PARABOLA

{Where Spiritual Traditions Meet}

About the Magazine

Parabola is the only magazine that brings together the foremost writers and thinkers of our time to explore timeless themes of human existence through the wisdom of the sacred traditions, myth, symbol, art, folklore, and ritual. ***Parabola*** is also the winner of the 1996 and 1997 FOLIO Award for Editorial Excellence.

Each quarterly issue is organized around a central theme. "The Way Ahead," "The Right Path," "Water," "Imagination," "Justice," "Man & Machine," "God," "Silence," "The New World," "Holy Earth," "Sex," "Faith," "Home," and "Thinking" have been some of our recent themes.

Some Recent Editorial Features:

Articles by contributors such as Christopher Bamford, John Roger Barrie, Charlotte Joko Beck, Venerable Bhikkhu Bodhi, Joseph Bruchac, Tracy Cochran, David A. Cooper, Gray Henry, Hazrat Inayat Khan, Joyce Kornblatt, Winifred Lambrecht, Roger Lipsey, John Daido Loori, Vernable Narada Mahathera, Seyyed Hossein Nasr, Jacob Needleman, James Opie, P.D. Ouspensky, David Rothenberg, Martin Rowe, Sarah Jane Sloane, Huston Smith, Richard Smoley, Rabbi Adin Steinsaltz, Phyllis Tickle, Doug Thrope, Simone Weil, Christian Wertenbaker, and Diane Wolkstein.

Retellings of traditional myths, stories, and parables.
Poetry by Sandra Alcosser, A.R. Ammons, Moya Cannon, C.P. Cavafy, Jack Gilbert, Hafiz, Kerry Hardie, Al-Hujwiri, Lal Ded, Martha Heyneman, Denise Levertov, Linda McCarriston, Osip Mandelstam, Pablo Neruda, Mary Oliver, Muriel Rukeyser, Rumi, Fritjof Schuon, Gioia Timpanelli, Anne Twitty, Wang Wei, Rainer Maria Wilke, and James Wright.

Reviews of books and events, as well as commentary on recent works in theater, dance, music, film, and television. Interviews with respected thinkers such as Karen Armstrong, Iraj Anvar, Stephen Batchelor, Dr. K.S. Balasubramaniam, Sufi master Sheikha Fariha, Robert Kennedy S.J., Wangari Maathai, Nipun Mehta, Ravi Ravindra, Robert A.F. Thurman, Thich Nhat Hanh, and Marion Woodman.

Artwork gathered from cultures worldwide to complement and illuminate the ideas explored in the magazine.

Each issue is a beautifully designed, sturdily bound paperback of 128 pages.

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The Parabola Magazine Buyer

"I've subscribed to Parabola for thirty years, and I've saved every copy of the magazine. I always look forward to reading the latest issue. It's given me spiritual sustenance—no other way to say it."– **Martin Scorsese**

Parabola attracts a highly educated, affluent, and conscientious readership of book buyers and book lovers of all ages. The ***Parabola*** Book Review section is not only the favorite feature of many readers, but also exerts a strong influence on their book-buying choices.

As you might expect, this group has a keen interest in mythology, religion, anthropology, history, science, literature, and the arts. But you might be surprised to learn that their other interests range from hiking to art collecting, from organic gardening to music. They are avid travelers as well, taking an average of three trips outside the U.S. in the past four years.

Parabola readers treasure their back issues as a permanent part of their libraries, a source of ideas to re-read, reflect on, and share with their friends. All back issues are kept in print — about 5,000 units were sold in the past year.

Parabola magazine is an effective and economical means to reach a well-targeted and influential audience. We look forward to including you in our pages.

Circulation and Subscription Information

Paid circulation 19,300
Pass-along readership 58,000

Distribution in the United States and Canada is handled by a diverse group of distributors, including Ingram Periodicals, OneSource, and SourceInterlink.

Print subscriptions: $29.95 for one year in the United States; $39.95 for one year to Canada; $45.95 for one year to other international locations. A single copy is $9.50.
Print and digital subscriptions: $39.95 for one year in the United States; $49.95 for one year in Canada; $55.95 for one year to other international locations.

Parabola is published four times a year by the Society for the Study of Myth and Tradition, a not-for-profit educational organization.

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READER SURVEY 2011

DEMOGRAPHICS:

Sex:
Male: 42%
Female: 58%

Age:
Under 34 years: 10%
35 – 54 years: 30%
55 – 65+ years: 60%

Marital Status:
Married or partnered: 61%
Single: 39%

Children:
Under 18 in the household: 16%

Education:
College degree: 83%
Masters degree: 38%
Ph.D.: 8%
35% plan on returning to school for a degree or certificate
Post-doctoral or professional degree: 5%

Average Household Income:
$79,000 annually
$100K or more: 24%
$50K to $100K: 41%
Less than $50K: 35%

Homeowner:
Yes: 67%
No: 33%

Employment Status:
Full-time or part-time: 59%
Temporarily unemployed: 6%
Homemaker or student: 6%
Retired: 28%
Other: 10%

(Continued on page 2)

Profession/livelihood:
Educator: 23%
Artist or craftsperson: 13%
Psychologist or counselor: 10%
Business owner or manager: 11%
Health professional: 8%
Spiritual vocation: 7%
Other employed: 28% (less than 3% for any given category)

READER INVOLVEMENT WITH PARABOLA

Subscriber history:
56% have subscribed for more than 1 year
13% have subscribed within the last year
31% buy it at newsstand or read it on-line
Pass-along: 2 readers per copy on average

Average time spent with each issue:
3 hours or more: 55%
Between 1 and 3 hours: 39%
Less than 1 hour: 6%

How they read Parabola:
Read or scan the entire issue: 88%
Re-read and referred back to old issues: 77%
Discussed articles with friends: 69%
Referred someone to Parabola: 67%

Favorite sections:
#1 Features
#2 Interviews
#3 Poetry
#4 Book Reviews

Why they read Parabola:
#1 Exploration of human existence
#2 Inspiration
#3 Unique focus and perspective on spiritual traditions

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For advertising information contact Goodfellow Publishers' Representatives
(510)548-1680 or parabola@gpr4ads.com

Web visits to www.parabola.org:
39% regularly visit our website
53% sometimes visit our website
8% never visit

PSYCHOGRAPHICS

Activities during the last year:
79% read at least 1 daily newspaper and/or website
78% practiced meditation
76% attended movies or plays
75% visited an art exhibition or museum
63% attended a lecture or symposium
53% attended a conference or convention
71% attended a church, temple, sangha or other spiritual group

Religious or spiritual identity:
Non-sectarian: 41%
Christian: 25%
Buddhist: 10%
Other: 15% (under 3% each for individual categories)
Agnostic/atheist: 2%
No answer: 7%

Body/mind activities:
65% exercised regularly
40% visited an alternative healer, homeopath or herbalist
37% practiced a body/mind discipline other than yoga
34% practiced yoga
2% did none of the above

Socially and political activities:
82% are involved with friends, family and community
75% vote in most elections, local and national
71% share their thoughts on politics and society with others

INTERNET USAGE:

Daily:
44% spent between than 2 and 4 hours
40% spent between one-half and 2 hours
14% spent more than 5 hours
2% spent less than 30 minutes **Social Networking:**
Facebook: 63%
E-newsletter subscriber: 62%
Blog: 24%
Twitter: 15%
None of these: 12%

New media:
37% a tablet computer (laptop, iPad etc.)
33% own a smartphone
20% own an e-reader
40% none of the above

SHOPPING HABITS

In the last year:
Books: $253 on avg. (25% spent $400+)
Music: $131 on avg. (29% spent $150+)
68% regularly purchase "Fair Trade" products
76% regularly purchase organic, natural, and sustainable products

VACATIONS

1.9 per year (average vacations of 3 days or more)
28% average 3 or more vacations per year

Types of trips they are considering:
Family vacation: 44%
Spiritual retreat: 40%
Foreign travel: 28%
Camping, hiking, climbing: 26%
Cultural tour or travel: 20%

Foreign travel in last 3 years:
46% took at least one trip outside the U.S.
19% took 3 or more trips outside the U.S.

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For Print Advertising Rates Contact:

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(510) 548-1680
parabola@gpr4ads.com

Deadlines & Themes

(Subject to change)

Issue	Theme	Reservations	Materials	On Sale
Spring 2022	*Wonder*	12/9/2021	12/17/2021	2/1/2022
Summer 2022	*Ancestors*	3/8/2022	3/16/2022	5/1/2022
Fall 2022	*Belonging*	6/7/2022	6/15/2022	8/1/2022
Winter 2022	*Darkness & Light*	9/2/2022	9/14/2022	11/1/2022

For Ad Reservations Contact:

Goodfellow Publishers' Representatives
1191 Solano Ave #6038, Albany, CA 94706
(510) 548-1680 parabola@gpr4ads.com

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Ad Specifications

Trim Size: 6-1/2"w x 10"h
Perfect Bound

Sizes	Width x Height
Covers/Page One (Add 1/8 in. bleed all sides)	6-3/4" x 10-1/4"
Full page (no bleed)	5" x 8"
Half page, horizontal	5" x 4"
Half page, vertical	2-3/8" x 8"
Quarter page, horizontal	5" x 2"
Quarter page, vertical	2-3/8" x 4"

File Formats: (In order of preference)

1) PDFX1-A or PDF/X-3 (press optimized).
   PDFs of native files which include transparencies should be flattened.
2) EPS (Mac) or Adobe Illustrator 8.0 or earlier - Convert all fonts to outlines.
3) Quark 7-9.5 for Mac - Include working file, images, Mac screen and printer fonts.
   Postscript fonts only. Tell us which version of Quark you are using.
4) TIFF or JPEG* — 300 DPI grayscale/CMYK or 1200 DPI line-art. Rasterzed formats such as TIFF and JPEG will not print as crisply in the magazine as PDF or EPS, what you see on your screen does not necessarily reflect the output of a high-resolution printing process.

No TrueType, Open Type, or PC fonts. No PageMaker or InDesign files.

All logos, images, backgrounds and other graphic elements of your ad are required to be **at least 300 dpi resolution (or higher) *and* CMYK color** so that the **final file and all it's elements are CMYK *and* 300 dpi (or higher) in resolution.**

Include a border if your ad has an all white background (does not apply to bleed Full Pages/Covers)

Only Covers and Page 1 ads have bleeds: Add an additional 1/8 in. bleed on all sides

Include your company name in the file name of your ad so we can identify it.

File Submission

***Send your ad file via http://bit.ly/PBfiles -** See Submission Instructions for detailed info.

Proofs

Ads should be accompanied by a proof. Color ads need a Matchprint or SWOP proof. *Parabola* cannot guarantee color, text reflow, and/or other variations in ads that are submitted without an appropriate proof. Immediately after submitting your digital file, mail your proof to *Parabola*/Alexandra Haven, c/o Alexander Wulfers, St Johns College, St Giles', Oxford, United Kingdom OX1 3JP
(Do not send payments to this address!)

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Submission Instructions

(updated 4/13/17*)

Please send your ad files using 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 was reserved under.

1) *Go to **http://bit.ly/PBfiles**
(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.com will email both you and Parabola 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 if you cannot upload.

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

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Advertising Terms

15% of gross billing allowed to recognized agencies, provided account is paid within terms. Not applicable to web or enewsletter advertising.

Payment must be made within 30 days of invoice date. A 1 1/2 % service charge per month will be added to overdue accounts after 60 days.

First time and/or international print must pre-pay with insertion/reservation.

No cancellations accepted after printed reservation deadline/closing dates.

All copy is subject to approval by publisher. Publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, whether or not such advertisement was previously acknowledged, accepted or published.

Publisher's liability for any error will not exceed 50% of the cost of the space unit. Publisher assumes no liability for errors in "key numbers" or other typesetting changes. Advertiser or advertising agency assumes full liability for any and all claims, which are a result of advertisements printed.

If new copy is not furnished by contract advertiser by closing date of any issue, publisher will repeat last inserted advertisement.

Contracts must be completed within one year from the date of first insertion.

Advertising Contact

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