

2021

Global Business Insight on COFFEE and TEA

STiRTM
Global Business Insight on COFFEE and TEA

- ChinalUS Trade Turmoil
- Packaging Innovations Sustainability
- Italian Coffee Expansion
- Korea Tea Time ?
- Trade Truce
- Costa Rica Does it Right

www.stir-tea-coffee.com



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, 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 (USA), Single-Serve Conference (US and Europe), NCA Conference, Speciality Coffee & Tea (Singapore), World of Coffee (Europe), Food & Hotel Asia (Singapore), Interpack (Dusseldorf), Pack Expo (US), Hotelex (Shanghai), Sintercafe (Costa Rica), ASIC Conference, RUCTIE (Moscow), NAMA Show, ICO World Coffee Conference, 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 10,000 including 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

MAGAZINE Advertising Rates (All pricing in Euros €)

Unit	1 Time	3 Times	6 Times
2-Page Spread	€ 6,300	€ 5,550	€ 4,350
Full Page	€ 4,200	€ 3,700	€ 2,900
2/3 Page	€ 3,800	€ 3,300	€ 2,600
Island 1/2	€ 3,300	€ 2,900	€ 2,300
1/2 Page	€ 2,800	€ 2,500	€ 1,950
1/3 Page	€ 2,500	€ 2,100	€ 1,600
1/4 Page	€ 2,000	€ 1,700	€ 1,300
1/6 Page	€ 1,700	€ 1,400	€ 1,100
1/8 Page	€ 1,400	€ 1,200	€ 900
1/12 Page	€ 1,200	€ 1,000	€ 700
Classified	€ 900	€ 800	€ 500

MAGAZINE Bellyband

Unique opportunity - "bellyband" wraps the advertising message around the entire magazine sealing it shut - no reader can miss this placement. Specs/sizing upon request (Prices include printing)

2/Color	€3,200
4/Color	€4,200

MAGAZINE 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	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 191
1/2 Vertical	3 1/2 X 10	89 X 254
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	2 1/4 X 10	57 X 254
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	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

MAGAZINE Special Positions**Surcharge in % on negotiated advertising price.**

Cover 2 (inside front cover)	+25%
Cover 3 (inside back cover)	+20%
Opp C2 (first right hand page)	+20%
Cover 4 (back cover)	+35%
All others	+15%

MAGAZINE Front Cover Page Curl

Unique page flip graphic opportunity on bottom right corner. Good for logo and website or some small information. Page flip advertisers get another small paragraph of information included on the table of contents page.

€1,700 per issue

MAGAZINE Front Cover Mosaic Tiles

Sponsor up 1-5 cover photos to appear in the front cover mosaic. Photo credit and company information appears in the table of contents page

€450 per tile

WEBSITE Banner Advertising

Website rotating banners get high visibility from the increasing traffic on www.stir-tea-coffee.com. (Pricing is per month in Euros €)

Time	1 Month	6 Months	8 Months
Half Rectangle	€550	€400	€300
Medium Rectangle	€700	€550	€450
Leaderboard	€1,200	€1,000	€800

NEWSLETTER and WEBSITE Sponsored Posts

Your company-controlled advertising message presented exclusively and prominently on the Website or Newsletter. Sponsored posts can include profiles, personnel, white paper topics, product launch, etc. In addition to text, Sponsored Posts may include digital photos, illustrations, video, slide shows. STiR editors can custom-write your post.

Inquire with your STiR sales rep about pricing which should be under €1,995.00 per Sponsored Post

WEBSITE and NEWSLETTER Banner Dimensions

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

NEWSLETTER Banner advertising

Newsletter is emailed globally semi-monthly (24 times a year) to 25,000+ verified unique globally in coffee/tea related industry addresses. (Limit to only 4 advertisers per issue.)

Time	1x	6x	12x	18x	24x	(x = times; pricing in Euros € per insertion)
Medium Rectangle	€1,000	€850	€750	€650	€550	
Leaderboard	Only one slot per Newsletter at €1,900 each time					

Advertising Representation:

**Asia | Middle East | Australasia
Italy | France | Spain | E. Europe**

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STiR - Advertising Sizing/Options/Layouts



2 page Spread (full bleed) 426 x 283 mm.



Full page Bleed 216 X 283 mm.



Full page non bleed 210 X 277 mm.



2/3 page 115 x 254 mm.



Island half page 115 x 191 mm.



Half page Vertical 89 x 254 mm.



Half page Horizontal 178 x 124 mm.



1/3 page Vertical 57 x 254 mm.



1/3 page Horizontal 178 x 83 mm.



1/4 page Vertical 86 x 124 mm.



1/4 page Horizontal 178 x 61 mm.



1/6 page Vertical 57 x 124 mm.



1/6 page Horizontal 112 x 64 mm.

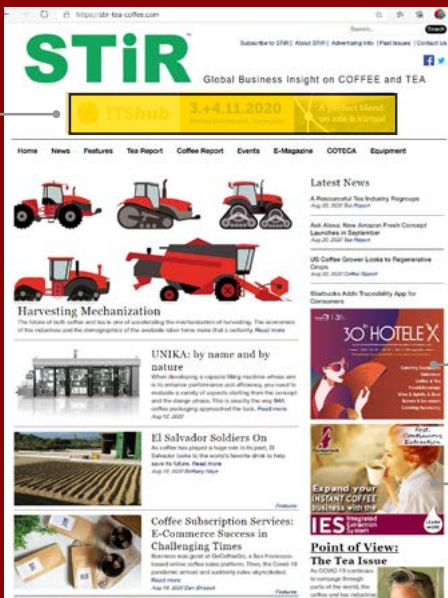


1/8 page Vertical 86 x 61 mm.



1/8 page Horizontal 178 x 35 mm.

Website Banner Ads on www.stir-tea-coffee.com

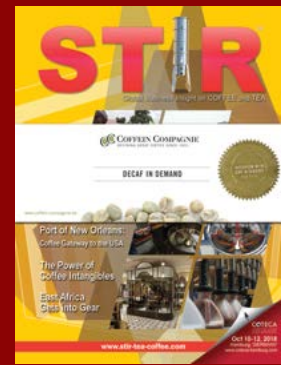


Sponsored post
Leaderboard 728 x 90
Medium Rectangle 300 x 250

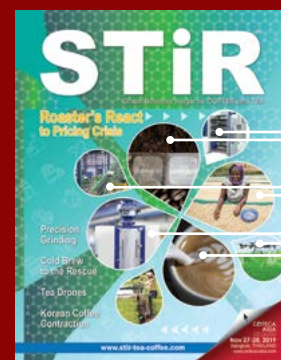
Newsletter Banner Ads



Sponsored post
Medium Rectangle 300 x 250
Leaderboard 728 x 90



Bellyband



Front Cover Mosaic Tiles

Front Cover Page Curl

STiR coffee and tea magazine

Editorial Calendar 2021



FEBRUARY/MARCH (Issue 1, 2021)

Ad Materials Deadline: January 24, 2021

Editorial Focus:

Imports and Exports

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 • China Tea

Bonus Distribution at:

NCA National Coffee Assn • HOTELEX (Shanghai) • Coffee Tea Cacao

Russia (Moscow) • Interpack (Dusseldorf) •

FHA F&B (Singapore)

APRIL/MAY (Issue 2, 2021)

Ad Materials Deadline: March 20, 2021

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

Producing Markets Focus:

Mexico

Extra Distribution at:

Single Serve Conference (New Orleans) • HOFEX (Hong Kong)

JUNE/JULY (Issue 3, 2021)

Ad Materials Deadline: May 15, 2021

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

Extra Distribution at:

• World Tea Expo (Denver) • World of Coffee (Athens) • ASIC Conference (France) • World Coffee Producers Forum (Rwanda)

AUGUST/SEPTEMBER (Issue 4, 2021)

Ad Materials Deadline: July 17, 2021

Editorial Focus:

Cold Brew • Coffee Processing

Product Focus:

Soluble and Decaffeinated

Equipment/Supplies/Services Focus:

Harvesting and Coffee Processing Equipment

Consuming Markets Focus:

North America

Producing Markets Focus:

Central America

Bonus Distribution at:

Specialty Coffee & Tea Expo Singapore •

SCA (New Orleans)

OCTOBER/NOVEMBER (Issue 5, 2021)

Ad Materials Deadline: September 11, 2021

Editorial Focus:

Single-Serve • Packaging Innovations

Product Focus:

Capsules • RTD Packaging

Equipment/Supplies/Services Focus:

Filling, Packaging, and Capsule Making Equipment

Consuming Markets Focus:

Korea

Producing Markets Focus:

Italy

Bonus Distribution at:

HOST (Milan) • Sintercafe (Costa Rica) • PLMA • Pack Expo • Gulfood

Manufacturing • Cafe Show (Seoul) • Food & Hotel China

DECEMBER/JANUARY 2022 (Issue 6, 2021)

Ad Materials Deadline: November 13, 2021

Editorial Focus:

Private Label

Product Focus:

Certified Organic • HORECA • Foodservice

Equipment/Supplies/Services Focus:

Office Coffee Service • Espresso Equipment •

Films and Specialty Papers • Co-Packaging

Consuming Markets Focus:

United States

Producing Markets Focus:

Africa

Extra Distribution at:

AFCA