

# 2018

stir-tea-coffee.com

Global Business Insight on COFFEE and TEA



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Returns  
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Instant  
India Tea

# STAR

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

Arabica in 2050

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International tea & coffee in

istics

SCA  
Sept 7 - 8, 2018  
Singapore

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*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](http://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 &amp; Coffee (Singapore) • Global Dubai Tea Forum • NRA National Restaurant Assn. Show (Chicago)

**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



## Advertising Representation:

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Italy | France | Spain | E. Europ

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