2023 Media Kit

COFFEE TALK®
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

**Digital Subscribers**

- Total Digital Subscribers: 27,410

**Readership Demographics**

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

+ in 70 Countries
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”</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”</td>
<td>$1975</td>
<td>$1882</td>
<td>$1697</td>
<td>$1584</td>
<td>35.91 sq inches</td>
</tr>
<tr>
<td>1/4 V: 1.5625 x 9.5”</td>
<td>$1775</td>
<td>$1682</td>
<td>$1527</td>
<td>$1324</td>
<td>26.67 sq inches</td>
</tr>
</tbody>
</table>

### 1/6

<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>V: 2.1667 x 4.625”</td>
<td>$1375</td>
<td>$1312</td>
<td>$1187</td>
<td>$1054</td>
<td>17.63 sq inches</td>
</tr>
<tr>
<td>1/8 V: 1.5625 x 4.625”</td>
<td>$1275</td>
<td>$1217</td>
<td>$1112</td>
<td>$854</td>
<td>12.93 sq inches</td>
</tr>
<tr>
<td>1/10 V: 1.5625 x 3.4063”</td>
<td>$850</td>
<td>$837</td>
<td>$762</td>
<td>$624</td>
<td>9.49 sq inches</td>
</tr>
</tbody>
</table>

### Center Spread

<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>11 x 17”</td>
<td>$7625</td>
<td>$7250</td>
<td>$6875</td>
<td>$6500</td>
<td>294 sq inches</td>
</tr>
</tbody>
</table>

### 2-Page Spread

<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>11 x 17”</td>
<td>$6125</td>
<td>$5825</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](mailto:advertising@coffeetalk.com)
**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!

**Placement Cost per Month**

- D1 (Leaderboard) $1500
- D2 (Leaderboard) $1250
- D3, 4 & 5 (Medium) $750
- D6 (Leaderboard) $1000

**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!

**DIGITAL ISSUE**

Digital Issue Email Leaderboard

Placement M1 (Leaderboard) Cost per Issue $1800

**BANNER SPECS**

Email art to justin@coffeetalk.com

We allow the following IAB ad size orders to be placed:

- IAB MEDIUM RECTANGLE: 300x250
- IAB LEADERBOARD: 728x90

- IMPORTANT: Please send your ad at 200% these specs to ensure it remains crisp on retina display monitors
  - JPG Format, less than 175kb
  - IAB format ads can be scaled for different monitor resolutions [ratio will be preserved]

- BANNER SPECS

- Email art to justin@coffeetalk.com

We allow the following IAB ad size orders to be placed:

- IAB MEDIUM RECTANGLE: 300x250
- IAB LEADERBOARD: 728x90

- IMPORTANT: Please send your ad at 200% these specs to ensure it remains crisp on retina display monitors
  - JPG Format, less than 175kb
  - IAB format ads can be scaled for different monitor resolutions [ratio will be preserved]
### LEADERBOARD
IAB Leaderboard Placements

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

### RECTANGLE
IAB Medium Rectangle Placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
<th>Column</th>
<th>Rotation</th>
</tr>
</thead>
<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>
<td></td>
</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>
<td>1/3rd</td>
<td>25%</td>
</tr>
<tr>
<td>Content R2 25b</td>
<td>$150</td>
<td>1/3rd</td>
<td>25%</td>
</tr>
</tbody>
</table>

### 720x90

**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.
A special opportunity to have an article totally focused on your product or business in CoffeeTalk Magazine.

Sponsored Editorial
Magazine Options

Note

• All content subject to editorial approval
• All content will include appropriate legal disclaimers of sponsorship
• Additional images subtract words
A special opportunity to have an article totally focused on your product or business on CoffeeTalk’s online platform.

**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
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
Kerri Goodman
Owner/Publisher
kerril@coffeetalk.com

Jake Leonti
Editor-in-Chief
jake@coffeetalk.com

Justin Goodman
Creative Director
justin@coffeetalk.com

Meagan Goodman
Daily Dose & Administration
meagan@coffeetalk.com

Mailing Address
25525 77th Ave SW
Vashon, WA 98070

Subscribe
coffeetalk.com/subscribe
Unique content and free subscriptions

Social
coffeetalkzine
coffeetalkmag
coffeetalkdailydose
company/coffeetalkmedia