2021 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 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!
Adapting to new technologies and audiences has been essential to CoffeeTalk's success these last 28 years. 2021 brings fresh challenges for our readers and advertisers and we are here to help rebuild industry connections and create innovative tools for your success.

We are excited to present CoffeeTalk 2021’s expanded online platform with a fresh new content for not only the industry, but the "professional consumer" passionate about coffee including a series of podcasts, videos, and fresh cast of writers and topics to compliment our industry-focused B2B print and digital magazine.

We will be expanding our audience through syndication online and increasing our advertisers’ visibility.

Historically we have been a strictly B2B publication, and that will no longer be the case. Of course, we will continue to offer professional-level industry content with the addition of consumer-friendly articles, videos, and contests. Our key demographics in the new audience will be Millennials and the emerging GenZ food & beverage enthusiasts and coffee lovers.

Our growing audience will gain added value to advertisers looking to market directly to the end consumer. As we expand our boundaries, we become stronger together.

And a New Direction

INTRODUCING OUR NEW EDITOR-IN-CHIEF — JAKE LEONTI

Jake Leonti has been working in coffee for more than 20 years at every level, from barista to manager to wholesale, roasting, green grading, importing, and education.

For the past eight years, Leonti’s company F+B Therapy has provided solutions at all steps of the value chain from the farm to the consumer.

"It is this unique story that I hope to tell through this magazine." Jake explains, "Not only the long journey of the coffee itself but the connection it provides to all people around the world."

Most industry professionals only speak one or two of the coffee languages: either green and importing or roasting or barista and serving. Jake happens to be fluent in all of these languages with over ten years of experience in each discipline.

We are looking forward to the stories he will tell.
Circulation Maps & Numbers

NATIONAL CIRCULATION

PRINT SUBSCRIBERS
- 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: 28%
- Allied/Industry Professionals: 4%
- Foodservice Directors: 4%
- Quick Serve Chain Headquarters: 3%
- Distributors: 3%
- <2% Other

DIGITAL SUBSCRIBERS
- Total Digital Subscribers: 27,410

+in 70 Countries
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 cuppers 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
- **8.5 x 11”**
  - 1x: $3325
  - 4x: $3165
  - 6x: $2845
  - 8x: $2725
  - **(Net Rate) 147 sq Inches**

### 1/2
- **V: 3.375 x 9.5”**
  - **H: 7 x 4.625”**
  - 1x: $2325
  - 4x: $2215
  - 6x: $1995
  - 8x: $1675
  - **(Net Rate) 55.79 sq Inches**

### 1/3
- **V: 2.1667 x 9.5”**
  - **H: 4.5833 x 4.625”**
  - 1x: $1975
  - 4x: $1882
  - 6x: $1697
  - 8x: $1584
  - **(Net Rate) 35.91 sq Inches**

### 1/4
- **V: 1.5625 x 9.5”**
  - **H: 3.375 x 4.625”**
  - 1x: $1775
  - 4x: $1682
  - 6x: $1527
  - 8x: $1324
  - **(Net Rate) 26.67 sq Inches**

### 1/6
- **V: 2.1667 x 4.625”**
  - **H: 3.375 x 3”**
  - 1x: $1375
  - 4x: $1312
  - 6x: $1187
  - 8x: $1054
  - **(Net Rate) 17.63 sq Inches**

### 1/8
- **V: 1.5625 x 4.625”**
  - **H: 3.375 x 2.1875”**
  - 1x: $1275
  - 4x: $1217
  - 6x: $1112
  - 8x: $854
  - **(Net Rate) 12.93 sq Inches**

### 1/10
- **V: 1.5625 x 3.4063”**
  - **H: Upon Request**
  - 1x: $850
  - 4x: $837
  - 6x: $762
  - 8x: $624
  - **(Net Rate) 9.49 sq Inches**

### Center Spread
- **11 x 17”**
  - .25” Bleed
  - 1x: $7625
  - 4x: $7250
  - 6x: $6875
  - 8x: $6500
  - **(Net Rate) 294 sq Inches**

### 2-Page Spread
- **11 x 17”**
  - .25” Bleed
  - 1x: $6125
  - 4x: $5825
  - 6x: $5225
  - 8x: $5075
  - **(Net Rate) 294 sq Inches**

---

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

<table>
<thead>
<tr>
<th>Package</th>
<th>1/6</th>
<th>1/8</th>
<th>1/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$1375</td>
<td>$1275</td>
<td>$850</td>
</tr>
<tr>
<td>Discount</td>
<td>$1099</td>
<td>$899</td>
<td>$679</td>
</tr>
</tbody>
</table>

### Full
- $3350
- Discounted Price: $2599

### 1/2
- $2350
- Discounted Price: $1799

### 1/3
- $1975
- Discounted Price: $1599

### 1/4
- $1850
- Discounted Price: $1399

### 1/6
- $1375
- Discounted Price: $1099

### 1/8
- $1275
- Discounted Price: $899

### 1/10
- $850
- Discounted Price: $679

---

### Reach

- **18,000+ Buyers/Subscribers**

---

**Special Editorial/Advertising Multi-Media Package with Social Media Bonus**

**ALL PACKAGES INCLUDE:**
- Mention in lead feature
- Ad space with complimentary ad design/layout

**1/3 AND LARGER ALSO INCLUDE**
- +Product image in lead feature
- +Advertiser quote in lead feature

**FULL PAGES ALSO INCLUDE**
- +1 sponsored post on CoffeeTalk Facebook Page with 94,860 followers

**PLUS all include an additional 150-word Press Release will run in the magazine issue as well as Daily Dose & Weekly Buzz e-Newsletters with additional exposure to 18,000+ subscribers.**
**DAILY & WEEKLY**
Options to suit your advertising needs

Daily Dose banner advertising is the choice for those looking for the highest frequency of dedicated reader.

CoffeeBuzz Weekly offers an expansive audience every Friday.

**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: 720x90

**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)

**DAILY DOSE**

#1 Source of Relevant coffee news
(4x per Week | 5,000+ Opt-in Subscribers)

This eNewsletter goes out 4 times a week (Monday thru Thursday) to over 5,000 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!

<table>
<thead>
<tr>
<th>Placement</th>
<th>Daily Dose</th>
<th>Weekly Buzz</th>
</tr>
</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, 4 &amp; 5 (Medium)</td>
<td>$500</td>
<td>$750</td>
</tr>
</tbody>
</table>

**WEEKLY BUZZ**

Only the top stories of the week (1x per Week | 25,000+ Opt-in Subscribers)

This eNewsletter goes out each Friday to our opt-in subscriber list of 20,000+ 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 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
**Sidebar Column Placements**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Home</th>
<th>Buzz</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>
</tr>
<tr>
<td>L3/R3</td>
<td>$700</td>
<td>$700</td>
</tr>
<tr>
<td>L4/R4</td>
<td>$550</td>
<td>$550</td>
</tr>
<tr>
<td>L5/R5</td>
<td>$325</td>
<td>$325</td>
</tr>
</tbody>
</table>

### CENTER
**Center Column Placements**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Home</th>
<th>Buzz</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>$1580</td>
<td>$1580</td>
</tr>
<tr>
<td>C2</td>
<td>$1025</td>
<td>$1025</td>
</tr>
<tr>
<td>C3</td>
<td>$925</td>
<td>$925</td>
</tr>
</tbody>
</table>

### 720x90

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>L2</td>
<td>L3</td>
</tr>
<tr>
<td>R1</td>
<td>R2</td>
<td>R3</td>
</tr>
</tbody>
</table>

### 300x250

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
</tr>
</tbody>
</table>

### 720x90

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>L2</td>
<td>L3</td>
<td>L4</td>
<td>L5</td>
</tr>
<tr>
<td>R1</td>
<td>R2</td>
<td>R3</td>
<td>R4</td>
<td>R5</td>
</tr>
</tbody>
</table>
New Additions
Web Services

REVIEWS & PODCASTS
Conducted by Respected Industry Professionals

ROASTED REVIEW
Available as Articles and/or Podcasts
A new series of feature articles reviewing roasted coffees from leading and obscure brands around the world. Each coffee is brewed three different ways and evaluated according to aromatic qualities, taste profile, latitude for multiple brewing applications, packaging aesthetic, and ease of ordering.

GREEN REVIEW
Available as Articles and/or Podcasts
A new series of feature articles where green coffees from around the world are evaluated according to the CQI cupping and green grading standards. The samples are always tried as unlabeled and evaluated solely on sensory analysis. These coffees are discussed by the judges who describe the coffee and defend their scores.

EQUIPMENT REVIEW
Recurring Feature Article
Consumer and commercial equipment is used, evaluated, and graded according to ease of use, quality of end-result, aesthetics, function, and price point.

OPPORTUNITIES
Email jake@coffeetalk.com for Inquiry

WANT TO SPONSOR A PODCAST BUT THESE DON’T FIT?
Let’s discuss an idea for a new Podcast that shares subject matter that will interest your core audience.

WANT TO SPONSOR A PODCAST BUT THESE DON’T FIT?
Let’s discuss an idea for a new Podcast that shares subject matter that will interest your core audience.

From editorial video segments to straight commercials you can tell your story through multiple channels and with multi-media.

Video
With our new online magazine, we will be creating content for video. If you would prefer to tell your brand story via video, we can make it happen.

If a picture is worth a thousand words, a one minute video is worth 1,620,000 words. Let us do your talking.