

2018

stir-tea-coffee.com

Global Business Insight on COFFEE and TEA



STAR

Frigid Mongolia
Warms to Coffee
SCAA-SCAE
Merger
Coffee in
Yunnan



Arabica in 2050

gian Tea
Returns
ackaging
Innovations
Instant
India Tea

www.stir-tea-coffee.com

International tea & coffee in

istics

SCAA
Sept 7 - 8 2018
Seattle, WA

www.stir-tea-coffee.com

*Written and edited for the global coffee and tea industries;
Read by industry professionals around the world*

STiR has the widest global distribution to coffee and tea professionals for your advertising and editorial message...no matter which industry segment you are trying to reach.

STiR's editorial team focuses on trends, sourcing, and markets along the entire length of the supply chain covering a broad range of industrial coffee and tea products and services as well as consumer innovations worldwide.

STiR's editorial board includes some of the world's leading experts in their respective fields, bringing readers a wealth of business insights and information, news, views, and projections for the coffee and tea businesses.

STiR's coverage includes industrial profiles and updates on process improvements and all the equipment, machinery, supplies, and services required to bring quality coffee and tea products to the marketplace.

STiR's print edition is individually addressed to key decision makers and combined with its e-magazine at www.stir-tea-coffee.com provides the deepest global penetration of any coffee and tea trade publication.

STiR is trusted to deliver only the best, most relevant, and insightful coverage of global markets to coffee and tea industry professionals around the world.

STiR is the best way to reach international and regional buyers in the tea and coffee industries.

On top of superior distribution to key executives, in 2018 **STiR** also offers bonus distribution from our presence at major coffee and tea exhibitions and conferences globally including:

COTECA (Hamburg), Global Specialty Coffee Expo (Seattle), World of Coffee (Amsterdam), Specialty Coffee & Tea-Food & Hotel Asia (Singapore), National Coffee Assn (New Orleans), Hotelex-Expo Coffee & Tea (Shanghai), Sintercafe (Costa Rica), HOST (Milan), RUCTIE (Moscow), ICO World Coffee Conferences, Global Dubai Tea Forum), Café Show (Seoul), et al.

STiR is the global marketing partner of COTECA (Coffee Tea Cocoa/Global Industry Expo). As the official global marketing partner and official magazine of COTECA, **STiR** looks forward to the 5th successful installation of this global tea and coffee industry expo for Europe which will take place October 10-12, 2018 in Hamburg, Germany, the traditional center of the global tea and coffee industries.

FACTS

- Published bi-monthly
- Chinese language supplement included for readers in China, Hong Kong, Taiwan, Singapore, and Macao;
- Distribution of 10,500 with additional on-floor distribution at major exhibitions and conferences globally;
- Roughly 1/3 of distribution in the Americas, 1/3 in Europe/Africa, and 1/3 in Asia/Middle East.

Specifications

GENERAL RATE POLICY

- Advertising, design done on a cost basis
- Agency commission: 15%
- Short rates: If number of units published is less than contracted then all published ads will be rebilled accordingly.
- Combination rates: All rates earned by number of inserts in a one-year period.
- Issue closing/order cancellation: **STiR** is published bi-monthly. Closing is the first week of the month prior to publishing.
- All cancellations must be made at least four (4) weeks prior to closing.

OFFSET PRINTING SPECIFICATIONS

Digital Files Required
Acceptable formats: .pdf, .jpg, .tiff, .ai, .eps.
Send files by email, FTP upload

FTP UPLOAD

Contact us for details

SHIPPING

If you must send physical CD's, DVD's and/or preprinted inserts, send by well-known commercial carrier. Shipper is responsible for all import duties, taxes, storage, and handling charges incurred.

FEBRUARY / MARCH (Issue 1 – 2018)

Ad Materials Deadline: January 31, 2018

Editorial Focus:Commercial Coffee Roasters
Large Tea Blenders and Packers**Product Focus:**Green Coffee
Single Serve**Equipment/Supplies/Services Focus:**Commercial Conveying/Processing/Production Equipment
Grinding Equipment
Packaging Equipment and Materials
Ports • Warehousing • Transportation**Consuming Markets Focus:**

South America

Producing Markets Focus:

Vietnam

Bonus Distribution at:

MICE (Melbourne) • NCA National Coffee Assn (New Orleans) • HOTELEX (Shanghai) • RUCTIE Coffee Tea Russia (Moscow) • Café Asia (Singapore) • NAMA Show (Las Vegas)

APRIL / MAY (Issue 2 – 2018)

Ad Materials Deadline: March 13, 2018

Editorial Focus:Specialty Coffee • Specialty Tea
Gender Equality Advances**Product Focus:**Roasted Coffee
Cold Brew Coffee**Equipment/Supplies/Services Focus:**Coffee Roasting
Espresso Equipment
Packaging Equipment
Specialty Conveying/Processing/Production Equipment**Consuming Markets Focus:**

Korea

Producing Markets Focus:

China

Extra Distribution at:

Specialty Coffee Expo (Seattle) • FHA Specialty Tea & Coffee (Singapore) • Global Dubai Tea Forum

JUNE / JULY (Issue 3 – 2018)

Ad Materials Deadline: May 7, 2018

Editorial Focus:

The Tea Issue

Product Focus:RTD Tea & Coffee
Whole Leaf and CTC Tea
Organic/Sustainable Coffee and Tea**Equipment/Supplies/Services Focus:**Tea Blending Equipment
Flavoring**Consuming Markets Focus:**

North America

Producing Markets Focus:

India

Extra Distribution at:

World Tea Expo (Las Vegas) • World of Coffee (Amsterdam) • World Coffee Producers Forum (Brazil)

AUGUST / SEPTEMBER (Issue 4 - 2018)

Ad Materials Deadline: July 7, 2018

Editorial Focus:Commercial Coffee and Tea
Logistics Services**Product Focus:**Cold Brew Coffee
Decaffeinated Coffee and Tea**Equipment/Supplies/Services Focus:**Ports • Warehousing • Transportation
Coffee Processing Equipment**Consuming Markets Focus:**

Western Europe

Producing Markets Focus:

East Africa

Extra Distribution at:

Hong Kong Tea Fair • North American Tea Conference • Green Coffee Association Conference

OCTOBER / NOVEMBER (Issue 5 – 2018)

Ad Materials Deadline: September 7, 2018

Editorial Focus:COTECA Issue
Packaging Innovations**Product Focus:**

Single-Serve Capsules

Equipment/Supplies/Services Focus:Importers/Exporters Coffee
Sorting Equipment**Consuming Markets Focus:**

Japan

Producing Markets Focus:

Central America

Bonus Distribution at:

COTECA (Hamburg) • Cafe Show (Seoul) • Sintercafe (Costa Rica) • Pack Expo (Chicago) • Gulfood Manufacturing (Dubai) • PLMA (Chicago)

DECEMBER / JANUARY 2019 (Issue 6 – 2018)

Ad Materials Deadline: November 7, 2018

Editorial Focus:Private Label Coffee and Tea
Asia Specialty Coffee and Tea**Product Focus:**

Soluble Coffee and Tea

Equipment/Supplies/Services Focus:Packing and Packaging Equipment
Espresso Equipment

Films and Specialty Papers

Co-Packing

Consuming Markets Focus:

Germany

Producing Markets Focus:

Colombia

Extra Distribution at:

Asia International Coffee Conference (Ho Chi Minh City) • AFCA-African Fine Coffee

FOUR-COLOR

Unit	1 Time	4 Times	6 Times
2-Page Spread	€5.100	€4.575	€4.050
Full Page	€3.875	€3.475	€3.075
2/3 Page	€3.475	€3.125	€2.775
Island 1/2	€3.075	€2.775	€2.475
1/2 Page	€2.675	€2.425	€2.125
1/3 Page	€2.475	€2.225	€1.975
1/4 Page	€2.275	€2.025	€1.825
1/6 Page	€1.875	€1.675	€1.475
1/8 Page	€1.525	€1.325	€1.225
1/12 Page	€1.175	€1.075	€975
Classified	€925	€825	€725

SPECIAL POSITIONS

Surcharge

Cover 2	+25%
Cover 3	+20%
Opposite C2	+20%
Cover 4	+35%
All others	+15%

STiR-tea-coffee.com Banner

Size	Pixels	format
Half Rectangle	300 x 125	.jpg, .gif
Medium Rectangle	300 x 250	.jpg, .gif
Leaderboard	728 x 90	.jpg, .gif

Time	1Month	6Months	8Months
Half Rectangle	€263 **	€221 **	€206 **
Medium Rectangle	€350	€295	€275
Leaderboard	€875	€738	€688

**Prices are per month

DISPLAY AD DIMENSIONS

Trim Size:	8 1/4 x 10 7/8	210 x 277
Unit (width x height)	Inches	Millimeters
2P Spread (full bleed)	16 3/4 X 11 1/8	426 X 283
2p Spread (non-bleed)	16 1/2 X 10 7/8	420 X 277
Full Page(full bleed)	8 1/2 X 11 1/8	216 X 283
Full Page(non-bleed)	8 1/4 X 10 7/8	210 X 277
2/3 Page (full bleed)	5 3/8 X 11 1/8	135 X 283
2/3 Page	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 191
1/2 Vertical (full bleed)	4 1/2 X 11 1/8	107 X 283
1/2 Vertical	3 1/2 X 10	89 X 254
1/2 Horizontal (full bleed)	8 1/2 X 5 2/4	216 X 138
1/2 Horizontal	7 X 4 7/8	178 X 124
1/3 Island	4 1/2 X 4 7/8	115 X 124
1/3 Vertical (full bleed)	3 X 11 1/8	75 X 283
1/3 Vertical	2 1/4 X 10	57 X 254
1/3 Horizontal (full bleed)	8 1/2 X 3 7/8	216 X 97
1/3 Horizontal	7 X 3 1/4	178 X 83
1/4 Vertical	3 3/8 X 4 7/8	86 X 124
1/4 Horizontal (full bleed)	8 1/2 X 3	216 X 75
1/4 Horizontal	7 X 2 3/8	178 X 61
1/6 Vertical	2 1/4 X 4 7/8	57 X 124
1/6 Horizontal	4 3/8 X 2 1/2	112 X 64
1/8 Vertical	3 3/8 X 2 2/3	86 X 61
1/8 Horizontal	7 X 1 3/8	178 X 35



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