

COFFEE TALK

A bible of the industry since 1994!



2012 MEDIA KIT

EDITORIAL CALENDAR

January

International Buyers Guide

- Distributed at 20 major coffee & food service shows
- Over 2000 listings, each verified for accuracy
- The most complete and accurate listing in the industry

February

Commercial Blenders & Frozen Beverages

BONUS DISTRIBUTION AT:

- International Restaurant and Foodservice Show - NYC
- Coffee Fest
- Ultimate Barista Challenge

March

Cups, Lids and Other Disposable Products

BONUS DISTRIBUTION AT:

- National Coffee Association Annual Conference
- Natural Products Expo West

April

Packaging Equipment Options

BONUS DISTRIBUTION AT:

- Specialty Coffee Association of America Annual Exposition - Portland
- National Restaurant Show - Chicago
- Coffee & Tea Expo of NYC

May

The World of Tea; Hot, Iced, Herbal, and Beyond

BONUS DISTRIBUTION AT:

- World Tea Expo - Las Vegas

June

Coffee Brewing Systems & Water Quality Systems

BONUS DISTRIBUTION AT:

- Coffee Fest - Chicago
- SW Foodservice Show / Ultimate Barista Challenge
- Fancy Food Show - NYC

July

Annual Making a Difference Ezine

Non-Profit Organizations present profiles of current projects and invite our readers to help make a difference in our industry and around the globe.

August

Annual Roaster Survey

BONUS DISTRIBUTION AT:

- SCAA Roasters Guild Retreat
- Ultimate Barista Challenge
- Western Foodservice Show

September

Healthy Options for Your Café

BONUS DISTRIBUTION AT:

- Coffee Fest Seattle
- Natural Products Expo East
- Ultimate Barista Challenge
- Florida Restaurant Show

October

New Technologies to Maximize Your Profits

BONUS DISTRIBUTION AT:

- Canadian Coffee & Tea
- National Coffee Association Fall Conference

November

Recycle, Re-Use, Renew; The Best of the Best in 'Green'

BONUS DISTRIBUTION AT:

- International Motel/Hotel Restaurant Show - NYC

December

E-Zine, The Annual State of the Industry

Industry leaders from all market segments express in their own words their views on the past year, and the upcoming year in coffee.

ADVERTISING

| 2012 Print Rates | 1x | 3 x | 6 x | 12 x | Ad Size | Dimensions |
|---------------------|--------|--------|----------------------|----------------------|------------|---|
| Full Page | \$3000 | \$2850 | \$2700 | \$2500 | Full | 10.5 x 14 |
| 1/2 Page | \$2100 | \$1700 | \$1550 | \$1450 | Full Bleed | .125" Bleed |
| 1/3 Page | \$1750 | \$1450 | \$1400 | \$1360 | 1/2 V | 4.3125 x 12.875 |
| 1/4 Page | \$1500 | \$1300 | \$1200 | \$1100 | 1/2 H | 8.875 x 6.3125 |
| 1/6 Page | \$1125 | \$990 | \$860 | \$820 | 1/3 V | 2.7197 x 12.875 |
| 1/8 Page | \$1000 | \$940 | \$850 | \$799 | 1/3 H | 5.8333 x 6.3125 |
| CT Special | \$650 | \$599 | \$499 | \$399 | 1/4 V | 2.0313 x 12.875 |
| Two-Page Spread | \$5899 | \$5799 | \$5500 | \$4999 | 1/4 H | 4.3125 x 6.3125 |
| Center Spread | \$6950 | \$5999 | \$5850 | \$5750 | 1/6 V | 2.7917 x 6.3125 |
| Back Cover | \$4200 | \$3999 | \$3799 | \$3599 | 1/6 H | 5.8333 x 3.0313 |
| Inside Front Cover* | \$3950 | \$3750 | \$3550 | \$3300 | 1/8 V | 2.0313 x 6.3125 |
| Inside Back Cover* | \$3850 | \$3650 | \$3450 | \$3200 | 1/8 H | 4.3125 x 3.0312 |
| AllStar Tools | n/a | n/a | \$1199 (\$199/mo) | \$1999 (\$166/mo) | CT Special | 2.0313 x 4.6719 (Full page ads have a .5" margin on all sides) |

| Daily Dose | Monthly | Annually* | Premium | Online Advertising |
|--------------|---------|-----------|---------|---|
| 1 | \$1000 | \$9600 | \$1000 | Digital Issue Sidebar \$1995 |
| 2 | \$750 | \$8400 | \$750 | Digital Popup \$750 |
| 3 | \$750 | \$8400 | \$750 | Digital Issue: Video Ad Insert Call for Rates |
| 4 | \$750 | \$8400 | | CoffeeTalk.com Banner Ads Call for Rates |
| 5 | \$750 | \$8400 | | CoffeeTalk.com Classifieds \$1/word |
| 6 | \$525 | \$5100 | | |
| 7 | \$525 | \$5100 | | |
| 8 | \$525 | \$5100 | | |
| 9 | \$525 | \$5100 | | |
| 10 | \$525 | \$5100 | | |
| 11 | \$375 | \$3500 | | |
| 12 | \$375 | \$3500 | | |
| 13 | \$375 | \$3500 | | |
| 14 | \$375 | \$3500 | | |
| 15 | \$375 | \$3500 | | |
| 16 and below | \$200 | \$2100 | | |

Visit www.CoffeeTalk.com, take our free marketing survey and receive a free \$100 ad credit on any new ad placement.

New premium Daily Dose ads will be featured on the right-hand side of the Daily Dose at a new size. These 3 limited slots will have prime placement at the top of the page at a new size.

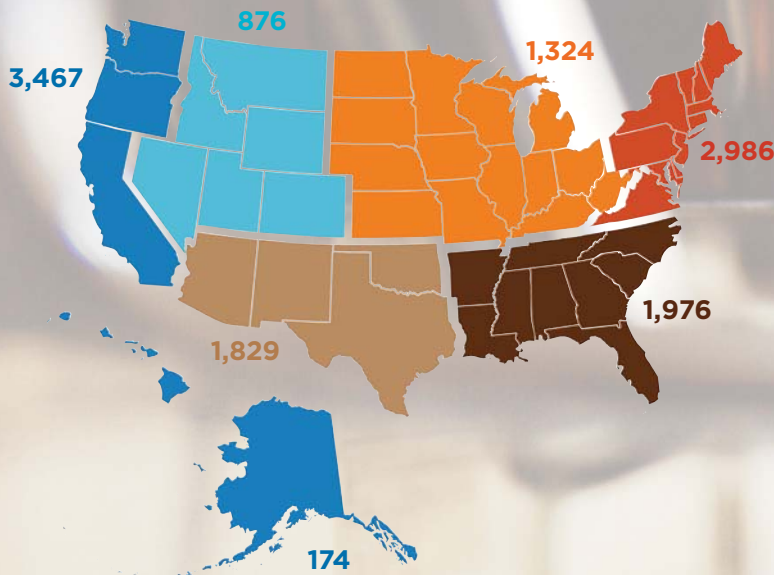
**Annual prices are pre-paid.
Animation is available on Daily Dose ads at a \$100/month premium.*

CIRCULATION

PRESS RELEASES

PRINT

Total Print Circulation Monthly: 12,632



| | |
|-----------------------------------|-----|
| Coffee Retailers | 45% |
| Coffee Roasters/Roaster Retailers | 28% |
| Distributors | 9% |
| Foodservice Directors | 9% |
| Quick Serve Chain Headquarters | 4% |
| Industry Professionals | 5% |

FORMAT OF NEWS RELEASES

While news releases vary, most should include the following key components:

Contact Information

Please be sure to include a contact person, mailing address, telephone and fax numbers, email address and any website addresses in your release.

Heading

A simple statement of the news the release is announcing.

Date

Please do not put in a specific date, but rather identify the month of the release, i.e. September 2003. CoffeeTalk often has a backlog of releases, which means that releases often are published months after their submission. On all releases, please highlight any date-sensitive information, such as an upcoming event or product launch at an upcoming tradeshow.

What is new

This is the body of your release, which should include at least one or two paragraphs about the featured item or announcement. If you are announcing a new product, this section of the release is where you give potential customers the reasons why they would want to purchase it. Why does it stand out?

A mini-view of your company

To conclude your release, please include a few sentences that position your company for the readers. Outline the extent of your company's product lines, its distribution area, and other information such as when it was established and/or the story of its origins. Due to the volume of press releases, we reserve the right to limit press releases.

Please submit ALL press releases via email: PDF, Snail Mail and Faxed documents will not be accepted. Please attach a word document to an email message and send to news@coffeetalk.com

As a precaution, also copy the text of the release into the body of the email. This ensures that your release is still read promptly in case there is difficulty opening the attachment. Any artwork images or logos must be saved as .jpg and included as separate attachments.

Please note that there can up to a 4 month wait for submissions and non-advertisers may be limited to one release per 4 month period. Advertisers are always placed on a no-wait basis.

DIGITAL

21,349 Digital Subscribers in 57 countries receive CoffeeTalk every month in their inbox with the latest flip book technology and live links to our advertiser's websites.

Big improvements in the searchable website coming soon!

Digital and Print Combined Circulation:

33,981

More than **DOUBLE** any other coffee trade magazine!

BUYERS GUIDE

ARE YOU LISTED YET?

It's FREE! And it's simple! More than 100 categories to choose from. Visit CoffeeTalkYellowPages.com to update or add new listings or visit our booth at one of the numerous tradeshows we attend throughout the year.

2 Things will happen:

1. You will be listed in our Online Buyers Guide at CoffeeTalkYellowPages.com within one week in up to 5 business categories!

2. You will be emailed a \$100 Ad Credit good for any new online or print ad placed in the next 6 months! No Strings! No Hassles!

This *Yellow Pages of Coffee* is updated every week online, printed and mailed every January to 12,000+ subscribers and given out at all 17 major Coffee & Foodservice shows throughout the entire year!

Remember, only vendors who sell to cafes, coffee houses, roasters, foodservice, OCS, and other businesses related to coffee are listed in this directory.

ALL Companies, even those previously listed, must re-verify their information every year to stay listed.



GET LISTED

If you can't get online, fax the following to

866 373 0392

- ACCOUNT NAME
- STATE
- WEB PAGE
- ZIP
- PHONE
- COUNTRY
- ADDRESS
- MARKETING CONTACT*
- CITY
- NAME/PHONE/EMAIL*

**Required Field*

*We will contact you to verify your business categories

BUSINESS CATEGORIES

1. Ad Agency / Marketing / PR Services / Publication
2. Artisan Breads
3. Baked Goods
4. Banking/Finance
5. Bar Equipment and Supplies
6. Beverage Dispensing Equipment
7. Blenders
8. Bottled Water
9. Breakfast Food- Fresh and Frozen
10. Brokers/Importers
11. Carts- Coffee
12. Catering Equipment and Supplies
13. Chai
14. Chocolate
15. Cleaning Supplies
16. Coffee - Decaf Green
17. Coffee / Equipment - Pods
18. Coffee Analysis, Sorting and Tasting Equipment
19. Coffee Brewer - French Press
20. Coffee Brewer Distributor
21. Coffee Brewer Manuf
22. Coffee Concentrate
23. Coffee House Products
24. Coffee Producer/Grower
25. Coffee Roaster
26. Communication Systems
27. Computers Systems- Hardware and Supplies
28. Confections
29. Consulting Services
30. Cookie/Biscotti
31. Culinary & Hospitality Schools
32. Cup - Lids/Plugs/Stickers
33. Cups
34. Dairy
35. Deli Products
36. Design / Furnishings
37. Dessert Products
38. Digital Signage
39. Display Equipment and Cases
40. Distributor - Coffee Related Products
41. Drive Thru
42. Employee Benefits and Services
43. Espresso Machine Distributor
44. Espresso Machine Manuf
45. Extracts and Flavorings
46. Flavoring Equip/Supplies
47. Food and Beverage Distributor
48. Food Equipment Distributor
49. Food Safety
50. Foodservice Supplier
51. Franchisor
52. Freezers
53. Frozen Bev Equip
54. Frozen Bev Mix
55. Fruit and Vegetables
56. Functional Beverages
57. Gelato
58. Gift Basket Packaging
59. Green Coffee Dealers/ Brokers
60. Grinding Equipment
61. Hot Drink Mixes
62. Ice Cream Equipment and Supplies
63. Iced Tea
64. Iced Tea Equipment
65. Jam Jellies Marmalades & Preserves
66. Kiosks- Self-Ordering
67. Non-Profit Resource
68. OCS Supplier
69. OCS Operator
70. Organic
71. Packaging Equip/ Supplies
72. Paper Products
73. POS
74. Private Label
75. Ready-to-Drink
76. Real Estate
77. Refrigeration
78. Retail Merchandise
79. Roasting Equipment & Supplies
80. Sauces
81. Security
82. Shipping/Transportation
83. Signage / Menus
84. Sleeves
85. Smallwares
86. Snack Food
87. Soups
88. Soy
89. Subscriber Only
90. Sweeteners/Toppings
91. Syrups
92. Table Top
93. Tea & Tea Products
94. Tradeshows/Seminars/ Workshops/Assoc
95. Training Resources
96. Travel Mug
97. Uniforms and Aprons
98. Water Filtration
99. WiFi
100. Wine and Spirits Related
101. Work Apparel/Uniform