2023 Media Kit
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 has frequently been the highest ranked web property both in the United States and globally.

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!
Circulation Maps & Numbers

NATIONAL CIRCULATION

- West Coast: 2,778
- South West: 1,290
- South East: 1,686
- North East: 1,786
- Midwest: 1,290
- Mountain/Central: 893
- Alaska/Hawaii: 198
- International: 625
- Trade Show Distribution: 500
- Total Print: 9,220

READERSHIP DEMOGRAPHICS

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

DIGITAL SUBSCRIBERS

- Total Digital Subscribers: 27,410
Editorial Calendar

International Vendor Directory
ANNUAL BUYERS GUIDE
Issue #1 • Mid January
• The most complete and accurate Buyers Guide in the industry
• Ad Art Due Dec 29 (2022)

Baristas & Retail
BARISTA TOOLS & CAFE ESSENTIALS
Issue #2 • Late February
• Ad Art Due Feb 2

Packaging & Gelato
PACKAGING SOLUTIONS & GELATO
Issue #3 • Mid April
• Ad Art Due Mar 23

Cold Brew & RTDs
COLD BREW ESSENTIALS & INNOVATIVE RTDs
Issue #4 • Mid May
• Ad Art Due Apr 27

Leaders & Luminaries
THE ANNUAL MAKING A DIFFERENCE INDUSTRY AWARDS
Issue #5 • Late June
Profiling current projects, people and companies that are making a difference in the Specialty Coffee World, and inviting our readers to show support.
• Ad Art Due Jun 8

Roasting & Single Serve
ROASTING ESSENTIALS & SINGLE SERVE TECHNOLOGIES
Issue #6 • Early August
• Ad Art Due Jul 20

Technology & Sustainability
TECHNOLOGY TOOLS & SUSTAINABILITY PRACTICES
Issue #7 • Late September
• Ad Art Due Sep 7

Leadership & The Industry
THE ANNUAL STATE OF THE INDUSTRY REPORT
Issue #8 • Early December
Views and opinions from Industry leaders across the market segments on the past and future of the Specialty Coffee Industry.
• Ad Art Due Nov 16

The online live magazine will be much more fluid in its content. However, there will be some regular monthly programs, including:

Coffee Reviews: Roasted coffee from around the world reviewed and scored in written reviews. Also hear the reviewers engage in a conversational discourse about what they like and didn’t like about the coffees around the world in our new podcasts.

Green Coffee Reviews: Green coffee from around the world roasted, cupped, and scored for importers, roasters, and home roasters alike. And get a more dimensional understanding of the scoring process and results as the coppers discuss their experience and defend and calibrate their scores in our new green coffee podcast.

Equipment Reviews: Professional-grade factory equipment and home brewing and roasting tools tested and reviewed by industry professionals.
## Magazine Rates & Specs

### Full

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>8x</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5 x 11”</td>
<td>$3325</td>
<td>$3165</td>
<td>$2845</td>
<td>$2725</td>
<td>147 sq inches</td>
</tr>
<tr>
<td>1/2 V: 3.375 x 9.5” H: 7 x 4.625”</td>
<td>$2325</td>
<td>$2215</td>
<td>$1995</td>
<td>$1675</td>
<td>55.79 sq inches</td>
</tr>
<tr>
<td>1/3 V: 2.1667 x 9.5” H: 4.5833 x 4.625”</td>
<td>$1975</td>
<td>$1882</td>
<td>$1697</td>
<td>$1584</td>
<td>35.91 sq inches</td>
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<tr>
<td>1/4 V: 1.5625 x 9.5” H: 3.375 x 4.625”</td>
<td>$1775</td>
<td>$1682</td>
<td>$1527</td>
<td>$1324</td>
<td>26.67 sq inches</td>
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<tr>
<td>1/6 V: 2.1667 x 4.625” H: 3.375 x 3”</td>
<td>$1375</td>
<td>$1312</td>
<td>$1187</td>
<td>$1054</td>
<td>17.63 sq inches</td>
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<tr>
<td>1/8 V: 1.5625 x 4.625” H: 3.375 x 2.1875”</td>
<td>$1275</td>
<td>$1217</td>
<td>$1112</td>
<td>$854</td>
<td>12.93 sq inches</td>
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<tr>
<td>1/10 V: 1.5625 x 3.4063” H: Upon Request</td>
<td>$850</td>
<td>$837</td>
<td>$762</td>
<td>$624</td>
<td>9.49 sq inches</td>
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### Center Spread

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<th>Net Rate</th>
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<tbody>
<tr>
<td>11 x 17”</td>
<td>$7625</td>
<td>$7250</td>
<td>$6875</td>
<td>$6500</td>
<td>294 sq inches</td>
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<tr>
<td>.25” Bleed</td>
<td>$6125</td>
<td>$5825</td>
<td>$5225</td>
<td>$5075</td>
<td>294 sq inches</td>
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</table>

### 2-Page Spread

<table>
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<tr>
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<th>6x</th>
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<tr>
<td>11 x 17”</td>
<td>$5625</td>
<td>$5525</td>
<td>$5225</td>
<td>$5075</td>
<td>294 sq inches</td>
</tr>
</tbody>
</table>

### Notes
- Deliver Ad art in High-Res PDF format
- For monthly specials, email advertising@coffeetalk.com
**Digital Mailings**

**DIGITAL ISSUE**
Digital Issue Email Leaderboard

- Placement: M1 (Leaderboard)
- Cost per Issue: $1000

**DIGITAL ISSUE D1**

**Placement Cost per Month**
- D1 (Leaderboard): $1500
- D2 (Leaderboard): $1450
- D3 (Leaderboard): $1150
- D4 (Leaderboard): $975
- D5 (Leaderboard): $800

**BANNER SPECS**

- Email art to justin@coffeetalk.com
- We allow the following IAB ad size orders to be placed:
  - IAB LEADERBOARD: 728x90
  - JPG Format, less than 175kb
  - IAB format ads can be scaled for different monitor resolutions (ratio will be preserved)

**DAILY DOSE**

#1 Source of Relevant coffee news

This eNewsletter goes out 4 times a week (Monday thru Thursday) to over 3,100+ 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 BUZZ**

Only the top stories of the week

This eNewsletter goes out each Friday to our opt-in subscriber list of 15,000+ 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!

**PRESS RELEASES**

- *For Not A Barista Only Poor People Need Coffee Too and Others* - June 8, 2020
- *Around the World… Coffee and Climate Change* - June 8, 2020
- *New IAB Leaderboard* - June 8, 2020

**WEEKLY BUZZ**

- *Marketing and Coffee* - June 8, 2020
- *Understanding Coffee Sustainability* - June 8, 2020
- *New IAB Leaderboard* - June 8, 2020

**Weekly Buzz**

- *Understanding Coffee Sustainability* - June 8, 2020
- *New IAB Leaderboard* - June 8, 2020
- *Understanding Coffee Sustainability* - June 8, 2020

**DIGITAL ISSUE M1**

**Placement Cost per Issue**
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**DIGITAL ISSUE D1**

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- D1 (Leaderboard): $1500
- D2 (Leaderboard): $1450
- D3 (Leaderboard): $1150
- D4 (Leaderboard): $975
- D5 (Leaderboard): $800
### Rectangle
IAB Medium Rectangle Placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
<th>Column</th>
<th>Rotation</th>
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<tbody>
<tr>
<td>Home C1</td>
<td>$1275</td>
<td>1/5th</td>
<td></td>
</tr>
<tr>
<td>Home C2</td>
<td>$925</td>
<td>1/5th</td>
<td></td>
</tr>
<tr>
<td>Home C3</td>
<td>$700</td>
<td>1/5th</td>
<td></td>
</tr>
<tr>
<td>Home C4</td>
<td>$550</td>
<td>1/5th</td>
<td></td>
</tr>
<tr>
<td>Home C5</td>
<td>$325</td>
<td>1/5th</td>
<td></td>
</tr>
<tr>
<td>Home R1</td>
<td>$1275</td>
<td>1/3rd</td>
<td></td>
</tr>
<tr>
<td>Home R2</td>
<td>$925</td>
<td>1/3rd</td>
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</tr>
<tr>
<td>Home R3</td>
<td>$700</td>
<td>1/3rd</td>
<td></td>
</tr>
<tr>
<td>Home R4</td>
<td>$550</td>
<td>1/3rd</td>
<td></td>
</tr>
<tr>
<td>Content R1 50</td>
<td>$350</td>
<td>1/3rd</td>
<td>50%</td>
</tr>
<tr>
<td>Content R1 25a</td>
<td>$175</td>
<td>1/3rd</td>
<td>25%</td>
</tr>
<tr>
<td>Content R1 25b</td>
<td>$175</td>
<td>1/3rd</td>
<td>25%</td>
</tr>
<tr>
<td>Content R2 50</td>
<td>$300</td>
<td>1/3rd</td>
<td>50%</td>
</tr>
<tr>
<td>Content R2 25a</td>
<td>$150</td>
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<td>25%</td>
</tr>
<tr>
<td>Content R2 25b</td>
<td>$150</td>
<td>1/3rd</td>
<td>25%</td>
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</tbody>
</table>

### Leaderboard
IAB Leaderboard Placements

<table>
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<tbody>
<tr>
<td>Home A1-A</td>
<td>$1580</td>
<td>Full Width</td>
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<tr>
<td>Home A1-B</td>
<td>$1450</td>
<td>Full Width</td>
</tr>
<tr>
<td>Home A2</td>
<td>$1025</td>
<td>2/3rd</td>
</tr>
<tr>
<td>Footer F1</td>
<td>$1580</td>
<td>2/3rd</td>
</tr>
</tbody>
</table>

### Rotation
Content Pages & Groups

Content R1 & R2 blocks are single ad blocks on all content pages that serve up ads from the group at random. Each ad in the group has a percentage chance it will be served each time a content page is viewed.

Vivamus vehicula augue purus, non enim sed massa inuculac sed. Curabitur elit nisl, semper et sapien interdum, semper blandit nisi. Nunc scelerisque sagittis fringilla lacus.


Vivamus vehicula sapien purus, non enim sed massa inuculac sed. Curabitur elit nisl, semper et sapien interdum, semper blandit nisi. Nunc scelerisque sagittis fringilla lacus.


Vivamus vehicula sapien purus, non enim sed massa inuculac sed. Curabitur elit nisl, semper et sapien interdum, semper blandit nisi. Nunc scelerisque sagittis fringilla lacus.


Online Platform
750 WORDS/ 5 IMAGES
$1500

SOCIAL MEDIA BOOST ADD-ONS

- Daily Dose / Coffee Buzz $199
- LinkedIn [group posts 25K+ members] $350
- Facebook [-94k followers] $350
- PLATINUM (INCLUDES ALL OF THE ABOVE) $2500

ADDITIONAL EDITORIAL SERVICES

- We interview you and write the article $500
- Q&A Format $350

Note

- All content subject to editorial approval
- All content will include appropriate legal disclaimers of sponsorship

A special opportunity to have an article totally focused on your product or business on CoffeeTalk’s online platform.
Membership Benefits
52 RELEASES SHARED PER YEAR
$2500

CoffeeTalk is proud to offer our Annual Share the News Program.

Subject to editorial approval, CoffeeTalk Media will post your press release on CoffeeTalk.com along with inclusion of your release headline in our WeeklyBuzz eNewsletter.

Your press release will run along with our news stories and headlines on our site and live indefinitely in our searchable archives. Please note should your release not meet our editorial guidelines, we will send you a note on how you can correct the release to meet our standards.

THIS ANNUAL PROGRAM ALLOWS FOR UP TO 52 RELEASES DURING A 12 MONTH PERIOD.

• Each release may include one image and up to 500 words
• Membership is per company (multi-company discounts are available)

Note
• All content subject to editorial approval