Tikkun—The Perfect Gift for the Winter Holidays

To heal, repair, and transform the world.

What's Next for Israel/Palestine?

Destigmatizing Leadership | Patriarchy and the Virgin Birth | Sacred Earth, Sacred Self
Non-Hierarchical Activist Movements | Healing from Trauma | Beyond Self-Blame

"I Still Can't Breathe": Artists Decry Racism from the Watts Rebellion to the Present

Israel/Palestine: Regrouping in the Absence of a Two-State Solution | Misfortunes and Social Justice Week | Raising the Minimum Wage | Human Evil | A Christian Pastor on Preaching from the Hebrew Bible

Tikkun (Jack Lefcourt and Lisa Bigeleisen)
Another Award for Tikkun
Tikkun is the proud first-place winner of the “Magazine of the Year: Overall Excellence in Religion Coverage” award from the Religion Newswriters Association for the second year in a row! The Religion Newswriters Association is the U.S. journalism association for publications that cover issues pertaining to religion and spirituality.

Visit tikkun.org/rna2015 to learn more.

2016 MEDIA KIT
BORN OF THE JEWISH TRADITION with a political perspective that attracts a far wider readership, Tikkun has, for thirty years, offered intellectually engaged progressives the substance they crave. Tikkun’s tracking of Middle East conflicts, international human rights issues, American domestic and foreign policy, contemporary spirituality, and social justice movements makes it the go-to publication for authoritative analysis of religion and politics around the world.

AWARDS

2014 and 2015 Magazine of the Year: Overall Excellence in Religion Coverage, Religion Newswriters Association

2006 and 2011 Utne Independent Press Award: Body/Spirit Coverage, Utne Reader

2009 Rockower Award: Excellence in Special Sections or Supplements, American Jewish Press Association

“We are inspired by its measured, heavy-hitting features, which feature everything from queer spirituality to godless environmentalism to mental health, celebrity culture, and corporate greed.”
—Utne Reader

NOTABLE CONTRIBUTORS

Terry Eagleton, Alice Walker, C.K. Williams, Christopher Hedges, Howard Zinn, Jonathan Lear, Henry Giroux, Eli Zaretsky, Jill Stein, Antonia Juhasz, José Emilio Pacheco, Frances Moore Lappé, Bill McKibben, Zygmunt Bauman, Riane Eisler, Robert McChesney, George Lakoff, Deepak Chopra, Vandana Shiva
## Print Ads

### Color Ad Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>1×</th>
<th>2× (10%)</th>
<th>3× (15%)</th>
<th>4× (20%)</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>7.0417” × 9.375”</td>
<td>$2,500</td>
<td>$2,250</td>
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<td>$1,403</td>
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<td>$1,650</td>
<td>$1,485</td>
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### Black-and-White Ad Rates

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<th>4× (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page Vertical</td>
<td>3.4375” × 9.375”</td>
<td>$1,100</td>
<td>$990</td>
<td>$935</td>
<td>$880</td>
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<td>$1,100</td>
<td>$990</td>
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### 2016 Print Deadlines

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<tr>
<th>Issue</th>
<th>Reservations</th>
<th>Artwork</th>
<th>On Sale</th>
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<tbody>
<tr>
<td>31:3 (Summer)</td>
<td>5/2/2016</td>
<td>6/1/2016</td>
<td>7/20/2016</td>
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<tr>
<td>31:4 (Fall)</td>
<td>8/1/2016</td>
<td>9/1/2016</td>
<td>10/13/2016</td>
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</table>

### Print Discounts
- 35% discount to nonprofits
- 25% discount to publishers
- 15% discount to ad agencies
- AAUP member discounts available

### Distribution
- Total Circulation: 6,000
- Readership: 20,000

Tikkun's readers are both educated and engaged and reach across the globe. They care deeply about progressive causes, seeking to purchase goods and services consistent with their ethics and spiritual values. They buy books regularly. They are health-conscious, environmentally aware, and curious about their world.

journals_advertising@dukeupress.edu  |  www.tikkun.org/nextgen/advertising
PRINT SPECIFICATIONS
Supply ads as high-resolution, press-optimized PDF files (created using “Press Quality” PDF export settings). No bleeds. All images and fonts should be embedded. Photos and halftones should be at least 300 dpi; line art should be at least 900 dpi. Color ads should be set in CMYK color space; black-and-white ads in grayscale. File dimensions must be sized to the exact ad dimensions, with no trim, bleed, or crop marks. E-mail ads to Dan Ruccia at journals_advertising@dukeupress.edu.

Process: web offset
Binding: perfect bound
Screens: 133-line
WEB AD TYPES

Tikkun.org Premium Ad: The upper ad slot features only one ad per month and never rotates. Appears on all pages of tikkun.org.

Tikkun.org Rotating Ad: The lower ad slot features a maximum of two rotating ads per month. Appears on all pages of tikkun.org.

Tikkun Daily Rotating Ad: The ad slot on the Tikkun Daily blog, tikkun.org/daily, features a maximum of two rotating ads per month.

Tikkun.dukejournals.org Ad: These ads appear in a variety of locations on tikkun.dukejournals.org. Please visit dukeupress.edu/advertising for more information.

WEB SPECIFICATIONS

Format: Web-optimized GIF or JPEG, 72 pixels/inch, no Java or Flash. No animation. Files must be no larger than 40kb.

Alt text: Limit to 60 characters and spaces.

E-mail ads to ads@tikkun.org. Please include URL and Alt text. All web ad contracts run for one month at a time.

WEB DISCOUNTS

Non-profit organizations receive a 10% discount. Buys of over three months receive a 10% discount.

WEB AD RATES

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DIMENSIONS (pixels)</th>
<th>COST PER MONTH</th>
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<td>Tikkun.org Rotating Ad</td>
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<td>Tikkun Daily Rotating Ad</td>
<td>261 × 222</td>
<td>$100</td>
</tr>
<tr>
<td>Tikkun.dukejournals.org Ad</td>
<td>contact for dimensions</td>
<td>$200</td>
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</table>

Monthly traffic: 40,000
Facebook and Twitter followers: 12,500
POLICIES AND CONTRACT REGULATIONS

(1) The publisher reserves the right to reject or cancel advertising. (2) All position instructions on orders are considered as requests only. (3) All insertion orders are accepted subject to provisions of the publisher's current rate card. (4) Cancellations or changes in orders will not be accepted after the closing date, and none may be considered executed unless acknowledged by the publisher. (5) The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with set policies. (6) Advertisements received after the closing date will not have the privilege of approval or revision by the advertiser or its agency. (7) Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error, and publication is made and charged upon terms of schedule in force without further notice. (8) All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed, or published. Advertisers and their agencies will indemnify and hold the publisher harmless from and against loss or expense arising from publication of such advertisements including, but not limited to, those resulting from claims or suits for libel, violation of rights or privacy, plagiarism, and copyright infringement. (9) The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher. (10) All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from impartially or completely producing, publishing, or distributing Tikkun. (11) In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or the advertising agency liable for such monies as are due and payable to the publisher.