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

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GET IN TOUCH

TRICYCLE@GPR4ADS.COM  (510) 548-1680
AD SPECIFICATIONS

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<tr>
<th>AD SIZE</th>
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<td>1/3 SQUARE</td>
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<td>1/4 PAGE</td>
<td>3-1/4&quot;</td>
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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.

TRICYCLE@GPR4ADS.COM   (510) 548-1680
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

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CATEGORIES

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.
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

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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.

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

ARE YOU A CURRENT PRINT ADVERTISER? RECEIVE 10% OFF WEB ADS
WEB AD SPECIFICATIONS & TERMS

SPECIFICATIONS

SQUARE TILE: 300W x 250H pixels

A Talk on Global Compassion With Matthieu Ricard
Renowned Buddhist teacher and best-selling author

Friday, October 27, 8 p.m.
Symphony Space
OMEGA NYC

DESKTOP BANNER: 728W x 90H pixels

A Talk on Global Compassion With Matthieu Ricard
October 27

MOBILE A: 640W x 100H pixels

A Talk on Global Compassion With Matthieu Ricard
October 27

MOBILE B: 320W x 50H pixels

A Talk on Global Compassion With Matthieu Ricard
Friday, October 27

OMEGA NYC

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 (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 enewsletter 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
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 (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 (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

• 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.

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

(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.
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 monthly, on the second and fourth Wednesdays each month.

WHAT’S INCLUDED
1) Mention in the Tricycle Talks monthly podcast
2) A “Sponsored by X” link on the Podcast webpage
3) 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 address for the “Sponsored by X” links.

DEADLINE
Materials due 30 days before Podcast release date.
*Podcast sponsorships require prepayment & Tricycle Staff approval.*

BONUS OFFER!
15% off our Web Banners on Tricycle.org to Podcast sponsors. (May not be combined with other offers)

TRICYCLE@GPR4ADS.COM  (510) 548-1680
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

MEDIA SPONSORSHIP

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)

EMAIL: EDITORIAL@TRICYCLE.ORG
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.
TERMS & CONDITIONS

CONTRACT & AD INFORMATION

All copy is subject to approval by publisher and Tricycle reserves the right to refuse any advertising without explanation. We do not accept advertorials. The publisher’s liability for any error will not exceed the cost of the space unit. The advertiser or advertising agency assumes liability for any and all claims that are a result of advertisements printed. If new copy is not furnished by advertiser by the materials deadline of any issue, then the publisher will repeat the last inserted advertisement.

Contracts must be completed within one full year from date of first insertion. Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. Ads not meeting specification requirements may be subject to work by Tricycle or its printer at Tricycle’s discretion and may be subject to a production fee. Alterations in copy and/or size will be charged to the advertiser.

BILLING

Prepayment: Accounts with no previous credit history with Tricycle or those in or those in non-US countries are required to make prepayment by the reservation deadline. All web/email ads must also be prepaid for all accounts. Publisher reserves the right to decline acceptance of any advertisements for which prepayment has not been received on or before the material deadline.

Billing: Payment is to be received in U.S. dollars within 30 days of invoice receipt. A 1.5% per month carrying charge will be added to delinquent bills.
GET IN TOUCH

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