

THE BUDDHIST REVIEW
tricycle

For Print Display & Web Ad Rates Contact:
Goodfellow Publishers' Representatives
(510) 548-1680
tricycle@gpr4ads.com

2012 Deadlines

<u>Issue</u>	<u>Reservation Deadline</u>	<u>Materials Deadline</u>	<u>Publication Date</u>
Spring 2012	November 21, 2011	December 5, 2011	February 1, 2012
Summer 2012	February 22, 2012	March 8, 2012	May 1, 2012
Fall 2012	May 21, 2012	June 6, 2012	August 1, 2012
Winter 2012	August 21, 2012	September 2, 2012	November 1, 2012

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CLASSIFIED RATE CARD #12

Effective with the Spring 2012 issue

DEADLINES

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Spring 2012	November 21, 2011	February 1, 2012
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Fall 2012	May 21, 2012	August 1, 2012
Winter 2012	August 21, 2012	November 1, 2012

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

RATES: \$70 Minimum for the first 20 words. \$2 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 \$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.com and cc Liz@gpr4ads.com. A laser printout for proofing is required (no photocopies). If you email your ad, send a proof via regular mail.

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

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:

- ◆ The International Buddhist Film Festival
- ◆ The Margaret Mead Film & Video Festival
- ◆ Vajrapani Institute's Mind & Its Potential Conference
- ◆ Rubin Museum of Art's Brainwave and Samsara events
- ◆ *Touching Enlightenment* teaching tour events
- ◆ MeditateNYC and the San Francisco Happiness & Its Causes conference
- ◆ Dozens of other events at dharma centers internationally

Tricycle is always looking for opportunities to sponsor or host events. Please e-mail advertising@tricycle.com for more information.

Demographics

SEX	MEDIAN AGE	45.6 years
Male 49%	11% 24—34	37% 45—54
Female 51%	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%
- Visited the *Tricycle* website: 73%

\$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

Advertising Specifications

Trim Size	8.25" x 10.875"	Ad Size	Width	Height
Bleed Size	8.50" x 11.125" (Cover positions & Page 1 only)	Full-page	6-3/4"	9-5/16"
Binding	Perfect Bound	2/3 page	4-7/16"	9-5/16"
Live Area	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 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.

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:

Tricycle: The Buddhist Review

Attn: Production

1115 Broadway Suite 1113

New York, NY 10010

advertising@tricycle.com (641) 461-9848

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) FTPCommander (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 Liz@gpr4ads.com or (510) 548-1680 ext. 301

After sending in your ad, 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

1115 BROADWAY SUITE 1113

NEW YORK, NY 10010

(646) 461-9848