

THE BUDDHIST REVIEW  
tricycle

**For Print Magazine, Web and Email Ad Rates Contact:**  
Goodfellow Publishers' Representatives  
(510) 548-1680  
[tricycle@gpr4ads.com](mailto:tricycle@gpr4ads.com)

**2018 Deadlines**

<u>ISSUE</u>	<u>RESERVATION DEADLINE</u>	<u>MATERIALS DEADLINE</u>	<u>PUBLICATION DATE</u>
<b>SPRING 2018</b>	November 10, 2017	December 1, 2017	February 1, 2018
<b>SUMMER 2018</b>	February 7, 2018	February 23, 2018	May 1, 2018
<b>FALL 2018</b>	May 14, 2018	May 29, 2018	August 1, 2018
<b>WINTER 2018</b>	August 13, 2018	August 28, 2016	November 1, 2018

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# Mission

***Tricycle: The Buddhist Review* is a nationally distributed mainstream quarterly dedicated to exploring the full range of Buddhist activity and its impact on American life. *Tricycle* appeals to anyone interested in social change, philosophy, psychology, and human potential. It brings rich historical, philosophical and artistic content to a general audience, many of whom do not consider themselves Buddhist.**

Through painting, photography, essays, interviews, stories and poetry, Tricycle makes Buddhist thought and principles accessible and meaningful to the general public. It publishes articles that are both topical and timeless, written by teachers, monks, scholars, and authors. Some of those who have graced our pages include:

H.H. the 14th Dalai Lama ▲ Katy Butler ▲ Pema Chodron ▲ Bruce Wagner ▲ Lama Surya Das  
Mark Epstein ▲ Natalie Goldberg ▲ Joseph Goldstein ▲ Thich Nhat Hanh ▲ Jon Kabat-Zinn  
Pankaj Mishra ▲ Joan Halifax ▲ Daniel Goleman ▲ Jack Kornfield ▲ Elaine Pagels ▲ Pico Iner  
Karen Armstrong ▲ Sharon Salzberg

*Tricycle* seeks to educate and involve readers in compassionate activities, understanding that contemplation, cooperation, creativity and service are roots for the flowering of Buddhist life in America.

We welcome advertising for books, music, DVDs, 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.

*Tricycle: The Buddhist Review* is published by The Tricycle Foundation, a not-for-profit educational corporation with 501 (c)(3) status, incorporated under the laws of the State of New York.

# Community Outreach

*Tricycle* is more than a magazine. It is a community of readers who are socially and creatively engaged in Buddhist practice. Both our readers and a broader audience of seekers participate in a number of *Tricycle* programs and events that educate, entertain and inspire.

What does this mean for you, our advertiser? It means increased exposure for your products and services beyond the magazine's subscriber and newsstand base. You can be sure that your ad will be seen at the events and programs *Tricycle* sponsors or participates in, such as:

**Change Your Mind Day** (sponsor): *Tricycle* hosts the West's most popular Buddhist teachers in a day of free meditation instruction in public parks in over 50 cities worldwide. Our events have attracted many thousands all over the world.

***Tricycle* Readings:** In conjunction with local bookstores, *Tricycle* presents readings with its impressive cast of writers and contributing editors, including Mark Epstein, Stephen Batchelor, Daniel Goleman, and Sharon Salzberg.

## **Other Events *Tricycle* Sponsors**

*Tricycle* provides complimentary magazines to events and conferences throughout the year in locations all over the world. More than 5,000 copies of *Tricycle* have been distributed in the past year to events such as:

- ♦ BuddhaFest Film Festival
- ♦ Buddhist Geeks Conference
- ♦ Rubin Museum of Art's Brainwave events
- ♦ New York University's MindfulNYU events
- ♦ Buddhist Contemplative Care Symposium
- ♦ Dozens of other events at dharma centers internationally

*Tricycle* is always looking for opportunities to sponsor or host events. Please e-mail [advertising@tricycle.org](mailto:advertising@tricycle.org) for more information.

# Demographics

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**SEX** Male 45% Female 54%

**Age** 57% between 40-59

## Household income

\$123,625 Average Household Income

75% earn over \$50,000

56% earn over \$75,000

40% earn over \$100,000

## Educational background

96% attended college

77% graduated from college

42% hold graduate degrees

15% hold doctoral degrees

## Tricycle readership habits

50% have subscribed for 3 or more years

59% read 3/4 or more of every issue

71% have visited tricycle.org

52% have requested info from or visited a website of a Tricycle advertiser

60% have bought a book, product, or service advertised in Tricycle

80% consider ads in Tricycle

## Tricycle readers are active practioners of:

84% Meditation

75% Mindfulness

45% Breathwork

41% Contemplation

31% Yoga

## Tricycle readers are avid travellers & seekers

Tricycle readers have taken an average of 4 trips in the last 3 years

61% have taken a trip outside the US in the last 3 years

*In the next 3 years, Tricycle readers plan on:*

57% attending a meditation retreat

48% attending a Buddhist event/seminar

41% taking a spiritual retreat/vacation

42% taking an online course

39% taking a Buddhist retreat

32% taking a meditation class

## Tricycle readers' purchases

*(Recent past and planned within the year)*

76% Buddhist books

55% Meditation books

52% Buddhist or meditation audio/video

47% Buddhist gifts, statues, jewelry

34% E-books

32% Meditation supplies

## Tricycle readers are charitable and eco-conscious

91% make yearly charitable donations

87% prefer eco-friendly products

86% prefer to make socially responsible investments

**\$123,625 AVERAGE HOUSEHOLD INCOME**

**80% CONSIDER ADS IN TRICYCLE**

**60% HAVE BOUGHT A BOOK, PRODUCT, OR SERVICE ADVERTISED IN TRICYCLE**

**61% OF OUR READERS HAVE TRAVELED OUTSIDE OF THE CONTINENTAL U.S. IN THE PAST YEAR**

**57% OF OUR READERS INTEND TO GO ON A MEDITATION RETREAT WITHIN 3 YEARS**

*Based on a 2016 online survey of Tricycle readers.*

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# Classified Rate Card #12

Effective with the Spring 2016 issue

Issue Classified	Deadline	Publication Date
Spring 2018	November 10, 2017	February 1, 2018
Summer 2018	February 7, 2018	May 1, 2018
Fall 2018	May 14, 2018	August 1, 2018
Winter 2018	August 13, 2018	November 1, 2018

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

**FREQUENCY DISCOUNTS:** Two times, 5% off total; three times, 8% off; four times, 12% off.

## REGULAR TEXT CLASSIFIED ADS

Text Classifieds may be submitted and paid for online (Visa, Amex, MC only) at <https://tricyclemag.wufoo.com/forms/text-classifieds-order-form/>

If you wish to pay by check, send check along with copy to address below.

**RATES:** \$95 for up to 40 words flat rate. All text classifieds have a maximum of 40 words. Telephone numbers, P.O. boxes, e-mail addresses, web addresses, and hyphenated words count as two words.

**BORDERED/CENTERED OPTION:** \$40 extra an issue to border and center your text classified ad.

**TERMS:** All text classifieds must be prepaid in full, for all issues ordered. Ad copy must be accompanied by prepayment by the deadlines above. Ads run in multiple issues must be run consecutively using the same ad copy.

## DISPLAY CLASSIFIED ADS

**SIZES:** Ads are exactly 1 inch, 2 inches or 3 inches in height. All Display Classified ads must be 2-1/16 inches in width.

**RATES: 4-Color** - 1 inch at \$195, 2 inches at \$310, and 3 inches at \$410.

**Black & White** - 1 inch at \$140, 2 inches at \$255, and 3 inches at \$355.

**TERMS:** The first insertion must be prepaid by the deadline stated above. Contact Liz Dalbianco (info below) to reserve your ad space before sending.

**MATERIALS:** Due approximately 14 days after deadlines above - call for specific details. See ad sizes above. 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. Send your ad via email to [advertising@tricycle.org](mailto:advertising@tricycle.org) and [cc ddclass@gpr4ads.com](mailto:cc ddclass@gpr4ads.com). A laser printout for proofing is required (no photocopies). If you email your ad, send a proof via regular mail.

**QUESTIONS/DISPLAY RESERVATIONS/CHECKS TO:** (Checks made out to *Tricycle*)

Goodfellow Publishers' Reps., Attn: Tricycle Classifieds/Liz Dalbianco

1191 Solano Ave #6038, Albany, CA 94706

Tel: (510) 548-1680; Fax: (510) 548-8617 [ddclass@gpr4ads.com](mailto:ddclass@gpr4ads.com)

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 tricycle@gpr4ads.com



# Advertising Specifications

<b>Trim Size</b>	8.25" x 10.875"	<b>Ad Size</b>	<b>Width</b>	<b>Height</b>
<b>Bleed Size</b>	8.5" x 11.125" (Cover positions & Page 1 only)	Full-page	6-3/4"	9-5/16"
<b>Binding</b>	Perfect Bound	2/3 page	4-7/16"	9-5/16"
<b>Live Area</b>	7.75" x 10.375"	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"
		1/6 page	2-1/16"	4-7/16"

**Cover Specifications:**

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-inch from each edge.  
 Allow 1/4-inch safety margin at gutter of each page.

**General Specifications:**

Bleeds available on covers and page 1 only (no additional charge).  
 Ads must be bordered to exact size specifications. We do not float ads.  
 Ads not meeting 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.

**Digital Specifications:**

*Tricycle* prefers ads in digital formats. *Tricycle* accepts digital files in the following formats:  
 • Photoshop • QuarkXpress • Illustrator • Adobe Acrobat PDF files

SEND YOUR FILES VIA <http://bit.ly/TRICYCLEads>; see Submission Instructions.  
 DVDs or CDs accepted. Proofs must be sent via regular mail regardless.  
 All ads and images must be CMYK.  
 All postscript files (QuarkXpress) must include all fonts and TIFF or EPS images.  
 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.  
 Proof must consist of high-resolution images.  
*Tricycle* will not be responsible for accuracy of ads received without proofs.  
 FPO (For Position Only) is not acceptable.  
 Final ad file, including all photos and images included in the file, must be at least 300 dpi resolution.  
 Ads requiring productions time will be charged a desktop specialist rate of \$65 per hour.

**Send Ads & Proofs:**

*Tricycle: The Buddhist Review*  
 Attn: Production  
 89 Fifth Avenue Suite 301  
 New York, NY 10003-3020  
 advertising@tricycle.org (212) 929-0320

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# Submission Instructions

(as of 10/11/2017)

**Please send your ad files via our DropBox\* following the instructions below.**

*You do not need to have a dropbox account, sending is free.*

**Name your ad file with your Company name the ad space was reserved under.**

- 1) Go to **<http://bit.ly/TRICYCLEads>**  
(\*New web address to send files, we are now using dropbox!)
- 2) Click on “Choose Files” button.
- 3) Select your ad file from your computer.
- 4) Enter your First & Last Name as well as email address.
- 5) Click on the “Upload” Button
- 6) Wait until you get the “Done!” confirmation page before exiting your browser.

Dropbox will email both you and Tricycle automatically once files are uploaded.

If you are having difficulty uploading, try using a different browser. Another tip is to try using your browser in private or incognito mode.

Problems? Contact Liz at GPR: [Liz@gpr4ads.com](mailto:Liz@gpr4ads.com) (510) 548-1680

**After uploading your file you must still send in a proof. Tricycle will not be responsible for color/accuracy of ads supplied without proofs.**

**Send Proofs to:**

Tricycle  
Attn: Advertising Production  
89 Fifth Avenue Suite 301  
New York, NY 10003-3020  
(212) 929-0320



# Terms & Conditions

## Contract & Ad Information

All copy is subject to approval by publisher.

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 the requirements detailed on the Specifications page 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 to be received in U.S. dollars within 30 days of invoice receipt. 1.5% per month carrying charge will be added to delinquent bills.

**All advertisements submitted are subject to the approval of a committee of the Board of Directors of The Tricycle Foundation and/or the Editorial Staff. The Board & Editorial Staff reserves the right to refuse any advertising without explanation.**