

# 2020

stir-tea-coffee.com

Global Business Insight on COFFEE and TEA



# STIR

Global Business Insight on COFFEE and TEA

Pod Performance  
Responsible Packaging

Brazil Up  
ICE Futures Down  
Coffee Growing  
in California

www.stir-tea-coffee.com

Global Business Insight on

www.stir-tea-coffee.com

Pricing  
Response

Nov 27-28, 2019  
Bangkok, THAILAND  
www.cotecasia.com

Asia Accelerates  
Wild Coffee  
in Jeopardy  
Asia's Coffee



## Introduction

*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** 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** editors include some of the **world's leading experts** in their respective fields, bringing readers a wealth of business insight and information, news, views, and projections for the industry.

**STiR** presents 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 goes out individually to key decision-makers. Combined with its e-magazine at [www.stir-tea-coffee.com](http://www.stir-tea-coffee.com), and the semi-monthly STiR newsletter, STiR 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 coffee and tea industries.

**STiR** has a bonus distribution from our presence at major coffee and tea exhibitions and conferences globally including: Global Specialty Coffee Expo (Portland, Ore, USA), Single-Serve Conference (Austin), NCA Conference (Austin), SCTA Singapore, World of Coffee (Warsaw), Food & Hotel Asia (Singapore), Interpack (Dusseldorf), Pack Expo (Las Vegas), National Coffee Assn (Austin, TX, USA), Hotelex (Shanghai), Sintercafe (Costa Rica), ASIC Conference (Montpelier, France), RUCTIE (Moscow), NAMA Show (Nashville), ICO World Coffee Conference, (Bangalore, India), Global Dubai Tea Forum, Café Show (Seoul), et al.

### FACTS

- Published bi-monthly
- Chinese language supplement included for readers in China, Hong Kong, Taiwan, Singapore, and Macao;
- Distribution of 8,500 including on-floor distribution at major exhibitions and conferences around the world;
- 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.

### FTP UPLOAD

Contact us for details



STiR coffee and tea magazine

**Editorial Calendar 2020-2021****STiR**  
Global Business Insight on COFFEE and TEA**APRIL / MAY (Issue 2 – 2020)**

Ad Materials Deadline: March 20, 2020

**Editorial Focus:**Specialty Coffee Roasting  
Gender Equality Advances**Product Focus:**Roasted Coffee  
Single-Serve Capsules**Equipment/Supplies/Services Focus:**Specialty Roasting Equipment  
Grinders  
Sorting Equipment  
Afterburners**Consuming Markets Focus:**

China Coffee and Tea

**Producing Markets Focus:**

Mexico

**Extra Distribution at:**

Global Specialty Coffee Expo (Portland, OR) • ICO Meeting (London) • NRA Natl Restaurant Show (Chicago) • NAMA Show (Las Vegas) • Interpack – Dusseldorf

**JUNE / JULY (Issue 3 – 2020)**

Ad Materials Deadline: May 15, 2020

**Editorial Focus:**

The Tea Issue

**Product Focus:**RTD Tea  
Specialty and Premium Tea**Equipment/Supplies/Services Focus:**Tea Bagging Blending Equipment  
Flavoring  
Brewing Equipment  
Tea Packaging Equipment**Consuming Markets Focus:**

Southeast Asia

**Producing Markets Focus:**

India Coffee and Tea

**Extra Distribution at:**

World Tea Expo (Denver, CO) • World of Coffee (Warsaw) • ASIC Conference (France) • FHA HoReCA (Singapore)

**AUGUST / SEPTEMBER (Issue 4 - 2020)**

Ad Materials Deadline: July 17, 2020

**Editorial Focus:**Cold Brew  
Coffee Processing**Product Focus:**Soluble Coffee and Tea  
Decaffeinated Coffee and Tea**Equipment/Supplies/Services Focus:**Harvesting Equipment  
Coffee Processing Equipment**Consuming Markets Focus:**

North America Coffee and Tea

**Producing Markets Focus:**

Central America

**Bonus Distribution at:**

ICO World Conference (Bangalore) • Hong Kong Tea Fair • North American Tea Conference • Green Coffee Association Conference • Global Dubai Tea Forum • SCTA Singapore

**OCTOBER / NOVEMBER (Issue 5 – 2020)**

Ad Materials Deadline: September 11, 2020

**Editorial Focus:**Single-Serve  
Packaging Innovations**Product Focus:**Capsules  
RTD Packaging**Equipment/Supplies/Services Focus:**Filling and Packaging Machinery  
Capsule Making Equipment**Consuming Markets Focus:**

Korea

**Producing Markets Focus:**

Italy

**Bonus Distribution at:**

Sintercafe (Costa Rica) • PLMA (Chicago) • Pack Expo (Chicago) • Gulfood Manufacturing

**DECEMBER / JANUARY 2019 (Issue 6 – 2020)**

Ad Materials Deadline: November 13, 2020

**Editorial Focus:**

Private Label Coffee and Tea

**Product Focus:**Certified Organic Coffee and Tea  
HORECA/Foodservice Coffee and Tea**Equipment/Supplies/Services Focus:**Office Coffee Service Update  
Espresso Equipment  
Films and Specialty Papers  
Co-Packaging**Consuming Markets Focus:**

United States - Africa

**Producing Markets Focus:**

Africa Coffee and Tea

**Extra Distribution at:**

Asia Int Coffee Conf (Ho Chi Minh City)

**FEBRUARY / MARCH (Issue 1 – 2021)**

Ad Materials Deadline: January 24, 2021

**Editorial Focus:**

Importing and Exporting Coffee and Tea

**Product Focus:**Green Coffee  
Single-Serve**Equipment/Supplies/Services Focus:**Coffee Trading  
Traceability Tools  
Logistics  
Ports • Warehousing • Transportation**Consuming Markets Focus:**

South America

**Producing Markets Focus:**

Brazil and China Coffee and Tea

**Bonus Distribution at:**

Single-Serve Conf • NCA National Coffee Assn • HOTELEX (Shanghai) • Coffee Tea Cacao Russia (Moscow)

*This brochure was updated February 24, 2020 For the latest editorial calendar updates.  
please visit [www.stir-tea-coffee.com/advertise](http://www.stir-tea-coffee.com/advertise)*

### 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

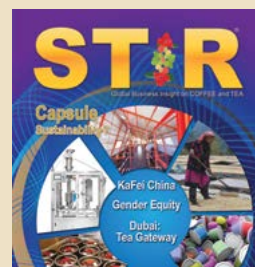
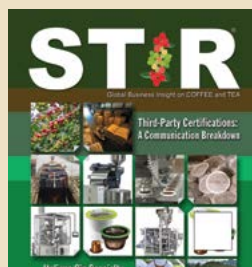
### STiR semi-monthly newsletter

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

Time	1x	6x	12x	18x	24x	(x=times, price is per insertion)
Leaderboard	€1,600	€1,520	€1,440	€1,360	€1,200	
Medium Rectangle	€695	€660	€625	€590	€556	

### 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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