STiR coffee and tea celebrates its 10th year in 2021

Global Business Insight on COFFEE and TEA
STiR coffee and tea magazine

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, Specialty 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


**FTP UPLOAD**

Contact us for details
Advertising Representation:

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Italy | France | Spain | E. Europe

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Visit: stir-tea-coffee.com

Editorial
Kim Westerman
Tel: +1 510-517-3391
kim@octobermultimedia.com

MAGAZINE Advertising Rates (All pricing in Euros €)

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

MAGAZINE Bellband
Unique opportunity - “bellband” wraps the advertising message around the entire magazine sealing it shut - no reader can miss this placement. Sizes/banding upon request (Prices include printing)

2/Color €3,200
4/Color €4,200

MAGAZINE Display Ad Dimensions

<table>
<thead>
<tr>
<th>Trim Size:</th>
<th>81/4 x 107/8</th>
<th>210 x 277</th>
</tr>
</thead>
<tbody>
<tr>
<td>2P Spread (full bleed)</td>
<td>163/4 X 111/8</td>
<td>426 X 283</td>
</tr>
<tr>
<td>2P Spread (non-bleed)</td>
<td>161/2 X 107/8</td>
<td>420 X 277</td>
</tr>
<tr>
<td>Full Page(Full Bleed)</td>
<td>81/2 X 111/8</td>
<td>210 X 277</td>
</tr>
<tr>
<td>Full Page(non-bleed)</td>
<td>8 1/2 X 11 1/8</td>
<td>216 X 283</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>41/2 X 10</td>
<td>115 X 254</td>
</tr>
<tr>
<td>Island 1/2</td>
<td>41/2 X 7 1/2</td>
<td>115 X 191</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 1/2 X 10</td>
<td>89 X 254</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 X 4 1/8</td>
<td>178 X 124</td>
</tr>
<tr>
<td>1/3 Island</td>
<td>4 1/2 X 4 1/8</td>
<td>115 X 124</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 1/4 X 10</td>
<td>57 X 254</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>7 X 3 1/4</td>
<td>178 X 83</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3 3/8 X 4 7/8</td>
<td>86 X 124</td>
</tr>
<tr>
<td>1/4 Horizontal</td>
<td>7 X 2 3/8</td>
<td>178 X 61</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2 1/4 X 4 7/8</td>
<td>57 X 124</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>4 3/8 X 2 1/2</td>
<td>112 X 64</td>
</tr>
<tr>
<td>1/8 Vertical</td>
<td>3 3/8 X 2 3/8</td>
<td>86 X 61</td>
</tr>
<tr>
<td>1/8 Horizontal</td>
<td>7 X 1 3/8</td>
<td>178 X 35</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Time</th>
<th>1 Month</th>
<th>6 Months</th>
<th>8 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Rectangle</td>
<td>€550</td>
<td>€400</td>
<td>€300</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>€700</td>
<td>€550</td>
<td>€450</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>€1,200</td>
<td>€1,000</td>
<td>€900</td>
</tr>
</tbody>
</table>

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 €)

<table>
<thead>
<tr>
<th>Time</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x (x = times; pricing in Euros € per insertion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>€1,000</td>
<td>€850</td>
<td>€750</td>
<td>€650</td>
<td>€550</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Only one slot per Newsletter at €1,900 each time</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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.)

<table>
<thead>
<tr>
<th>Time</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>€1,000</td>
<td>€850</td>
<td>€750</td>
<td>€650</td>
<td>€550</td>
</tr>
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<td>Leaderboard</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

Newsletter Banner Ads

Sponsored post
Leaderboard 728 x 90
Medium Rectangle 300 x 250

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

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:
HOFEX (Hong Kong) ● Thaiex (Bangkok) ● Xiamen Tea

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:
South East Asia
Producing Markets Focus:
India
Extra Distribution at:
World Tea Expo (Denver) ● Thailand Coffee & Drinks (Bangkok)
● Thailand Coffee Fest (Bangkok)

AUGUST/SEPTEMBER (Issue 4, 2021)
STiR 10th ANNIVERSARY EDITION
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 ● Pack Expo (Las Vegas)
● SCA (New Orleans) ● AMI Single Serve (Barcelona) ● MICE (Melbourne)

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 ● 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-Packing
Consuming Markets Focus:
United States
Producing Markets Focus:
Africa
Extra Distribution at:
AFCA

FEBRUARY/MARCH (Issue 1, 2022)
Ad Materials Deadline: January 24, 2022
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)

This brochure was updated March 12, 2021 For the latest editorial calendar updates. please visit www.stir-tea-coffee.com/advertise