



# **Tricycle** The Buddhist Review

MEDIA KIT



# OUR MISSION

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## 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

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*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

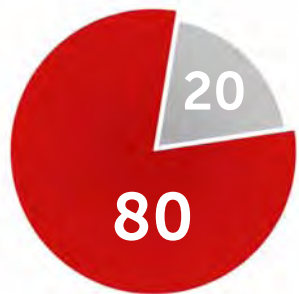
## MISCELLANEOUS

**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



**250k** Monthly web visitors



**146k** Facebook followers



**98k** Email recipients

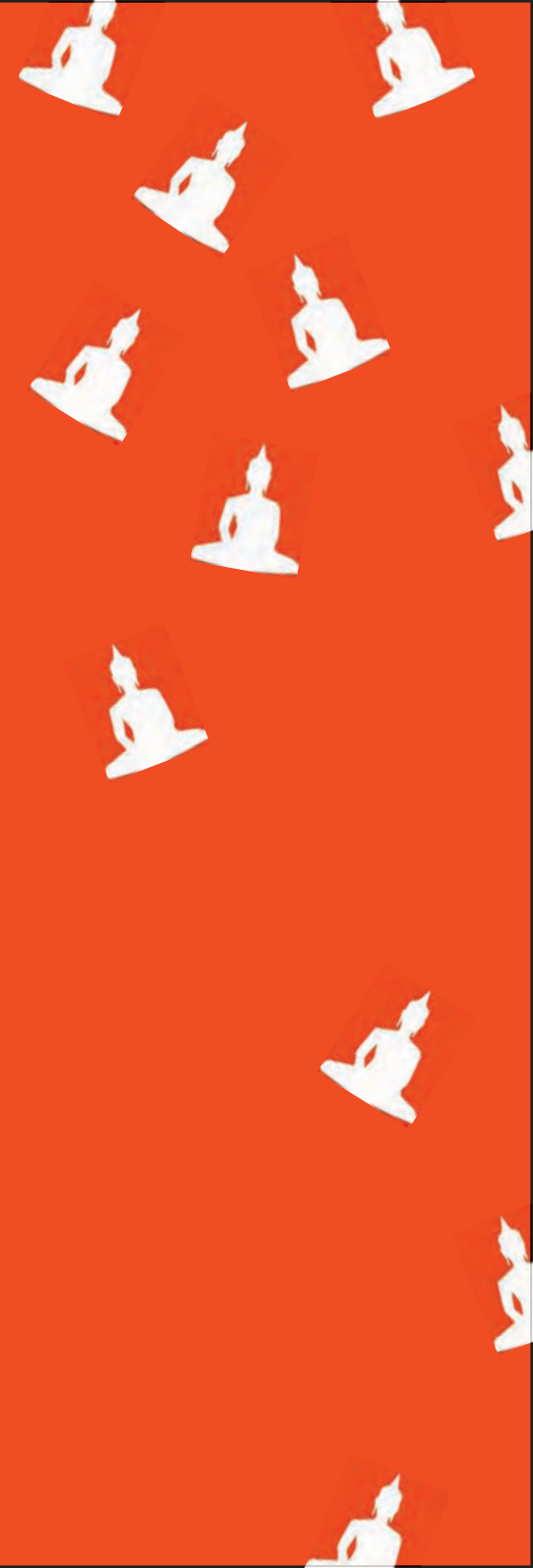


**69k** Twitter followers



# PRINT ADVERTISING

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# GET IN TOUCH

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

ISSUE	RESERVATION	MATERIALS	PUB DATE
WINTER 2022	AUG. 9, 2022	AUG. 24, 2022	NOV. 1, 2022
SPRING 2023	NOV. 15, 2022	DEC. 1, 2022	FEB. 1, 2023
SUMMER 2023	FEB. 9, 2023	FEB. 24, 2023	MAY 1, 2023
FALL 2023	MAY 9, 2023	MAY 24, 2023	AUG. 1, 2023
WINTER 2023	AUG. 15, 2023	AUG. 30, 2023	NOV. 1, 2023



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(510) 548-1680

thing is bizarre. Kelsang is good. He is smart. He is a good practitioner. Many Tibetans who I met they don't understand they knew him, but no idea what he is doing. I'm convinced that if Trijang is alive, he would disappear because of his former pupil, Rinpoche very well, and would be positively heretic. It's inconceivable that he would this to happen."

...when Ani Jamgon left wanted to remain a nun and a new teacher, who now teaches Kongsal Rinpoche, who belongs to the Kama movement. Jamgon was touched when she heard of a teaching and was not used to worry about her disciple of Kongsal Rinpoche. "He is not a heretic," she



THE MINDFUL  
CONTINUED FROM PAGE 40

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 Zongqian), 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 Diamond 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 Mañjuśrī, Yixuan, Longshun, and Hongxi.

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 bodhidharma 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."

*Louise Sacher, a licensed psychotherapist, and Tanya Kjolseth 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 Buddhist accredited retreats grounded in Zen meditation with a focus on the unconscious dynamics described in this article. Sacher and Kjolseth, husband and wife, have been practicing together for over 45 years. Learn more at [totalbuddhism.org](http://totalbuddhism.org).*

**Windhorse Seminars**  
with Dharma Fleet Mauli

**Multidimensional Emotional Intelligence (MEEI)**  
Training for Compassionate Communication, Authentic Relationship and Mutual Leadership.

**2018-2019**

**Beating Witness Retreat**  
Nov 5-9, 2018 | Asheville-Bikepark

**Basic Goodness I** | Nov 9-11, 2018 | Knoxville, TN

**Mahamudra Retreat** | Nov 24-29, 2018 | Barre, 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

**Teaspoon & Skullcap Sesshin** | Apr 1-3, 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.FleetMauli.com](http://www.FleetMauli.com)

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the evolution of the meditation bench  
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"unexpectedly comforting."  
"groundbreaking."

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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.



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# DISPLAY CLASSIFIED SPECS

ISSUE	RESERVATION	MATERIALS	PUB DATE
WINTER 2022	AUG. 9, 2022	AUG. 24, 2022	NOV. 1, 2022
SPRING 2023	NOV. 15, 2022	DEC. 1, 2022	FEB. 1, 2023
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FALL 2023	MAY 9, 2023	MAY 24, 2023	AUG. 1, 2023
WINTER 2023	AUG. 15, 2023	AUG. 30, 2023	NOV. 1, 2023

## 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](mailto:advertising@tricycle.org) and cc [ddclass@gpr4ads.com](mailto:ddclass@gpr4ads.com). A laser printout for proofing is required (no photocopies). If you email your ad, send us a proof by regular mail.



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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	CLASSIFIED DEADLINE	PUBLICATION DATE
WINTER 2022	AUG. 9, 2022	NOV. 1, 2022
SPRING 2023	NOV. 15, 2022	FEB. 1, 2023
SUMMER 2023	FEB. 9, 2023	MAY 1, 2023
FALL 2023	MAY 9, 2023	AUG. 1, 2023
WINTER 2023	AUG. 15, 2023	NOV. 1, 2023

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	DIRECTORY DEADLINE	PUBLICATION DATE
WINTER 2022	AUG. 9, 2022	NOV. 1, 2022
SPRING 2023	NOV. 15, 2022	FEB. 1, 2023
SUMMER 2023	FEB. 9, 2023	MAY 1, 2023
FALL 2023	MAY 9, 2023	AUG. 1, 2023
WINTER 2023	AUG. 15, 2023	NOV. 1, 2023



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# GET IN TOUCH

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

ISSUE	RESERVATION	MATERIALS	PUB DATE
WINTER 2022	AUG. 9, 2022	AUG. 24, 2022	NOV. 1, 2022
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WINTER 2023	AUG. 15, 2023	AUG. 30, 2023	NOV. 1, 2023



# WEB & DIGITAL ADVERTISING

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# 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

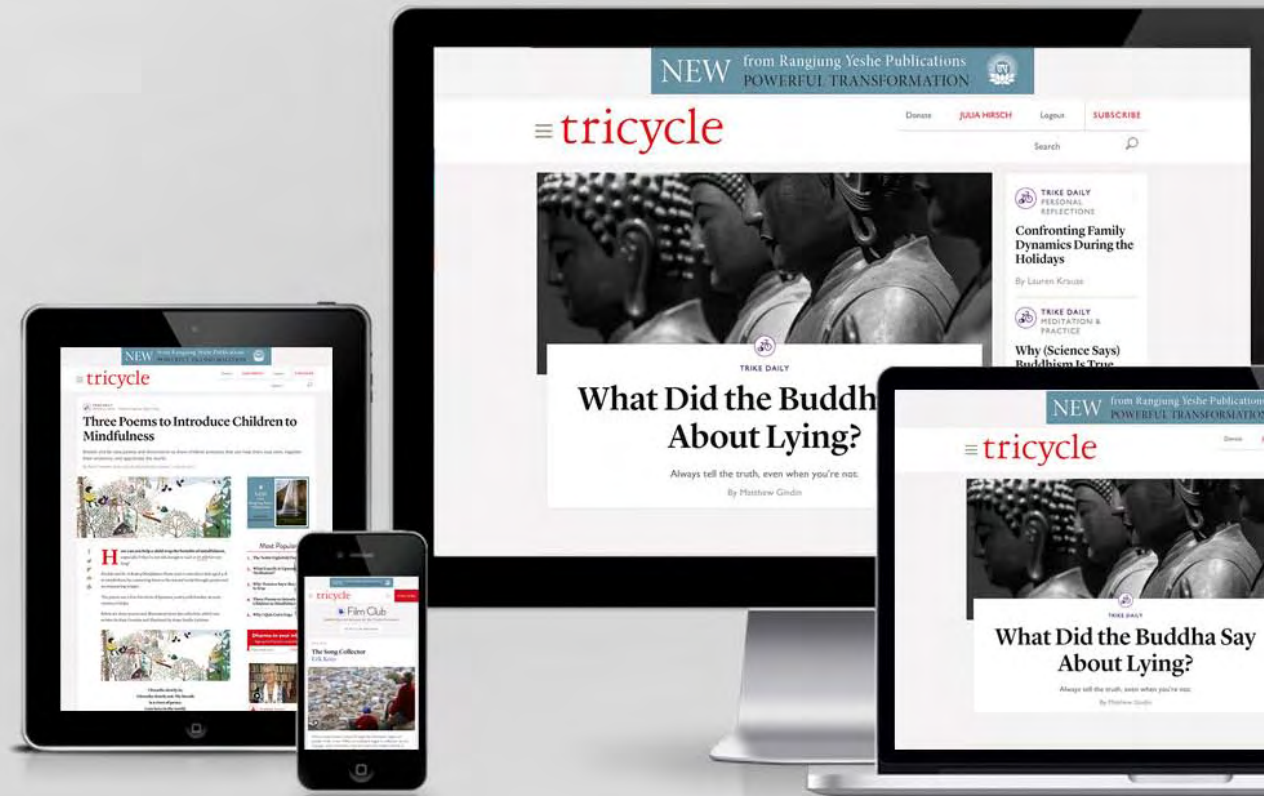
**Horizontal banner:** Appears at the top of each page and also repeated towards the bottom of the homepage, primary landing pages, and archive pages.

**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 **675k** monthly page views (**250k** monthly visitors, 2.7 page views per visit).

ARE YOU A CURRENT PRINT ADVERTISER? RECEIVE **10% OFF** WEB ADS



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# WEB AD SPECIFICATIONS & TERMS

## SPECIFICATIONS

**SQUARE TILE:** 300W x 250H pixels



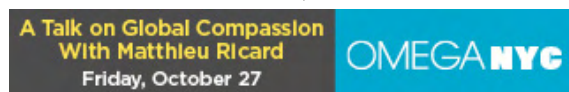
**DESKTOP BANNER:** 728W x 90H pixels



**MOBILE A:** 640W x 100H pixels



**MOBILE B:** 320W x 50H pixels



## SPECS & SUBMISSION

All web ads are in rotation with other ads. No web ads appear on our E-book and Dharma Talk pages.

Prepayment required by start of ad run. Ads take at least 2 full business days from date of submission and payment to go live.

Send materials to [tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com) (as attachments, not "inline") in any of these formats: jpeg, gif or flash along with the URL for hotlinks for each ad. If animated, ad has a maximum animation length of 15 seconds from first to last frame, no continuous looping. All web sizes are measured in pixels. Max file size: 512kb.

**Note:** Clients who run "Option A: Web Ad Package" need to send all four ad files pictured here.



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# EMAIL & SOCIAL

## DAILY DHARMA EMAILS

This brief inspirational daily message derived from a Buddhist teacher or text is delivered to 98.8k recipients every day.

## WEEKLY NEWSLETTER

Our weekly e-newsletter, sent every Saturday to 65.6k recipients, is how we stay in touch with those who want to learn about *Tricycle's* latest stories, articles, films, and events.

## FACEBOOK

**1 post** shared with our 146k Facebook fans. (Optional boosting available.)

Facebook posts are subject to approval by Tricycle Staff. Contact us for specifications.

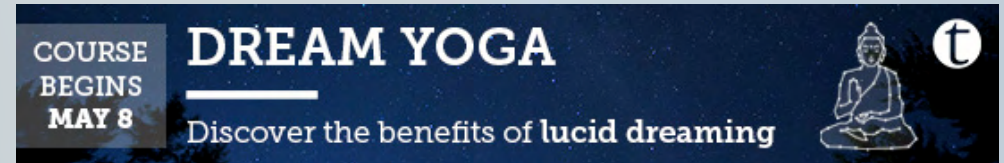
## THREE TEACHINGS EMAIL

A weekly e-newsletter sent out every Thursday to 56,800 recipients spotlighting timeless wisdom from our 30-year archive. It includes three gems of wisdom mined from our extensive archives.

## EMAIL AD SPECS

EMAIL BANNER FOR WEEKLY ENEWSLETTER, DAILY DHARMA & THREE TEACHINGS EMAIL

1000W x 163H pixels



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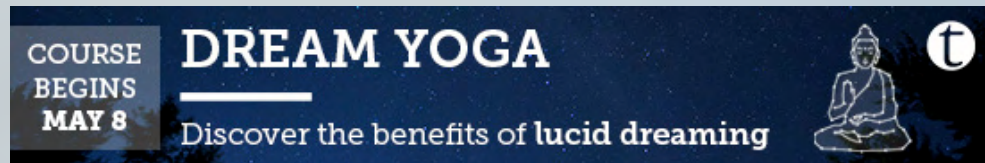
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# EMAIL SPECIFICATIONS & TERMS

## SPECIFICATIONS

EMAIL BANNER FOR WEEKLY ENEWSLETTER, DAILY DHARMA  
& THREE TEACHINGS EMAIL

1000W x 163H pixels



## GENERAL

All email ads require prepayment. Email ads are not rotated and have limited availability. Due to the limited availability of our email ads, contact us early with payment, files and what dates you would like to run to secure your dates and reservation.

Send email ad materials to [tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com) (as attachments, not "inline") as either jpeg or gif (static) along with the URL for your hotlink. Max file size: 512kb.

**Daily Dharma:** Materials and payment due at least 5 full business days before you wish to start. Ad can start on any day of the week, for 7 consecutive days in same location.

**Weekly Newsletter:** Materials and payment due no later than the Tuesday prior to the Saturday you'd like to run your ad campaign.

**Three Teachings Email:** Materials and payment due no later than the Friday prior to the Thursday you'd like to run your ad campaign.



# LEARN MORE EMAIL SPONSORSHIPS

Since 2016, Tricycle has offered online courses with top Buddhist teachers around the world. Our Learn More emails keeps our audience up-to-date on Tricycle current course offerings, as well as announcements for events and special projects. Our Learn More Sponsorships include an image, link and brief copy. They appear in the middle of the email.

**Recipients: 54,943**

**Contact [tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com) (510) 548-1680 for rates**

Sent out once a week, normally on Tuesdays  
(*contact us early for exact date*)

## SPECIFICATIONS

Materials, URL and prepayment due 10 full business days before the Learn More Email is scheduled. Goes out every Tuesday.

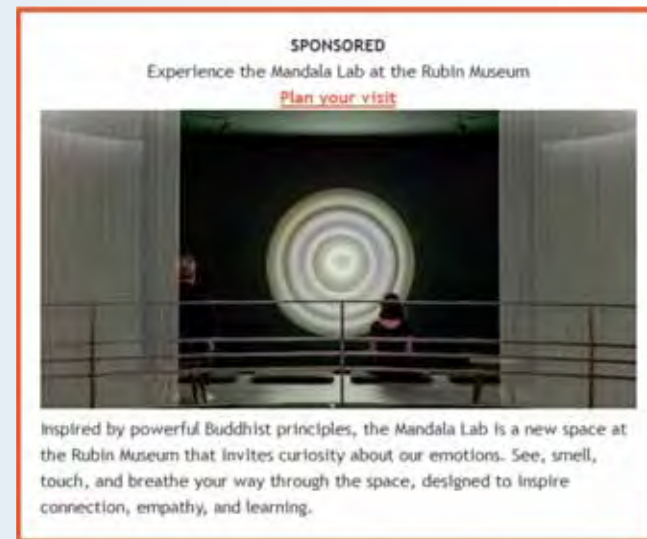
Send materials to [tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com)

- 3 lines of brief information to appear above image:  
Company name, Link to your website and date if applicable. Must include link and company name.

(Specifications continued)

- Image: 800 pixels wide by 400 pixels high (max file size 512kb) - static jpg or png file. Send image as an email attachment (not in the body of an email).
- 40 words of description to appear below your image.

All Learn More Sponsorships are subject to approval by the Publisher. Please contact us early for pre-approval. They are offered on a first come, first served basis (one per email). We cannot accept sponsorships advertising online courses at this time.



(Sample,  
not to size)

For a complete sample Learn More email with a Sponsorship visit: <https://bit.ly/TRILM>



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## TRICYCLE TALKS

Our monthly podcast with leading Buddhist thinkers reaches an average of **16k listeners** across iTunes, SoundCloud, Spotify, and Insight Timer. Two podcasts released each month around the 15<sup>th</sup> and 27<sup>th</sup>.

## 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) 100 words maximum script, to be read by podcast host (must be under one minute spoken.)
- 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

Materials due 30 days before Podcast release date.

*Podcast sponsorships require prepayment & Tricycle Staff approval.*

# PODCAST SPONSORSHIPS





# GET IN TOUCH

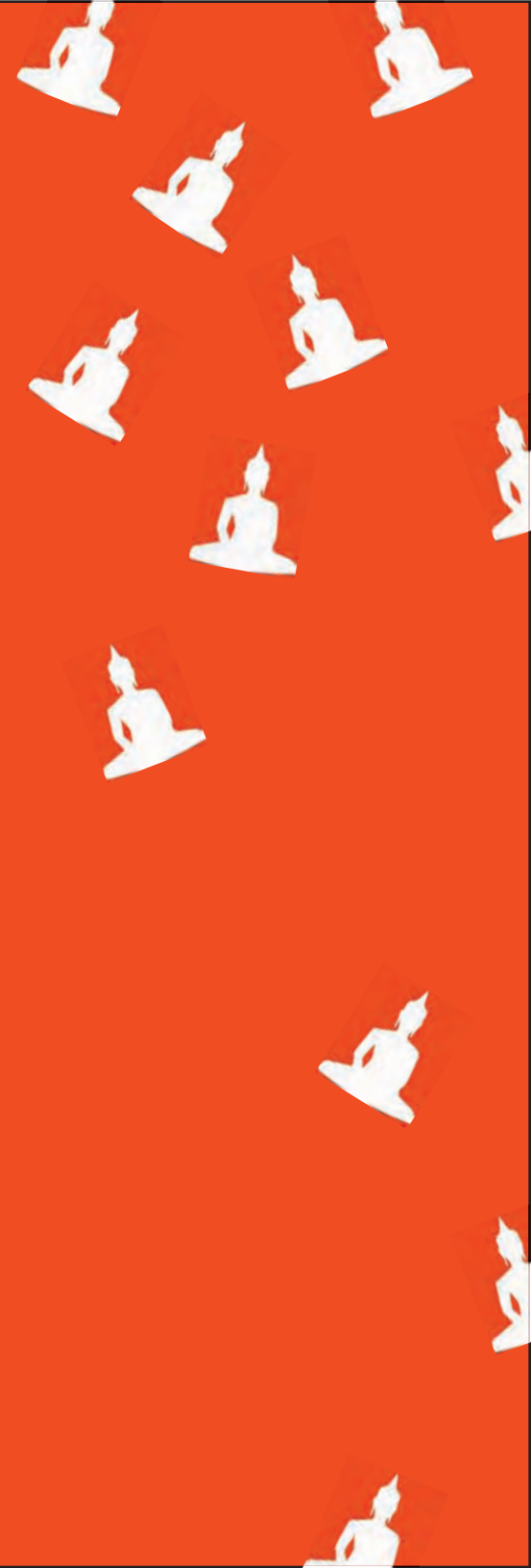
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For rates and any web or email advertising-related questions, contact Goodfellow Publishers' Representatives at [tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com) or (510) 548-1680.



# TRADE PARTNERSHIPS

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# OUTREACH & EVENTS

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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

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## SPONSORSHIP EXCHANGE INCLUDES


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

**1 dedicated email** to our "learn more" list of 61k recipients (\$1,500 value)

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







## HOSTING AN EVENT?

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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](mailto:editorial@tricycle.org) to find out more.





# GET IN TOUCH

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For any advertising-related questions, contact  
Goodfellow Publishers' Representatives at  
[tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com) or (510) 548-1680.