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.
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

80% U.S.
20% International
For Tricycle’s print, web, social media, and email ad rates, contact Goodfellow Publishers’ Representatives.

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## AD SPECIFICATIONS

### AD SIZE

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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.
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

**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

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

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: Facebook posts are subject to approval by Tricycle staff before reserving.
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: 54,000
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. Contact us for exact deadlines and email dates.
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.

(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.

For a complete sample Learn More email with a Sponsorship visit: https://bit.ly/TRILM
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.*
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)
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.
GET IN TOUCH

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