

2019

stir-tea-coffee.com

Global Business Insight on COFFEE and TEA

The collage features several elements:

- Top Left:** A close-up of a coffee roasting machine with a hand adjusting a dial.
- Top Right:** A large pile of vibrant red coffee cherries.
- Center:** The main magazine cover for STIR 2019. The cover has a green background and features the STIR logo (a stylized 'S' and 'R' with a cluster of coffee cherries between them). Below the logo, it reads "Global Business Insight on COFFEE and TEA". The main headline is "Coffee Trade Tranquility: Balancing Supply and Demand". Other articles on the cover include "Italians Sip Specialty", "Brazil Bets on Conilon", and "Curbing Waste". The date "Oct 10-12, 2018" and location "Hamburg, GERMANY" are also visible.
- Bottom Left:** A blue circular graphic with the text "KaFei China", "Gender Equity", and "Dubai: Tea Gateway".
- Bottom Right:** A blue circular graphic with the text "Sustainable Colombia" and "Tea Bagging Equipment Sealing in Freshness".
- Other Text:** "Shop Roasters" is written over the coffee cherries. "www.stir-tea-coffee.com" is repeated in several locations.



Introduction

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

STiR. 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. Focused 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. The editors include 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. Presenting 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. The print edition is received individually by key decision-makers. Combined with its e-magazine at www.stir-tea-coffee.com. STiR provides the deepest global penetration of any coffee and tea trade publication.

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

STiR. The best way to reach international and regional buyers in the tea and coffee industries. On top of superior distribution to key executives, in 2019-2020 STiR also offers bonus distribution from our presence at major coffee and tea exhibitions and conferences globally including:

- COTECA Asia (Bangkok), COTECA (Hamburg), Global Specialty Coffee Expo (Boston), World of Coffee (Berlin), Food & Hotel Asia (Singapore), National Coffee Assn (Atlanta), 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. 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 presenting the first COTECA Asia, to be held November 27-28, 2019 in Bangkok, Thailand.

FACTS

- Published bi-monthly
- Chinese language supplement included for readers in China, Hong Kong, Taiwan, Singapore, and Macao;
- Distribution of 9,000 including on-floor distribution at major exhibitions and conferences globally;
- Roughly 1/3 of distribution is 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

STiR coffee and tea magazine Editorial Calendar 2019



FEBRUARY / MARCH (Issue 1 – 2019)

Ad Materials Deadline: January 25, 2019

Editorial Focus:

Importing and Exporting

Product Focus:

Green Coffee
Single-Serve

Equipment/Supplies/Services Focus:

Coffee Trading
Sorting Equipment
Traceability Tools
Logistics

Ports • Warehousing • Transportation

Consuming Markets Focus:

South America

Producing Markets Focus:

Brazil and China

Bonus Distribution at:

NCA National Coffee Assn (Atlanta) • HOTELEX (Shanghai) • RUCTIE Coffee Tea Russia (Moscow) • NAMA Show (Las Vegas) • Pu'er Coffee Expo (China) • MICE Melbourne

APRIL / MAY (Issue 2 – 2019)

Ad Materials Deadline: March 15, 2019

Editorial Focus:

Specialty Coffee • Roasting
Gender Equality Advances

Product Focus:

Roasted Coffee
Single-Serve Capsules

Equipment/Supplies/Services Focus:

Specialty Roasting Equipment
Grinders
Destoners
Afterburners

Consuming Markets Focus:

China

Producing Markets Focus:

Mexico

Extra Distribution at:

Specialty Coffee Expo (Boston) • ICO Meeting (Nairobi) • NRA Natl Restaurant Show (Chicago) • Thaifex (Bangkok)

JUNE / JULY (Issue 3 – 2019)

Ad Materials Deadline: May 10, 2019

Editorial Focus:

The Tea Issue

Product Focus:

RTD Tea
Specialty Tea Blends Premium Tea

Equipment/Supplies/Services Focus:

Tea Bagging Blending Equipment
Flavoring
Brewing Equipment
Tea Packing Equipment

Consuming Markets Focus:

Thailand and Malaysia

Producing Markets Focus:

India

Extra Distribution at:

World Tea Expo (Las Vegas) • World of Coffee (Berlin)

AUGUST / SEPTEMBER (Issue 4 - 2019)

Ad Materials Deadline: July 12, 2019

Editorial Focus:

Cold Brew
Coffee Processing

Product Focus:

Instant and Soluble
Decaffeinated Coffee and Tea

Equipment/Supplies/Services Focus:

Harvesting Equipment
Drones
Siphons
Coffee Processing Equipment

Consuming Markets Focus:

North America

Producing Markets Focus:

Central America

Extra Distribution at:

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

OCTOBER / NOVEMBER (Issue 5 – 2019)

Ad Materials Deadline: September 13, 2019

Editorial Focus:

Single-Serve
Packaging Innovations

Product Focus:

Capsules
RTD Packaging

Equipment/Supplies/Services Focus:

Packaging Machinery
Films
Filling Equipment
Capsule Making Equipment

Consuming Markets Focus:

Korea

Producing Markets Focus:

Italy

Bonus Distribution at:

HOST (Milan) • Cafe Show (Seoul) • Sintercafe (Costa Rica) • Gulfood Manufacturing (Dubai) • PLMA (Chicago)

NOVEMBER 2019 - SPECIAL PUBLICATION COTECA ASIA 2019 EXHIBITION CATALOG

Ad Materials Deadline: November 8, 2019

DECEMBER / JANUARY 2019 (Issue 6 – 2019)

Ad Materials Deadline: November 8, 2019

Editorial Focus:

COTECA Asia Issue
Private Label Coffee and Tea

Product Focus:

Certified Organic
Pods and Foodservice

Equipment/Supplies/Services Focus:

Office Coffee Update
Espresso Equipment
Films and Specialty Papers
Co-Packing

Consuming Markets Focus:

United States - Africa

Producing Markets Focus:

Ethiopia

Extra Distribution at:

Asia Int Coffee Conf (Ho Chi Minh City)
• COTECA Asia (Bangkok)

STiR coffee and tea magazine

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	12Months
Half Rectangle	€395 **	€355 **	€325 **
Medium Rectangle	€450	€425	€395
Leaderboard	€925	€725	€625

**Prices are per month

BELLYBAND

Specs/sizing upon request (Prices include printing)

	One (1) Time	Two (2) Times	Five (5) Times
2/Color	€3,110	€2,800 each	€2,650 each
4/Color	€4,070	€3,230 each	€3,050 each

STiR monthly newsletter

goes out to 25,000+ verified unique addresses globally in coffee/tea

Time	1Month	6Months	12Months
Leaderboard	€1,564	€1,473	€1,406
Medium Rectangle	€695	€655	€625

Advertising Representation:

Asia | Middle East | Australasia
Italy | France | Spain | E. Europ

Glenn Anthony John

Tel +66 2 660 3789

Mobile +1 917 843 0000 /

+66 818 299 409

gaj@octobermultimedia.com

The Americas | Europe

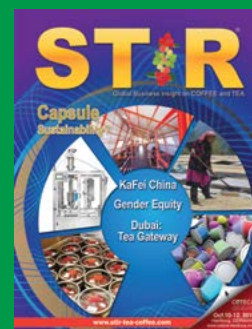
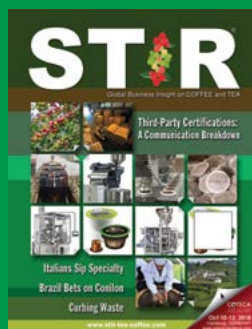
Emerson Leonard

Tel/Mobile: +1 917 680 1050

edl@octobermultimedia.com

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



STiR™

Global Business Insight on COFFEE and TEA

STiR coffee and tea c/o October Multimedia
Interchange 21 Bldg, Room 3225, 32nd Fl.
399 Sukhumvit Road, North Klong Toey
Wattana, Bangkok, 10110, Thailand
Tel +66 2 660 3789, Fax +66 2 660 3881
Email: info@stir-tea-coffee.com
Visit: stir-tea-coffee.com

Editorial

Dan Bolton

Tel: +1 204 230 7125

dwb@octobermultimedia.com