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Print Rate Card

Print Specs

Vendor Directory

Use by over 50,000 buyers

About us, knowledge, and excellence in trade marketing and coffee is demonstrated by our numerous awards and industry recognition.

Coffee Buzz treats you, the family, and professionals a full-service agency of your dreams, including trade design and

Our passion, knowledge, and excellence in trade marketing and coffee is demonstrated by our numerous awards and industry recognition.

Coffee Buzz treats you, the family, and professionals a full-service agency of your dreams, including trade design and

Our job is to make your job easier!
From our beginnings back in the early 1990s, CoffeeTalk has been a trailblazer in marketing for the coffee industry. With a website established in 1994, our digital presence continues to lead the industry. CoffeeTalk is the highest ranked web property both in the United States and globally according to Amazon’s Independent Web Ranking Company, Alexa.

Our passion, knowledge and excellence in both marketing and coffee is demonstrated by our numerous activities and industry involvement.

CoffeeTalk treats you like family and provides a full ad agency at your disposal including free ad design and updates. Our first job is to listen to your goals and needs. We then identify your competitive advantages and craft your message a way that is meaningful to your clients. Let us help you build your brand and truly connect with your current and new customers. You can be confident you are reaching your target market with the #1 visited Coffee Trade Publication on the planet!

Let us introduce you to our vast network of coffee professionals built over the last quarter century of service in this industry and help give you an authoritative voice in the industry.

Our job is to make your job easier!

Who We Are

Kerri Goodman
Owner/Publisher/Advertising

Libby Smith
Managing Editor

Laurie Veatch
Marketing Director

Justin Goodman
Brand & Identity Manager

Marcus Fellbaum
Print Designer
Circulation

CoffeeTalk is the only industry trade journal focusing on the entire supply chain from crop to cup with in-depth editorial coverage throughout. Our readership specifically targets owners, managers and buyers and after 20 years, our circulation continues to grow. Where our competitors boast 15,600 digital views per year our early entry into the digital realm has given us a huge competitive advantage and our combined impressions consistently top 125,000 per month!

Our readers, spread across the globe in more than 70 countries, are 34% female and 66% male. However the majority of our print readers (93%) are located in North America.

Monthly Combined Impressions: 125,000+

Monthly Digital Issue Views: 21,000+

Monthly Print Circulation: 12,000+

Digital Issue Views Last Year: 225,000+

PLUS BONUS DISTRIBUTION AT ALL MAJOR COFFEE/FOODSERVICE RELATED TRADE SHOWS IN 2019!
Circulation Continued

NATIONAL CIRCULATION

PRINT SUBSCRIBERS

2,947 West Coast
1,452 South West
1,867 South East
1,766 North East
1,298 Midwest
897 Mountain/Central
157 Alaska/Hawaii
625 International
500 Trade Show Distribution
11,509 Total Print

READERSHIP DEMOGRAPHICS

31% Coffee Retailer
28% Coffee Roaster
25% Office Coffee
4% Allied/Industry Professionals
4% Foodservice Directors
3% Quick Serve Chain Headquarters
3% Distributors
<2% Other

DIGITAL SUBSCRIBERS

44,000+ Total Digital Subscribers
International Vendor Directory
Annual Buyers Guide Issue
• Distributed at all Major Trade Shows and Conferences
• Over 2000 listings, each verified for accuracy
• The most complete and accurate Buyers Guide in the industry

Beverages & Disposables
STREAMLINING YOUR BEVERAGE MENU & DISPOSABLE PRODUCTS ROUNDPUP
BONUS DISTRIBUTION AT:
• Coffee Fest (NEW YORK)
• Intl Restaurant & Foodservice Show
• Healthy Food Expo
• NCA Annual Convention

Brewing & Single Serve
COFFEE BREWING TECHNOLOGIES & SINGLE SERVE OPTIONS
BONUS DISTRIBUTION AT:
• SCA Global Specialty Coffee Expo (BOSTON)
• NAMA One

Packaging & Water
PACKAGING SOLUTIONS & WATER QUALITY AND ITS IMPLICATIONS
BONUS DISTRIBUTION AT:
• Coffee Fest (INDIANAPOLIS)
• National Restaurant Show

Giving Back
The Annual Making a Difference Ezine
Profiling Non-Profit Organizations’ current projects that are making a difference in the Specialty Coffee World, and inviting our readers to show support.

Roasting & Healthy Food
ROASTING ADVANCES & HEALTHY FOOD FOCUS
BONUS DISTRIBUTION AT:
• SCA Roasters Guild
• Coffee Fest (LOS ANGELES)
• Western Foodservice Show

Technology & Sustainability
TECHNOLOGICAL ADVANCES CHANGING OUR INDUSTRY & CREATING A SUSTAINABLE FUTURE
BONUS DISTRIBUTION AT:
• NAMA Coffee, Tea & Water

Leadership
The Annual State of the Industry Report
Views and opinions from Industry leaders across the market segments on the past and future of the Specialty Coffee Industry.

TABLE OF CONTENTS
ctMAGAZINE
Print Ad rates start at $325 monthly
ctmagazine.com
• Monthly Magazine in Print and Digital Flipbook
• Read by Roasters, Retailers, and Allied Vendors in over 70 countries
• Succinct & Relevant Industry News & Features
• Respected Editorial Covering the Entire Supply Chain for more than 20 Years

CoffeeBuzz Weekly
Banner Ad rates start at $325 monthly
• Best Selection of Coffee Industry News Weekly
• CoffeeBuzz Weekly 35,000+ subscribers
• Banner Ad options for weekly digital subscription email or on our homepage
• Banner Advertisements starting at just $325/month

CoffeeBuzz Daily
Banner Ad rates start at $325 monthly
• Essential Daily Source of Coffee News Online
• Coffeebuzz Daily 5,000+ subscribers
• Banner Ad options for daily digital subscription email or on our homepage
• Banner Advertisements starting at just $325/month
Searchable Online
coffeetalk.com/yp
Updated every 24 hours, we have thousands of listings in industry relevant categories. Search by name, city, state, category, or any combination.

Printed
and mailed every January
Printed every January, mailed to roaster, retailer and industry buyers and distributed at industry trade shows around the US.

Get Listed Free
coffeetalk.com/submit-listing
It’s free to get listed, as long as your company sells to other companies. Click the link above and get your free free listing today!
<table>
<thead>
<tr>
<th>Page Type</th>
<th>Size</th>
<th>1x Price</th>
<th>4x Price</th>
<th>6x Price</th>
<th>8x Price</th>
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<tr>
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<tr>
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<td>$1324</td>
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<tr>
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<td>17.63 Square Inches</td>
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<td>$1312</td>
<td>$1187</td>
<td>$1054</td>
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<tr>
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<td>$1275</td>
<td>$1217</td>
<td>$1112</td>
<td>$854</td>
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<tr>
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<td>9.49 Square Inches</td>
<td>$850</td>
<td>$837</td>
<td>$762</td>
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<tr>
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<td>$6125</td>
<td>$5825</td>
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<td>$5075</td>
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</tbody>
</table>

**AllStar Tools**

1763 Square Inches

1x $1775
4x $1682
6x $1527
8x $1324

**Contact for Cover Placements or email for a list of Current Specials**

Laurie Veatch  
Marketing Director  
laurie@coffeetalk.com  
206.491.4242

Kerri Goodman  
Publisher  
kerricoffeeetalk.com

*(NET RATE)*
FOR MONTHLY SPECIALS, EMAIL LAURIE@COFEETALK.COM

Full Page
10.5” x 14”
• High-Res PDF
• 25” Bleed
• Due by 20th of the month

1/2 V
4.3125” x 12.875”
• High-Res PDF
• Due by 20th of the month

1/2 H
8.875” x 6.3125”
• High-Res PDF
• Due by 20th of the month

1/3 V
2.7197” x 12.875”
• High-Res PDF
• Due by 20th of the month

1/3 H
5.8333” x 6.3125”
• High-Res PDF
• Due by 20th of the month

1/4 V
2.0313” x 12.875”
• High-Res PDF
• Due by 20th of the month

1/4 H
4.3125” x 6.3125”
• High-Res PDF
• Due by 20th of the month

1/6 V
2.0313” x 6.3125”
• High-Res PDF
• Due by 20th of the month

1/6 H
5.8333” x 3.0313”
• High-Res PDF
• Due by 20th of the month

1/8 V
2.0313” x 6.3125”
• High-Res PDF
• Due by 20th of the month

1/8 H
4.3125” x 3.0312”
• High-Res PDF
• Due by 20th of the month

1/10
2.0313” x 4.6719”
• High-Res PDF
• Due by 20th of the month
### Sidebar Web Columns

<table>
<thead>
<tr>
<th>Placement</th>
<th>Home</th>
<th>CoffeeBuzz</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1/R1</td>
<td>$1275</td>
<td>$1275</td>
</tr>
<tr>
<td>L2/R2</td>
<td>$925</td>
<td>$925</td>
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<tr>
<td>L3/R3</td>
<td>$700</td>
<td>$700</td>
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<tr>
<td>L4/R4</td>
<td>$550</td>
<td>$550</td>
</tr>
<tr>
<td>L5/R5</td>
<td>$325</td>
<td>$325</td>
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</tbody>
</table>

**Center Web Column**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Home</th>
<th>CoffeeBuzz</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>$1580</td>
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<td>$1025</td>
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<tr>
<td>C3</td>
<td>$925</td>
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### CoffeeBuzz eNews

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<tr>
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<th>Daily</th>
<th>Weekly</th>
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</thead>
<tbody>
<tr>
<td>D1 (Leaderboard)</td>
<td>$1000</td>
<td>$1500</td>
</tr>
<tr>
<td>D2 (Leaderboard)</td>
<td>$850</td>
<td>$1250</td>
</tr>
<tr>
<td>D3 (Medium)</td>
<td>$500</td>
<td>$750</td>
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<tr>
<td>D4 (Medium)</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>D5 (Medium)</td>
<td>$500</td>
<td>$750</td>
</tr>
</tbody>
</table>

### Banner Specs - Sidebar

Email art to: justin@coffeetalk.com

- **IAB Medium Rectangle**: 300 x 250 (pixels width x height)
- **IMPORTANT**: Please send your ad at 200% these specs to ensure it remains crisp on retina display monitors.
- **JPG Format, less than 175kb**

### Banner Specs - Center Column

Email art to: justin@coffeetalk.com

- **IAB Leaderboard**: 720 x 90 (pixels width x height)
- **IMPORTANT**: Please send your ad at 200% these specs to ensure it remains crisp on retina display monitors.
- **JPG Format, less than 175kb**

### IAB Standards

Interactive Advertising Bureau

**STANDARD AD SIZES**

- **MEDIUM RECTANGLE**: 300x250
- **LEADERBOARD**: 720x90
- **HALF PAGE/PORTRAIT**: 300x600/1050 (ask for availability)
Daily News
CoffeeBuzz Daily News
(4x per week | 5,000+ opt-in subscribers)
This eNewsletter goes out 4 times a week (Tuesday thru Friday) to over 6,000 of our most news-thirsty opt-in subscribers! Our daily articles include content created by our publishing team as well as content sourced from our new national news syndication partner that allows us to share top stories from thousands of news sources across the globe!

Weekly News
CoffeeBuzz Weekly News
(1x per week | 35,000+ opt-in subscribers)
This eNewsletter goes out each Monday to our opt-in subscriber list of 38,000+ readers! CoffeeTalk editors aggregate the hottest topics from the week including content created by our publishing team as well as content sourced from our new national news syndication partner that allows us to share top stories from thousands of news sources across the globe!

CoffeeBuzz eNews
Banner Ad rates start at $500 monthly
Emailed daily & weekly
• Coffee industry online news
• Coffeebuzz Daily 5,000+ subscribers
• CoffeeBuzz Weekly 35,000+ subscribers
• Banner Advertisements starting at just $500/month

Rate Card
Placement | Daily (every Tue-Fri) | Weekly (every Mon) | Placement Cost (NET RATES) - COST PER MONTH
--- | --- | --- | ---
D1 (Leaderboard) | $1000 | $1500 | D1 (Leaderboard) $1000 $1500
D2 (Leaderboard) | $850 | $1250 | D2 (Leaderboard) $850 $1250
D3 (Medium) | $500 | $750 | D3 (Medium) $500 $750
D4 (Medium) | $500 | $750 | D4 (Medium) $500 $750
D5 (Medium) | $500 | $750 | D5 (Medium) $500 $750

Dimensions:
720x90
300x250

CoffeeBuzz Web
Banner Ad rates start at $325 monthly
COFFEETALK.COM/NEWS
• Essential Daily Source of Coffee News Online
• 40,000+ monthly digital subscribers
• Over 225,000 digital issue views per year
• Banner Advertisements starting at just $325/month

Sidebar Web Columns
Placement | Home | CoffeeBuzz
--- | --- | ---
L1/R1 | $1275 | $1275
L2/R2 | $925 | $925
L3/R3 | $700 | $700
L4/R4 | $550 | $550
L5/R5 | $325 | $325

Center Web Column
Placement | Home | CoffeeBuzz
--- | --- | ---
C1 | $1580 | $1580
C2 | $1025 | $1025
C3 | $925 | $925
Contact

Email
Kerri Goodman | Publisher/Owner
kerri@coffeetalk.com

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Thank you for supporting us!