



# **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*



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**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

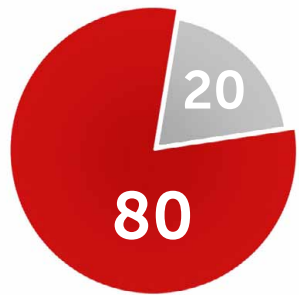
## IN THE NEXT 3 YEARS, READERS PLAN TO:

**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

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**87%** Prefer eco-friendly products  
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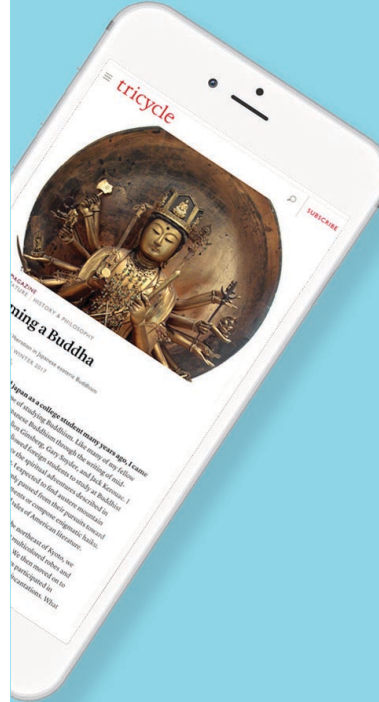
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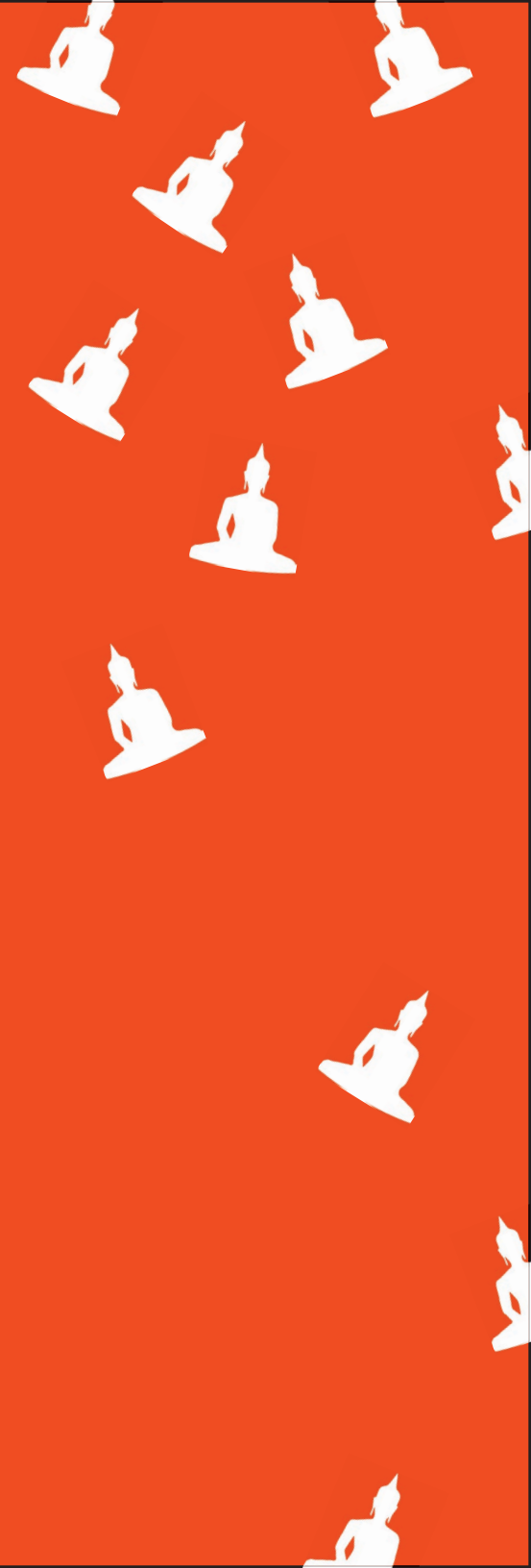


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thing is bizarre. Kelsang is good. He is smart. He is a good practitioner. "Many Tibetans who thought they knew him, but no idea what he is doing," convinced that if Trijang were alive, he would disappear because of his former pupil. Rinpoche very well, and would be positively horrified if he were alive now. It's inconceivable that he would this to happen. When Ani Jamgyal left wanted to remain a nun a new teacher, who reordained 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 once Kelsang Gyatso in me a disciple of Kongtrul Rinpoche are not sectarian," she



THE MIND'S DRAGONS  
CONTINUED FROM PAGE 49

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." ☸

*Lawson Sachtler, a licensed psychotherapist, and Sunya Kjolbede 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. Sachtler and Kjolbede, husband and wife, have been practicing together for over 45 years. Learn more at windhorsezen.org.*

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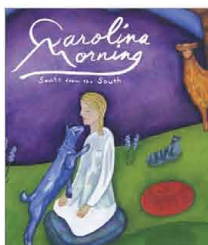
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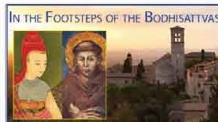
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(847) 475-3264  
[udumbara@udumbara.org](mailto:udumbara@udumbara.org)  
[www.udumbara.org](http://www.udumbara.org)  
Sensei Tricia Teater.  
Regular zazen practice & study  
schedule; Bodhisattva, chaplaincy,  
priest training/ordination.
- **Zen Life & Meditation Center,  
Chicago**  
38 Lake St.  
Oak Park, IL 60302  
(708) 689-1220  
[info@zlmc.org](mailto:info@zlmc.org); <http://zlmc.org>  
Roshi Robert Joshin Althouse.  
Zen meditation, classes,  
retreats, workshops.



# 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
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



# 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

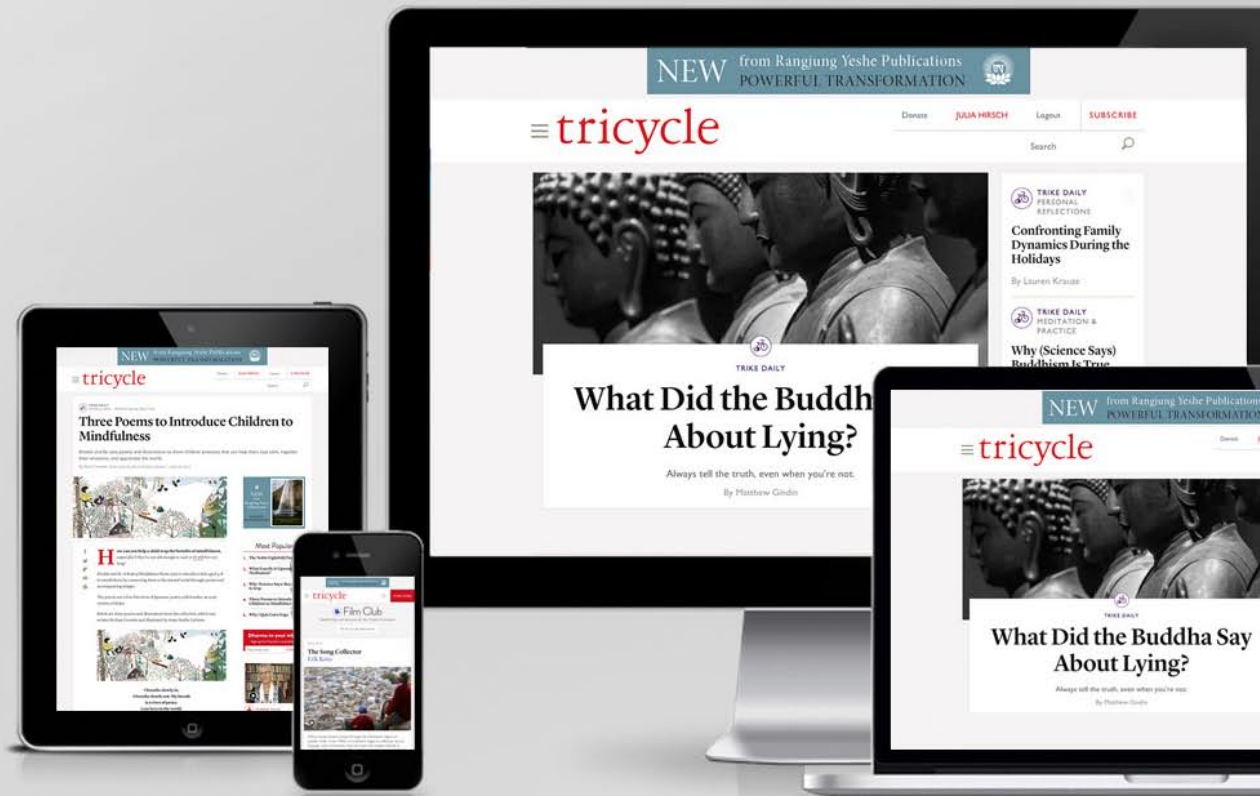
**Horizontal banner:** Appears at the top of each page and also repeated towards the bottom of the homepage, primary landing pages, and archive pages.

**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 **250,000** monthly visits, with 2.7 page views per visit.

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



TRICYCLE@GPR4ADS.COM



(510) 548-1680

# WEB AD SPECIFICATIONS & TERMS

## SPECIFICATIONS

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



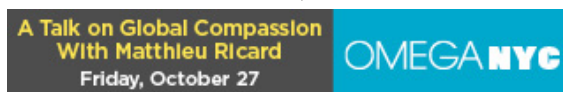
**DESKTOP BANNER:** 728W x 90H pixels



**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.



# 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.

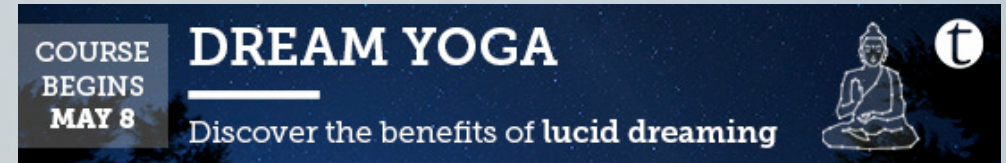
## THREE TEACHINGS EMAIL

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



TRICYCLE@GPR4ADS.COM



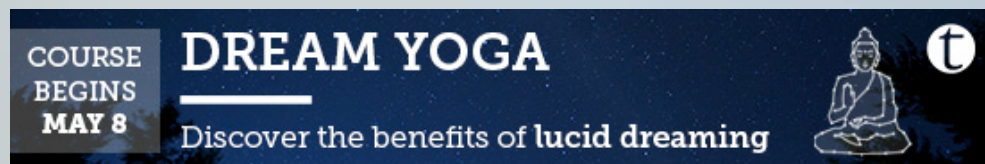
(510) 548-1680

# 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.

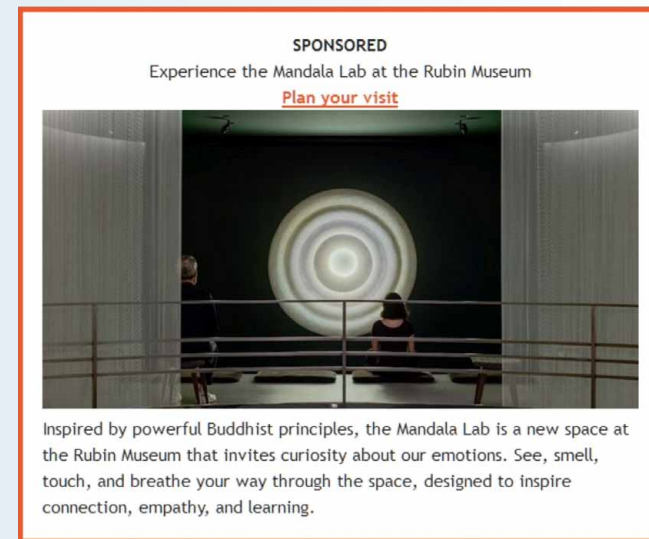
Send materials to [tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com)

- 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>



TRICYCLE@GPR4ADS.COM



(510) 548-1680



## 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

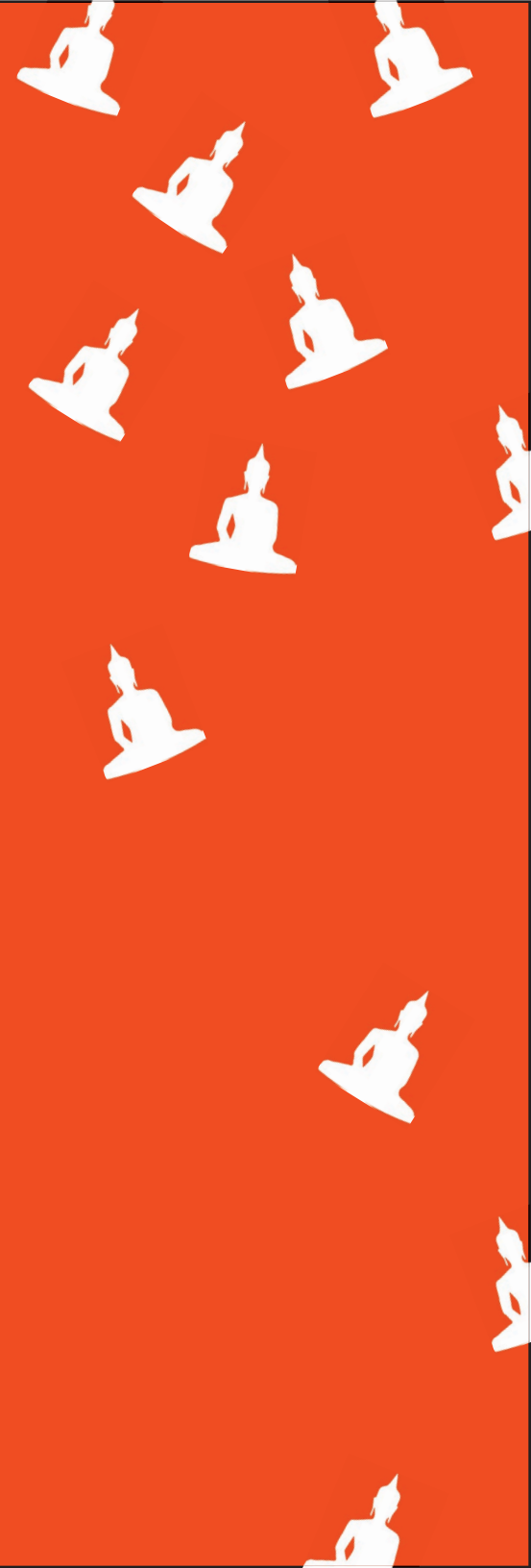
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For rates and any web or email advertising-related questions, contact Goodfellow Publishers' Representatives at [tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com) or (510) 548-1680.



# 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.

