

*Hospitality News* featuring

# COFFEE TALK



2008 Media Kit

[www.coffeetalk.com](http://www.coffeetalk.com)

(206) 686-7378

Stewardship. Each day at CoffeeTalk reminds us that we share responsibility for preserving our industry and our world.. We learn through the harsh lens of journalism that our industry is highly vulnerable to the whims, excesses, and inhumanity of man-to-man, and man to his environment.

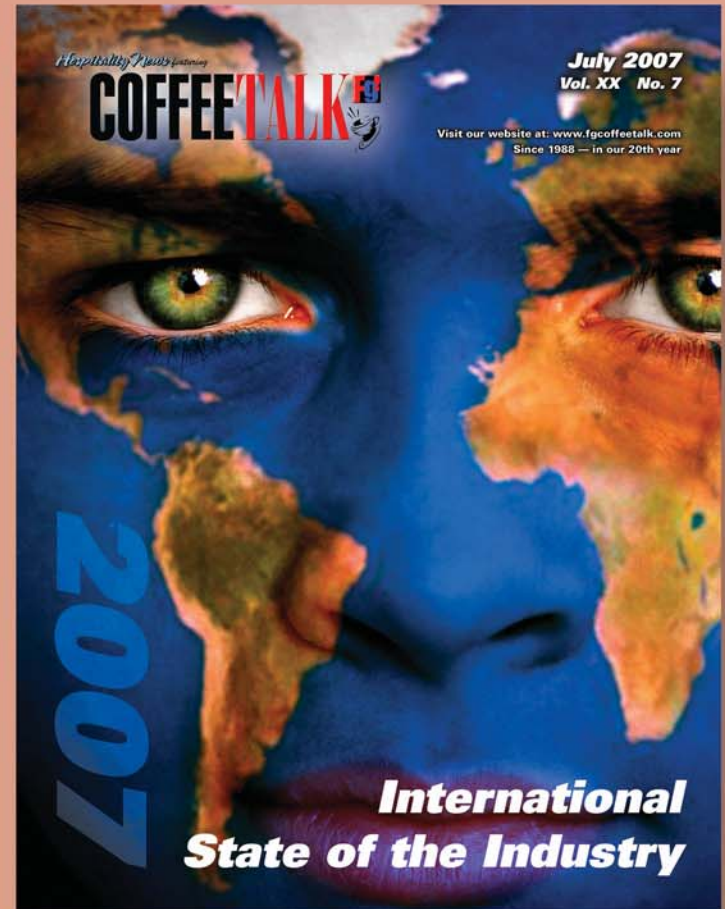
Our readers trust CoffeeTalk because we do not duck the hard questions, we expose our industry's challenges, and we practice what we preach. As one industry leader once told us, "CoffeeTalk is the magazine with a heart."

We earn our press credentials every day through frequent trips to origin, active participation in the Specialty Coffee Association of America and the National Coffee Association, board participation in the International Women in Coffee Alliance, the Songbird Foundation, and the Cup for Education, sponsorship of the Ultimate Barista Challenge, and free non-profit advertising support.

Nevertheless, it is not enough to present a positive example through our activities; CoffeeTalk also is committed to reducing our 'Carbon Footprint' upon the earth. We do this in many ways. No one in our organization has to drive to work! Through sophisticated software and robust internet solutions, all our associates work from their homes. By establishing a telecommunity we reduce car emissions and other urban impact pollutants that otherwise would be expended in traffic tie-ups. Of equal importance is the impact this has on our families and the struggle to balance work with family.

We print on high quality post-consumer paper and use soy ink. However, looking toward the future, we hope to reduce or offset the printing carbon footprint and ultimately become carbon neutral. CoffeeTalk is expanding its use of E-Letters and E-Zines as one way to give readers full access to our magazine without the associated waste of energy and natural resources.

We are stewards because we care and because it is right. Judging from our rapidly expanding circulation, our readers agree.



*Hospitality News* featuring

**COFFEETALK** 

# Circulation Information

*Coffee Roasters*

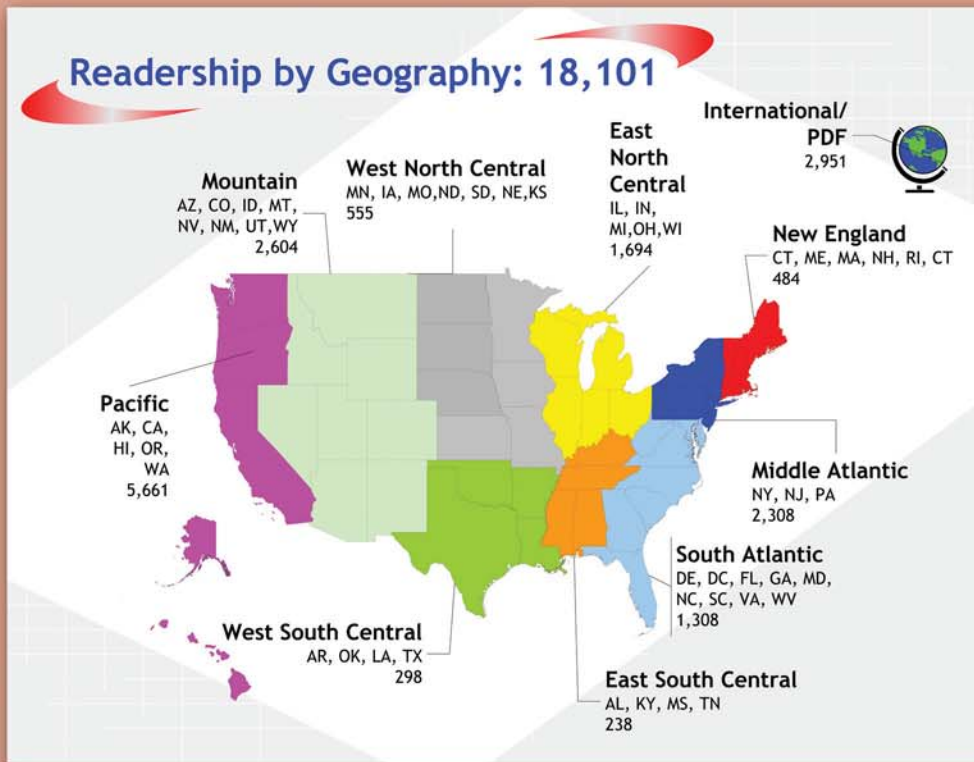
*Coffee Retailers*

*Coffee & Quick Serve Chain Headquarters*

*Foodservice Directors*

*Distributors*

*Industry Professionals*



## Trade Show Distribution

CoffeeTalk/Fg! is distributed at all major Coffee and Foodservice Tradeshows. As an advertiser, you can expect tradeshow distribution to thousands of new readers with an immediate interest in our industry and your products. See Editorial Calendar page for details on specific tradeshows during specific months.

## Daily Dose

Everyday, we review all the current industry news, producing the Daily Dose, an e-mailed newspaper that keeps our readers informed of changes and developments in our industry. Over 5,500 subscribers receive our Daily Dose. Advertising opportunities are available.

## Online PDF Readership

When the magazines go to press, a readable and downloadable PDF is also placed on our web site. Readers can download any article for reprint and sharing. Of course, they also download our advertisers' ads too.

The online edition of CoffeeTalk is a ready source for international readers who may not wish to pay the additional shipping expense for international mailing.

We log and track thousands of readers to our web site, buyers that would not otherwise have seen the publication, or advertisements.



# Editorial Calendar

No other coffee magazine has such complete vertical readership in the industry as CoffeeTalk. Every single issue contains relevant information for the growers/producers, importers/brokers, roasters, and retailers. Our word counts are the heaviest in the industry to allow for much more information per page. Some follow standards, we set standards. Our editorial philosophy is clear: we write about what counts, when it counts. We are not afraid to confront timely issues and we are not afraid to praise when praise is due.

Our editorial philosophy has consistently made our magazines the most thoroughly read and passed along press in the industry. Our magazines do not drop on the coffee table in the reception lobby, they move from in-box to in-box as required reading by entire organizations.

How do we do this?

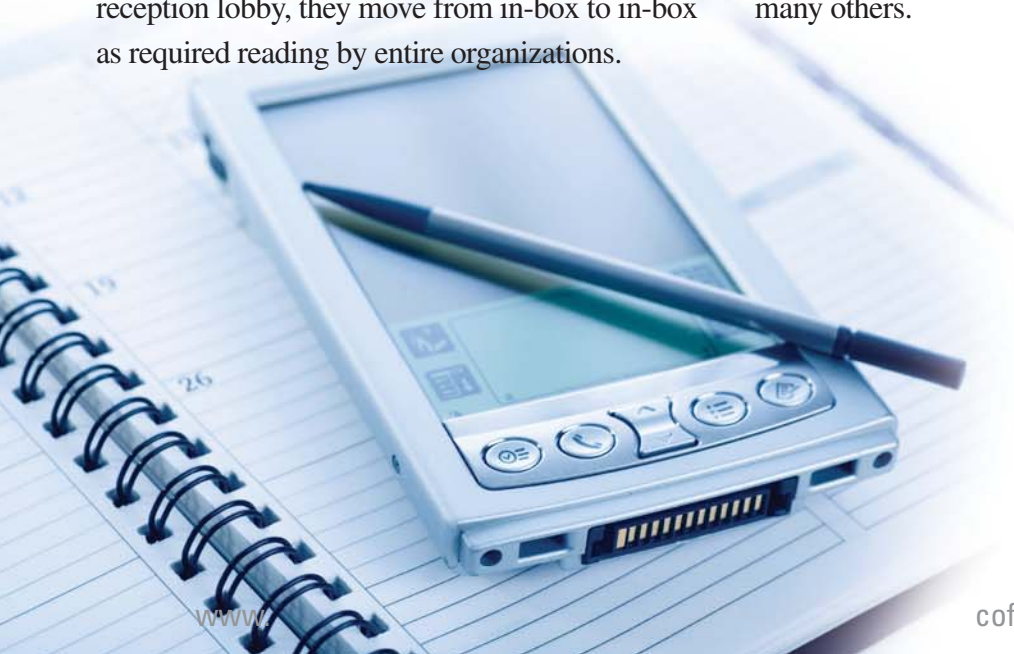
- **Social Responsibility** – CoffeeTalk/FG! is a magazine with the heart and passion for the financial and social wellbeing of our industry. We report on the strengths and effects of Corporate Social Responsibility (CSR) programs worldwide.
- **Industry Involvement** – we know what is going on because we are directly involved with the groups that are agents for change and growth; the Speciality Coffee Association of America, National Restaurant Association, National Association of Specialty Food Trade, USAID, the James Beard Foundation, the National Coffee Association of the USA, the International Association of Culinary Professionals, International Women in Coffee Alliance, and many others.

- **Direct Contact** – the editorial staff travels the world to witness first hand the story as it emerges from countries of origin and consuming countries.
- **Focused Columnists** – our recurring columnists are tasked with delivering useful and timely information to business owners, whether newcomers or old hands.
- **Short Reads** – time is precious. Our editorial content is fast, informative, and then finished.
- **Newsbites** – press releases from advertisers provide important information to our readers. We believe that they are an essential element of our editorial mix.

The link between our advertisers and our readers is profound and precious. We know that when our readers are not turning pages, they are not seeing ads.

*“CoffeeTalk is the best darn magazine in the industry!”*

John Rapinchuck, Knutsen Coffees, Ltd.



Timely  
Responsible  
Involved  
Direct  
Focused  
Short  
Trustworthy

# 2008 Editorial Highlights

## **January** ☞ *San Francisco Fancy Food*

- Annual Buyers Guide
- Distributed at all major coffee and foodservice shows in 2008!

## **February** ☞ *Coffee Fest, Washington, D.C.*

- Blenders compared
- Frozen Blended Beverages

## **March** ☞ *National Coffee Association Annual Conference*

- Café Design  
Plus
- Espresso Machines reviewed
- Espresso Equipment review
- Cups and Paper Products
- Espresso Machines & Grinders

## **April** ☞ *Specialty Coffee Association of America Conference; The Northwest Foodservice Show*

- Refrigeration and display products compared
- Baked Goods in the Café

## **May** ☞ *National Restaurant Show*

- Ice Tea Brewers reviewed
- Syrups for the best summer tastes

## **June** ☞ *Coffee Fest Hawaii; World Tea Expo Las Vegas; Great American Dessert and Coffee Expo Las Vegas; Fancy Food New York*

- Tea Issue  
Plus
- POS systems

## **July E-Zine** ☞ *Non-Profit Stewards of the Industry*

- Non-Profit world and how you can help make a difference
- A complete directory and profile of who's who in the Coffee Non-Profit World



## **August** ☞ *Western Foodservice Show*

- Franchising Issue  
Plus
- Drip/Brewing systems compared

## **September** ☞ *Florida Restaurant and Lodging Show, Coffee Fest – Seattle*

- Grinders from the ground up
- Sauces compared

## **October** ☞

- Roaster Showcase  
Plus
- Coffee Roasters compared
- Green Bean Sourcing

## **November** ☞ *International Hotel/Motel Restaurant Show, New York*

- Panini Grills and countertop cooking considered
- Sandwiches and Fresh salad programs that work for your café

## **December E-Zine** ☞ *The Annual State of the Industry in the US.*

# Rates / Sizes

2008 Net Rates	1x	3x	5x	10x
Full Page	\$2900	\$2700	\$2500	\$2350
3/4 Page	\$2350	\$2050	\$1900	\$1825
1/2 Page	\$1950	\$1550	\$1400	\$1350
1/3 Page	\$1600	\$1300	\$1250	\$1210
1/4 Page	\$1350	\$1030	\$1000	\$950
1/6 Page	\$1025	\$890	\$860	\$820
1/8 Page	\$850	\$790	\$760	\$720
CT Special	\$550	\$460	\$440	\$375
Two-Page Spread	\$5500	\$5200	\$4800	\$4500
Center Spread	\$5900	\$5700	\$5300	\$5000
Back Cover	\$3900	\$3700	\$3200	\$3000
Inside Front Cover*	\$3400	\$3200	\$3000	\$2850
AllStar Tools	n/a	n/a	\$225	\$195
Artisan Roasters	n/a	n/a	\$225	\$195
Tea Talk	n/a	n/a	\$225	\$195

*Our ad prices have remained the same since 2002 and that due to increases in postage and paper costs, a small increase has been added. Any placements signed by October 15th, 2007 will remain at the 2007 ad rates. Call for details.*

**FULL**  
10.0 x 12.5

BLEED INFO:  
Image area 10 x 13  
Trim 10.75 x 14  
Bleed 11.25 x 14.5

**3/4**  
10.0 x 9.3  
7.4 x 12.5

**1/2**  
10.0 x 6.1  
4.9 x 12.5

**1/3**  
6.6 x 6.2  
3.2 x 12.5

**1/4**  
4.9 x 6.2  
2.3 x 12.5

**1/6**  
3.2 x 6.2  
6.6 x 3.0

**1/8**  
4.9 x 3.0  
2.4 x 6.2

**CT Special**  
2.4 x 4.6  
3x minimum

**T**argeted On-line Advertising for the Coffee Industry!  
 The only daily synopsis of the coffee and tea news sent to more than 5,000 subscribers emails every business day!

### WHY ADVERTISE in the Daily Dose?

- Build your Brand!
  - Make all of your sales efforts more effective!
- Make More Web Sales!
  - Guaranteed to drive traffic to your website
- It's Easy!
  - We can build your banner ad free!
  - If you purchase annually get a free monthly art update plus optional free animation
- It's Cost Effective!
  - Prices start at just \$175 per month!

The screenshot shows the top portion of an email newsletter. At the top left is a logo for 'COFFEE DAILY DOSE' with a sunburst graphic. To its right is the 'COFFEETALK' logo with the tagline 'The Specialty World's Daily Synopsis'. Below the logos is a line of text: 'Thanks to our generous sponsors who make the Daily Dose possible. Please visit their sites below!'. There are two columns of content. The left column features an advertisement for 'ecotainer' with the slogan 'MAKING A DIFFERENCE ONE CUP AT A TIME' and 'INTERNATIONAL PAPER'. Below that is an advertisement for 'INSULAIR EcoSmart' showing a coffee cup. The right column contains news text: 'News from the Coffee and Tea World for July 10th, 2007'. Below the news is a link: 'DJ Nybot Coffee Review: Speeds To 1-Wk High: Shorts Cover FXstreet.com The Foreign Exchange Market, Spain'. Further down is another link: 'Brazil from July 1-6 exported 279690 bags, with certificates issued for 287,622 bags, the Green Coffee Exporters Council said. Funds and small speculators ...'. At the bottom of the right column is another link: 'Kenya coffee prices rise slightly on lower volumes Reuters South Africa, South Africa HAIROBI (Reuters) - Kenyan coffee prices rose slightly at Tuesday's auction helped by a shortage as the marketing season comes to an end, exporters said. ...'. At the very bottom of the right column is a link: 'Pepsi Bottling Net Rises 9.5% on'.

The screenshot shows two columns of content from the newsletter. The left column features an advertisement for 'SAVEUR' with the text 'SAVEUR.COM COFFEE' and 'Visit Saveur's tribute to Specialty Coffee'. Below that is an advertisement for 'Get in on the ground floor.' with the website 'www.BGVillage.com' and the 'VILLAGE' logo. The right column contains a news snippet: 'Airport woman baffles Hondurans BBC News, UK Officials in Honduras are trying to solve the mystery of a woman believed to be from Africa who has been living at an airport there for over a month. ...'. Below the news is a link: 'CoffeeTalk Media Kit' and another link: 'Daily Dose Advertising Information'.

### Position Weekly Monthly Annually

Position	Weekly	Monthly	Annually
1	\$500	\$1,000	\$9600
2	\$400	\$750	\$8400
3	\$400	\$750	\$8400
4	\$400	\$750	\$8400
5	\$400	\$750	\$8400
6	\$300	\$525	\$5100
7	\$300	\$525	\$5100
8	\$300	\$525	\$5100
9	\$300	\$525	\$5100
10	\$300	\$525	\$5100
11	\$225	\$375	\$3500
12	\$225	\$375	\$3500
13	\$225	\$375	\$3500
14	\$225	\$375	\$3500
15	\$225	\$375	\$3500
<hr/>			
16	\$140	\$200	\$2100
17	\$140	\$200	\$2100
18	\$140	\$200	\$2100
19	\$140	\$200	\$2100
20	\$140	\$200	\$2100
21	\$115	\$175	\$1800
22	\$115	\$175	\$1800
23	\$115	\$175	\$1800
24	\$115	\$175	\$1800
25	\$115	\$175	\$1800

### Top 15 Positions

- 250 x 250 pixels
- Less than 100k in size
- Graphic is a Direct Link to your Website (no need to clutter ad with phone or web address)
- Free Ad Design included
- Optional Animation (\$100/week)

### Bottom 10 positions

- 150 x 250 pixels
- Less than 100k in size
- Graphic is a Direct Link to your Website (no need to clutter ad with phone or web address)
- Free Ad Design included



# Ad Specifications



## SHIP ADS TO:

Kim Sanders  
Eagle Web Press  
4901 Indian School Rd NE  
Salem, OR 97305  
503.393.7980

## ELECTRONIC FILES

Macintosh: Disks: CD

Software: High resolution PDF with bleed (if applicable) and fonts 100% embedded preferred. Quark 5, 6.5 (include fonts), InDesign CS-CS3, Photoshop 5.5-CS3, Illustrator CS3 and earlier & Freehand MX files (include fonts or create outlines, or high resolution PDF). Photo Files: 300 dpi tiffs are preferred.

PC: Disks: Windows formatted Zip or Jaz disk

Software: Photoshop 6 or PDF with fonts embedded. We can also process color and black and white negatives, slides, or prints.

## **FTP UPLOAD INFORMATION**

### **FTP for the MAC**

Upon opening Fetch fill in the following information in the appropriate fields:

host: ftp.eaglewebpress.com

username: hospitality

password: generic

### **FTP for PC using Internet Explorer**

ftp.eaglewebpress.com

username: hospitality

password: generic

1. Go to ftp.eaglewebpress.com
2. click on folder called to\_eagle (click only ONCE to select-- do not open folder)
3. go to the FILE menu and select the dropdown LOGIN AS
4. username is hospitality
5. password is generic
6. please be sure the name of your company is included in your ad
7. please email kerri@hospnews.com to let me know you have placed your ad on the ftp site

## **ADVERTISING AGENCIES**

A 15% discount is allowed to recognized advertising agencies. Payment must be received within 35 days of invoice date or agency commission will be forfeited and account will be directly billed.

## **COPY RESPONSIBILITY**

Submission of copy is the responsibility of the advertiser. Advertising of last insertion will be run if copy is not received by ad materials closing date. If no previous insertion, client will be liable for contracted space.

## **COPY ACCEPTANCE**

Hospitality News reserves the right to reject any advertising considered objectionable as to wording or appearance.

## **ADVERTISING RESPONSIBILITY**

All advertisements are accepted and published by Hospitality News upon the representation that the advertiser and/or the agency is authorized to publish entire contents and subject matter thereof. In consideration of Hospitality News acceptance of such advertisements of publication, the advertiser and/or the agency will indemnify and hold Hospitality News harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy and copyright infringement.

## **ISSUE & CLOSING DATES**

Space Closing: the 10th of the month prior to publication. Art Due: the 15th of the month prior to publication. Hospitality News will be typically mailed the last week of the month preceding publication date.

## **CANCELLATIONS**

Ads cancelled more than 90 days prior to publication date: no fee charged; Cancelled 60 -89 days prior to publication date will be charged 10% of the original contracted amount; 'Cancelled 30 -59 days =25% fee; 20-29 days =50% fee charged; any ad cancelled less than 20 days from publication will be charged at the full rate. All cancellations are subject to Short Rate charges.

## **SHORT RATES**

Frequency discounts are determined by the number of contracted insertions. Contracts cancelled before completion will be short-rated at the earned rate.

## **RETURNING AD MATERIALS**

Ads and related material will not be returned unless specifically requested at the time the insertion order is placed.

# CoffeeTalk readers are passionate!

We received the following feedback from our recent Reader Survey... each of these responses were received within 24 hours of having sent the Survey.

We learned that 92% of the respondents are the buyers/decision-makers in their organization. 100% would recommend CoffeeTalk to other specialty coffee professionals. 90% of the respondents were either Coffee Retailers or Coffee Roasters.

When asked, *“What do you get from CoffeeTalk that you don’t get in other magazines?”* we received the following direct quotes:

“CoffeeTalk has already done the legwork and saves me much time gleaning the important stuff in the industry.” Coffee Roaster, Iowa

“I love the variety of info that’s provided. The format is appealing to my eyes so I flow right thru it and read more versus skipping things.” Coffee Retailer, North Carolina

“I get info on what the big guys in the industry are doing and also what is going on for the single cafe shops. The mix is great!” Coffee Retailer, Washington

“Inside vibe of industry.” Coffee Retailer, California

“I like the fact that Coffee Talk appreciates the input and experience from a variety of coffee industry professionals, not just the same few that other magazines use.” Industry Professional, Arizona

“An unbiased different prospective.” Coffee Roaster/Industry Professional, Pennsylvania

“In-depth information about the real people in the coffee world all the way from the farmers up to corporate America.” Coffee Roaster, Florida

“Articles that directly affect the future of coffee related business.” Coffee Roaster, USA

“Nice balance of ‘insider’-type information and feature tone. I also like the format of the mag.” Coffee Roaster/Retailer, Pennsylvania

“A well rounded approach to news of the coffee industry.” Coffee Retailer Idaho

“Issues dealing with current trends in the market.” Coffee Roaster/Retailer, South Dakota

“All of the hospitality and coffee news with wonderful editorials.” Coffee Roaster, North Dakota

“Relevant and direct industry news, and new resource/supplier information.” Industry Professional, California

*“What differences has CoffeeTalk made to your work and business?”*

“Reading about other independents has given me ideas on how to improve my business.” Coffee Retailer, USA

“Connected us with suppliers who do not present at trade shows.” Foodservice Professional, California

“It has allowed me to become a bit more literate when discussing the industry with customers and/or other roasters.” Coffee Roaster, Pennsylvania

“Because we’re a small roaster operation, CoffeeTalk has helped be better understand some of the global situation that affects our business.” Coffee Roaster/Retailer, Iowa

“Everything is new to me and very well written in a format that I can grasp and it encourages me to research some of topics discussed or suppliers listed. I’m a start up business.” Coffee Retailer, North Carolina

“The fresh ideas has helped me look outside the box for my own business purposes.” Coffee Retailer, Washington

“CoffeeTalk allows me to focus on what is really happening in the world wide coffee industry, not just the Hollywood version...” Industry Professional, Arizona

“CoffeeTalk has kept me abreast with the latest on the world’s second biggest trade commodity. This information enables one to make decisions for future planning based on industry forecasts.” Industry Professional, Uganda

“Keeps me up to date on the world of coffee so i can pass vital information on to my customers or even just know what is going on regarding my business decisions.” Coffee Roaster, Florida

“It steers my purchases and the time at which I do.” Coffee Roaster, USA

“It has allowed me to become a bit more literate when discussing the industry with customers and/or other roasters.” Coffee Roaster, Pennsylvania

“Personally gaining more insight into regions outside of the area I work and live.” Industry Professional, Korea

“Reading about other independents has given me ideas on how to improve my business.” Coffee Retailer, USA

“Connected us with suppliers who do not present at trade shows.” Foodservice Professional, California