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.

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

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fading 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 (Deshu Xiangyan), for example, wrote: “If you can see emptiness without mist, you can see the true form of the Dharma without losing the true form of the Buddha without getting lost.”

In the same era, Zen master Xuanzang (602-664 AD), who also belongs to the Buddhist tradition, was touched when he was struck by a painting of a woman and a child. He then turned those evil energies into good, protecting the dharma. This is not in an artificial or compulsory way. This is the heart of the dharma itself” (Tran, Germa C.C. Chang). We can find similar teachings by other great masters such as Xuanzang, Buzzard, Longchamp, and Hongtou.

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 weekly meditation, we also offer three- and five-day retreats that focus more directly on listening to the emotions and working with the integrative dynamics that so often arise in the silence of meditation practice. These retreats, although grounded in traditional Zen practice, also draw from contemporary psychotherapeutic approaches and help transform the powerful energies of the suppressed unconscious into true insight and compassionate action.

The Buddha dharma may well be the most diverse spiritual path in the world. It is essentially a religious expression within each 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 we walk, we’re becoming increasingly aware of the ways in which traditional forms of practice continue to empower the whole of the psyche, and our experience continues to affirm that if we address emotions and unconscious issues directly as they arise, new pathways open up. This is not easy work, but it is our work. "One does not become enlightened by imagining figures of light, but by making the darkness manifest." (Lama Yeshe)

Lama Zopa Rinpoche, a renowned lama of the Drukpa tradition, and Venerable Nalanda, a master of the Mahayana, were both deeply touched by the power of meditation in the modern world. They offer us an invaluable resource in the various programs they offer, from meditation retreats grounded in the deep wisdom traditions to workshops that explore the latest research in the science of meditation. Learn more at www.windhorse.org.
AD SPECIFICATIONS

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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**


**ISSUE** | **DEADLINE** | **PUB DATE**
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**SPRING 2022** | NOV. 15, 2021 | FEB. 1, 2022
**SUMMER 2022** | FEB. 10, 2022 | MAY 1, 2022
**FALL 2022** | MAY 11, 2022 | AUG. 1, 2022
**WINTER 2022** | AUG. 9, 2022 | NOV. 1, 2022
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 225,000 monthly visits, with 2.5 page views per visit.

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

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

OMEGA NYC

MOBILE A: 640W x 100H pixels

A Talk on Global Compassion
With Matthieu Ricard
October 27

OMEGA NYC

MOBILE B: 320W x 50H pixels

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

OMEGA NYC
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.)

*NEW* THREE TEACHINGS EMAIL
A weekly enewsletter sent out every Thursday to 10,645 recipients spotlighting timeless wisdom from our 30-year archive. It includes three gems of wisdom mined from our extensive archives.

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

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)

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.
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