



**For display ad rates please contact:**  
Goodfellow Publishers' Representatives  
(510) 548-1680  
[info@gpr4ads.com](mailto:info@gpr4ads.com)

THE BUDDHIST REVIEW  
**tricycle**

**2009 Deadlines**

	<b>SPRING</b>	<b>SUMMER</b>	<b>FALL</b>	<b>WINTER</b>
<b>Ad Reservations</b>	Nov 24, 2008	Feb 23, 2009	May 26, 2009	Aug 27, 2009
<b>Materials Due</b>	Dec 8, 2008	Mar 10, 2009	June 9, 2009	Sept 3, 2009
<b>Publication Date</b>	Feb 1, 2009	May 1, 2009	Aug 1, 2009	Nov 1, 2009

**For Reservations Contact:**  
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# CLASSIFIED RATES

## GENERAL INFORMATION

## TRICYCLE

### CLASSIFIED DEADLINES

SPRING	SUMMER	FALL	WINTER
Nov 26	Feb 23	May 26	Aug 27

**CLASSIFIED PAYMENTS OPTIONS:** *Tricycle* accepts checks, Visa, MC, Amex, and Discover. Make checks out to *Tricycle*. Send to address below.

**CATEGORIES:** Apparel, Arts & Crafts, Audio & Video, Books, Business/Employment 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

Please print/type ad clearly. To ensure accuracy send text ads via email to [Liz@gpr4ads.com](mailto:Liz@gpr4ads.com).

**RATES:** \$60 Minimum for the first 20 words. \$1.80 for each additional word.

Zip codes count as one word. Telephone numbers, P.O. boxes, e-mail addresses, web addresses, and hyphenated words count as two words.

**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 \$185, 2 inches at \$295, and 3 inches at \$390.

Black & White - 1 inch at \$135, 2 inches at \$245, and 3 inches at \$340.

**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.com](mailto:advertising@tricycle.com). A laser print-out for proofing is required (no photocopies). If you email your ad, send a proof via regular mail ASAP. Full specifications at <http://www.tricycle.com/advertising/>.

**SEND RESERVATIONS/PREPAYMENTS TO:** (Checks made out to *Tricycle*)

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

**1658 University Avenue, Berkeley, CA 94703: Tel: (510) 548-1680; Fax: (510) 548-8617 [Liz@gpr4ads.com](mailto:Liz@gpr4ads.com)**

## Accessible Buddhism

Web Rate Card #4 - Effective February 2009

*Tricycle: the Buddhist Review* has on-line advertising opportunities to reach seasoned practitioners and curious beginners who visit our web site each month. Our new Home Page engages our web audience with on-line seminars, events calendars, film clips and interactive forums. Web advertising is an inexpensive way to reach a larger Buddhist community than the one you are serving now. Contact us with your questions and to reserve a spot on-line. Tricycle.com receives 100,000 monthly visitors: Average 3.4 page views

## Home Page Advertising

Ads are served in a random rotation with a **maximum** of 4 different advertisers in any position. Send materials via email in any of these formats: jpeg, gif or flash.

Sample Home Page Button



BUTTON #1 - (150h x 180w): Right-hand column above the fold  
Price: \$250 per month

BUTTON #2 - (150h x 180w): Right-hand column below the fold  
Price: \$200 per month

BUTTON #3 - (150h x 180w): Left-hand column below the fold  
Price: \$200 per month

Sample Home Page Half-Banner



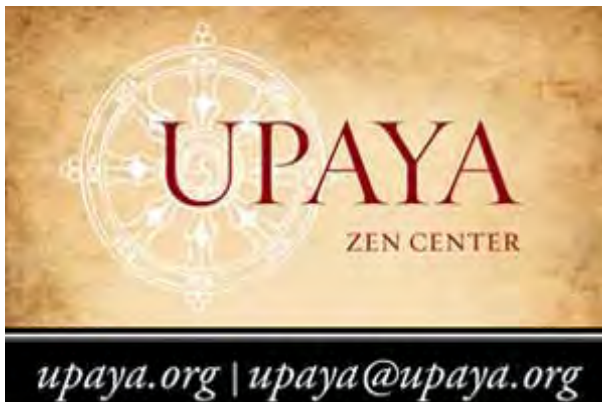
BOTTOM HALF-BANNER- (72h x 300w):  
Appears under "find a Dharma Directory"  
at bottom of center column  
Price: \$150 per month

## Interior Page Advertising

Ads are served in a random rotation with a **maximum** of 4 different advertisers in any position. These ads appear on all editorial pages of the website except the Home Page.

Send materials via email in any of these formats: jpeg, gif or flash.

Sample Interior Large Button



LARGE BUTTON - (200h x 300w):  
Right-hand column above the fold  
Price: \$150 per month

**Contact: Goodfellow Publishers' Reps.  
(510) 548-1680 info@gpr4ads.com**

# THE BUDDHIST REVIEW tricycle .com

## Daily Dharma

This brief inspirational message derived from a Buddhist teacher or text is delivered to our opt-in audience, 7 days a week. The message changes daily. 90,000 weekly messages go out. Ads are not rotated.

Send materials via email as either jpeg or gif (static).

Sample Daily Dharma Banner



DAILY DHARMA BANNER– (100h x 475w): Below the Dharma message

Price: \$350 per week

\$300 per week for current display advertisers in print issue

## E-Newsletter

Our weekly e-newsletter is how Tricycle stays in touch with its most active on-line visitors who want learn about new blogs, films, and events that have become available since the last magazine issue was published. The e-newsletter goes out every Monday. 15,000 weekly. Ads are not rotated.

Send materials via email as either jpeg or gif (static).

Sample E-Newsletter Banner



E-NEWSLETTER BANNER – (100h x 475w): Bottom of e-Newsletter

Price: \$75 per issue/week

**Contact: Goodfellow Publishers' Reps.**

**(510) 548-1680 info@gpr4ads.com**



THE BUDDHIST REVIEW

# tricycle

*the independent voice of Buddhism*

*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 & EVENTS



THE BUDDHIST REVIEW  
**tricycle**  
*the independent voice of Buddhism*

**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 magazine writers and contributing editors, including Mark Epstein, Stephen Batchelor, Daniel Goleman, and Sharon Salzberg.

## **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:

- ▲ The International Buddhist Film Festival
- ▲ The Margaret Mead Film & Video Festival
- ▲ Vajrapani Institute's Mind & Its Potential Conference
- ▲ The Annual Bhutan Buddhist Retreat
- ▲ Coeur d'Alene Dharma Friends "What's Worth Doing?"
- ▲ Dozens of other events at dharma institutes internationally

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

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## SEX

Male 49%  
Female 51%

## MEDIAN AGE 45.6 years

11% 24—34 37% 45—54  
18% 35—44 33% Over 55

## HOUSEHOLD INCOME

74% earn over \$40,000  
57% earn over \$80,000  
26% earn over \$100,000

## OCCUPATION

76% are employed  
58% are in professional  
or managerial occupations  
12% are artists or writers

## EDUCATIONAL BACKGROUND

96% attended college  
78% graduated from college  
50% hold graduate degrees  
11% hold doctoral degrees

## TRICYCLE IS NOT FOR BUDDHISTS ONLY

57% describe themselves as Buddhists  
43% describe themselves as non-Buddhists

## TRICYCLE READERS ARE ACTIVE

86% meditate regularly  
45% practice yoga regularly  
94% have contributed money to a charity in the past year  
86% have purchased a book on Eastern spiritual traditions  
87% have purchased music CDs

## TRICYCLE READERS ARE HEALTH-CONSCIOUS

88% have purchased vitamin/mineral supplements  
76% prefer to buy organic  
36% describe themselves as vegetarian

## As a result of reading, TRICYCLE respondents:

Requested information: 51%  
Bought/ordered a book, product or service: 75%  
Attended an event: 18%  
Discussed an article/referred someone to it: 72%  
Contacted an organization/Buddhist center mentioned in  
an article: 25%  
Visited a Buddhist center mentioned in an article: 10%  
Visited the website of an organization/Buddhist center  
mentioned in an article: 72%

## \$113,400

AVERAGE HOUSEHOLD INCOME

## 50%

OF OUR READERS HOLD GRADUATE DEGREES

## 20

AVERAGE NUMBER OF BOOK  
PURCHASES IN PAST YEAR PER READER

## 90%

OF OUR READERS SAY THEY DEFINITELY LOOK  
AT AND CONSIDER ADS IN TRICYCLE

## 96%

OF OUR READERS KEEP OR SHARE  
ISSUES OF TRICYCLE

## 61%

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

## 63%

OF OUR READERS HAVE BEEN OR INTEND TO GO  
ON A MEDITATION RETREAT

2007 Subscriber Survey Conducted Online



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Trim Size	8.25" x 10.875"
Bleed Size	8.50" x 11.125" (Covers & Page 1 only)
Binding	Perfect Bound
Live Area	7.75" x 10.375"

Ad Size	Width	Height
Full-page	6-3/4"	9-5/16"
2/3 page	4-7/16"	9-5/16"
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 FTP (see FTP instructions); DVDs or CDs accepted. Proofs must be sent via regular mail regardless.  
 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.

For a full list of *Tricycle* supported applications for MAC OS and Microsoft Windows, please visit [www.tricycle.com](http://www.tricycle.com).

Proofs 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.

Photos and images must be scanned at 300 dpi.

Ads requiring production time will be charged a desktop specialist rate of \$65 per hour.

Send ads & Proofs: (FTP ads preferred - see reverse for FTP instruction sheet.)

*Tricycle: The Buddhist Review*

Attn: Production

92 Vandam Street, 3rd Floor

New York, NY 10013

advertising@tricycle.com (212) 645-1143



## FTP Instructions

Before you upload your ad materials to the FTP server, please note all platforms - PC & Mac - need to use an FTP program.

### FTP Programs

#### **For Windows/PCs:**

- 1) Filezilla (free) at <http://sourceforge.net/projects/filezilla>
- 2) FTP Commander (free) at <http://www.internet-soft.com/software-download.htm>

#### **For Macs:**

- 1) Fetch (nominal fee) at <http://www.fetchsoftworks.com>
- 2) Yummy FTP (nominal fee) <http://www.yummysoftware.com/download>

The above clients are only starting points/recommendations. You may search and try any FTP program for your platform.

### Log-In Information

**Host:** tricycle.zftp.com

**Username:** ads#tricycle.zftp.com

**Password:** trikeads

**Port :** 21 (only some FTP programs ask for this)

Problems accessing? Please contact Liz at GPR: [Liz@gpr4ads.com](mailto:Liz@gpr4ads.com) or (510) 548-1680 ext. 301

After sending your ad, please note you must still mail in a proof! **Tricycle will not be responsible for color/accuracy of ads received without proofs.**

### **Send proofs to:**

Tricycle: The Buddhist Review  
Attn: Production  
92 Vandam St, 3rd floor  
New York, NY 10013  
(212) 645-1143