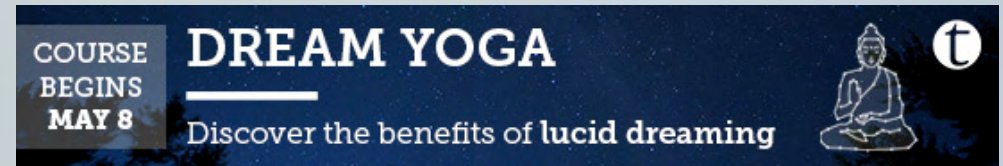
1 post shared with our 139k Facebook fans. (Optional boosting available.)

Note: All dedicated emails and Facebook posts are subject to approval by Tricycle staff before reserving.

EMAIL AD SPECS

EMAIL BANNER FOR WEEKLY NEWSLETTER AND DAILY DHARMA

550W x 90H



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TRICYCLE TALKS

Our monthly podcast with leading Buddhist thinkers reaches an average of **12k listeners** across iTunes, SoundCloud, Spotify, and Insight Timer.

WHAT'S INCLUDED

- 1) Web Ad Package A for one month
- 2) Mention in the Tricycle Talks monthly podcast
- 3) A "Sponsored by X" link on the Podcast webpage
- 4) If a podcast gets mentioned in an email, a "Sponsored by X" link will appear

SPECIFICATIONS

- 1) 150 maximum word script, to be read by podcast host
- 2) Web Package A: 4 web files and web addresses (refer to web rate card for complete specs)
- 3) Web address for the "Sponsored by X" links.

DEADLINE

Podcasts are released mid-month. All materials and prepayment due the 15th of the month before the podcast will be released. *Podcast sponsorships require prepayment.*



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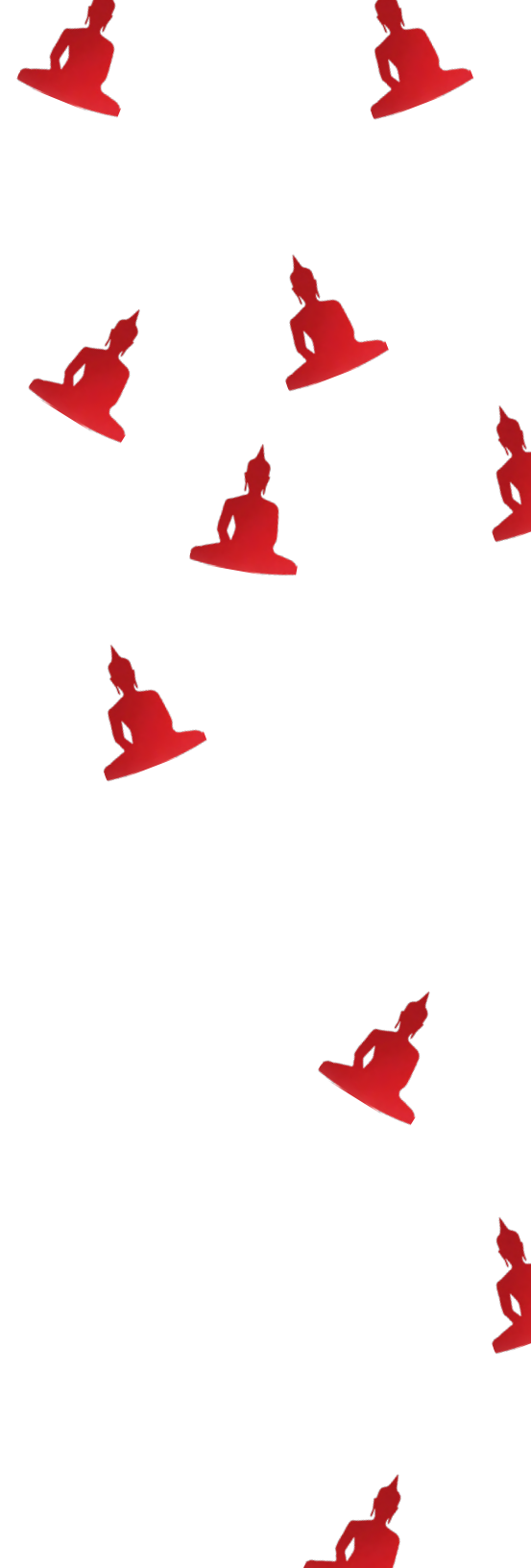
PODCAST SPONSORSHIPS

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GET IN TOUCH

For rates and any web or email advertising-related questions, contact Goodfellow Publishers' Representatives at tricycle@gpr4ads.com or (510) 548-1680.



TRADE PARTNERSHIPS



OUTREACH & EVENTS

Tricycle reaches a community of readers socially and creatively engaged in Buddhist practice. Over the years, Tricycle has hosted or sponsored a number of programs and events at local and international centers that educate, entertain, and inspire. Our events have included an impressive cast of writers, teachers, and contributing editors, including Mark Epstein, Stephen Batchelor, Daniel Goleman, and Sharon Salzberg. We welcome trade partnerships in the form of media sponsorships (see right). Examples of past sponsored events include:

- CHANGE YOUR MIND DAY
- TRICYCLE BOOK READINGS AND LAUNCH PARTIES
- BUDDHAFEST FILM FESTIVAL
- BUDDHIST GEEKS CONFERENCE
- NEW YORK UNIVERSITY'S MINDFULNYU EVENTS
- BUDDHIST CONTEMPLATIVE CARE SYMPOSIUM
- ONLINE SUMMITS WITH SOUNDS TRUE AND SHAMBHALA MOUNTAIN CENTER



EDITORIAL@TRICYCLE.ORG

MEDIA SPONSORSHIP

SPONSORSHIP EXCHANGE INCLUDES

3 months online ads (\$2,145 value)

1 dedicated email to our "learn more" list of 61k recipients (\$1,100 value)

2 Facebook posts shared with our 139k fans (\$2,600 value)





HOSTING AN EVENT?

Tricycle is always looking for opportunities to sponsor or host events. We provide complimentary magazines to events and conferences throughout the year in all locations over the world.

Email us at editorial@tricycle.org to find out more.



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