STiR Coffee and Tea Media

2026

www.coffeetea.media

Print and Digital Media File: Editorial | Advertising | Rates | Specs

Global Business Insight on COFFEE and TEA

STiR coffee and tea media

STiR® (MAGAZINE)

Global Business Insight on COFFEE and TEA

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

STiR — has a total global distribution of 6,500 per issue including the print and e-magazine versions. STiR — provides the **widest distribution** to coffee and tea professionals internationally for your advertising and editorial message…no matter which industry segment you are trying to reach. ***STiR'***s focus on **trends, sourcing,** and **markets** along the entire length of the supply chain covers a broad global range of industrial coffee and tea products and services as well as consumer innovations.

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 along with the raw product (coffee beans and tea leaf) required to bring quality products to the marketplace.

STiR's print edition published quarterly goes out individually to key decision-makers. ***STiR*** also partners, sponsors, and/or exhibits at all major coffee/ tea events worldwide, providing advertisers with bonus distribution of their promotional messages at these events, including: World of Coffee (San Diego), AMI Single Serve (Malaga), AMI Single Serve (Tampa), NCA Natl Coffee Assn (Tampa), AICC (Ho Chi Minh City), Drinktec (Munich), HOST (Milan), World of Coffee (Brussels), World of Coffee (Dubai), World of Coffee (Bangkok), World of Coffee (Panama), Interpack (Dusseldorf), Pack Expo, Hotelex (Shanghai), Sintercafe, ASIC Conferences, NAMA Show, ICO Conferences, Global Dubai Tea Forum, Café Show (Seoul), et al.

Combined with the STiR E-Magazine at www.stir-tea-coffee.com, and the STiR Newsletter, the STIR Coffee and Tea Media group provides the deepest global industry penetration into executives and buyers in the coffee and tea industries of any magazine. With no paywall blocking viewers, your advertising in STiR - current and past issues - is always in front of visitors to the Website and E-Magazine.

Print 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.

STiR ring FACTS

- Published Quarterly;
- Total average circulation of 7,500 including distribution at major exhibitions and conferences around the world;
- Circulation breakdown; 1/3 = the Americas; 1/3 = Europe/Africa; 1/3 = Asia/Middle East/China
- Global disstribution
- Prime focus on the coffee and tea manufacturing, production,R&D, product development, packaging, packing segments

2/3 page
115 x 254 mm.

Half Page Island
115 x 191 mm.

Half Page Vertical
89 x 250 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.

www.coffeetea.media

Advertising rates: All pricing in Euros €

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

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%

Advertising materials dimension

Trim Size: Unit (width x height)	81/4 x 107/8 Inches	210 x 277 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

OFFSET PRINTING SPECIFICATIONS

- Digital files required.
- CMYK color mode.
- Resolution 300 dpi.
- Acceptable formats: .pdf, .jpg, .tiff, .ai, .eps.

GENERAL RATE POLICY

- Advertising layout/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 Quarterly. Closing is the first week of the month prior to the cover date.

The EYE on the Cover

Your company product, mini-logo, or equipment is graphically made into the "i" of our STiR magazine logo on the front cover. Sponsors of the "i" in STiR get further attribution/identification of its products and services included within the magazine in the Front Page Sponsors section.

€750 per issue

The Bellyband

This unique opportunity — "The Bellyband" — is a thick "belt" ad postition which wraps your company's branding message around the entire magazine sealing it. Readers can't miss this premium placement. Ideal for product launches, branding changes. Specs/sizing upon request; prices include printing.

2/Color	€3,200
4/Color	€4,200

Front Cover: The Mosaic Tiles

Sponsor up to 1-5 cover photos to appear front-and-center in this prime position. Sponsors of the Front Cover Mosaic Tile advertising opportunity get front cover positioning. Further attribution/identification of company products and services included in the Front Page Sponsors section inside the magazine.

€450 per tile

Front Cover: The Page Curl

This unique page-flip graphic opportunity appears on the bottom right corner. Good for logo and/or website or some small information. Page Curl advertisers get further attribution/identification of company products and services included in the Front Page Sponsors section inside the magazine.

€1,700 per issue

The E-Magazine

All advertising insertions and promotions in STiR magazine are included in the E-Magazine with the extra added bonus of digital links to your company for further information.
www.stir-tea-coffee.com/past-issues

Advertising Representation:

Asia I Middle East I Australasia I Italy I France I Spain I E. Europe I Africa
Glenn Anthony John
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The Americas | Nothern Europe | UK
Emerson Leonard
Cardinal Media LLC
Mobile/WhatsApp: +1 917 680 1050; edl@octobermultimedia.com

STiR coffee and tea c/o October Multimedia
159/19 Soi Ramkhamhaeng 110, Ramkhamhaeng Road,
Sapansung, Bangkok 10240 THAILAND
Email: glenn@coffeetea.media; **Visit:** www.coffeetea.media

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STiR Coffee and Tea Magazine

Editorial Calendar 2026

SPRING 2026

Mar–Apr–May

The Roasting Equipment and Single Serve Issue

(Ad Materials Deadline: February 1, 2026)

Global Outlook: Health and Wellness Science

Products: Capsules; Black Tea; Green Tea

Manufacturing: Coffee and Tea Trading; Traceability; Ports; Warehousing

Origins: Brazil; Colombia

Markets/Opportunities: Japan; North America

Bonus Event Distribution: World Tea (Las Vegas); Hotelex (Shanghai); World of Coffee (San Diego); Interpack (Dusseldorf); World of Coffee (Bangkok).

SUMMER 2026

Jun–Jul–Aug

The Coffee and Tea Packaging Issue

(Ad Materials Deadline: May 1, 2026)

Global Outlook: Eco Packaging – Recycling – Sustainability

Products: Roasted Coffee; Cold Brew

Manufacturing: Specialty Roasting Equip; Grinders; Tea Flavoring; Tea Packaging Equipment

Origins: Vietnam; Indonesia; Sri Lanka

Markets/Opportunities: United States; E.Europe

Bonus Event Distribution: World of Coffee (Brussels).

AUTUMN 2026

Sep–Oct–Nov

The Espresso and Specialty Coffee Issue

(Ad Materials Deadline: August 1, 2026)

Global Outlook: Corporate Social Responsibility; ESG

Products: Capsules; HORECA; Foodservice

Manufacturing: Filling and Packaging; Roasting; RTD

Origins: China

Markets/Opportunities: Italy; Middle East

Bonus Event Distribution: AMI Single Serve (Europe); MICE (Melbourne); SCAJ (Tokyo); Taiwan Coffee Tea (Taipei); Cafe Show (Seoul); Sintercafe (Costa Rica); Gulfood Mfc (Dubai); World of Coffee (Panama), Pack Expo (Chicago)

WINTER 2026–2027

Dec–Jan–Feb

The Coffee and Tea Suppliers Issue

(Ad Materials Deadline: November 1, 2026)

Global Outlook: Traceability; Women in Coffee and Tea

Products: Single-Serve; Cold Brew; Soluble; Decaf

Manufacturing: Tea Blending/Bagging; Coffee Processing

Origins: Africa

Markets/Opportunities: China; W. Europe, U.K.

Bonus Event Distribution: AICC Vietnam; World of Coffee (Dubai); Gulfood (Dubai); NCA (USA); Single-Serve (USA);

The Americas
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STiR coffee and tea media

STiR (WEBSITE)

Global Business Insight on COFFEE and TEA

www.coffeetea.media

Readers look to STiR's Website which publishes exclusive features, news, and views of relevance to the global coffee and tea industries. Our experienced writers/correspondents write all the exclusive content carried on www.stir-tea-coffee.com. The Website also carries the latest, most important breaking news in the coffee and tea industries.

And last but not least, www.stir-tea-coffee.com hosts the STiR E-Magazine provided totally complimentary and free to visitors. Unlike other coffee/tea websites which erect a paywall to see current and past issues, STiR offers this for free for everyone; so your advertising in the E-Magazine is always online and available for viewing by potential buyers.

STiR website Advertising Opportunities

NEW! The Billboard

This is a LARGE, powerful banner at the top of the STiR website. Your company's branding, logo, message will get a pop-out showcase opportunity which can't be missed. Contact Digital Sales for demo. Example here does not do this opportunity justice; visit www.stir-tea-coffee.com to see The Billboard live. *Special introductory pricing until June 30!*

NEW! The Roadblock.

Your advertising message pops up first which the user must click on or close to proceed to the website. Arguably the most visible ad position on the website. Pricing from €1,200.00 per half-month posting.

Sponsored Posts

Your company-controlled advertising message presented exclusively and prominently. 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

Banner Dimensions

Size	Pixels	format
Rectangle	300 x 250	.jpg, .gif
Leaderboard	1,440 x 240	.jpg, .gif
The Cube	1,080 x 1,080	.jpg, .gif
Billboard	2,000 x 500	.jpg, .gif
Youtube Banner	800 x 600	.jpg, .gif

The Leaderboard

This unique, top-of-the-website, edge-to-edge Leaderboard ad position gets high visibility and click through on www.stir-tea-coffee.com.

(Pricing is per month in Euros €)

Time	1 Month	6 Months	8 Months
	€1,200	€1,000	€800

NEW!: YouTube Video with Text

With this new opportunity, you can embed a YouTube video as an advertisement, with an optional message below the embedded video. You can direct link to your YouTube video STiR can host the video. Contact Digital Sales for Demo. *Special introductory pricing until June 30!*

NEW! The Amazing Cube

This displays 6 images and captions of your choosing in a very slick rotating cube (on the latest browsers). Great for capturing attention. Contact Digital Sales for Demo or visit www.stir-tea-coffee.com for a live example of The Amazing Cube doing its thing. *Special introductory pricing until June 30!*

Rectangle banner

The standard-bearer, original Rectangle Banner opportunity gets 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
	€700	€550	€450

For all digital formats available, visit https://information.broadstreetads.com/category/ad-formats/
New digital ad formats introduced regularly - ask Emerson or Glenn

This brochure was updated February 19, 2026 For the latest editorial calendar updates. please visit

www.coffeetea.media

STiR coffee and tea media

STiR (NEWSLETTER)

Global Business Insight on COFFEE and TEA

Readers look to STiR's Newsletter every 3 weeks for exclusive features, news, and views of relevance to the global coffee and tea industries. Our experienced writers and correspondents produce all the exclusive content carried in the Newsletter which is unique to STiR, as most industry newsletters provide only a re-write/rehash of the latest news or press release of the day. Look to STiR's Newsletter for original content, and we'll leave the googling of the latest news to you.

The STiR Coffee and Tea Newsletter is sent every 3 weeks to 21,000+ verified emails in the global coffee and tea industry.

Newsletter Advertising Opportunities

Sponsored Posts

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

The side-to-side teaser intro banner opens into a fully presented feature article hosted by STiR. Inquire with your *STiR* sales rep about pricing which should be under €1,995.00 per Sponsored Post.

The Leaderboard

This unique, top-of-the-email, edge-to-edge Leaderboard ad position gets high visibility, and there's only one position available per newsletter. This staionary, exclusive position gets high visibility in each Newsletter.
(Pricing is per insertion in Euros €)

1 Time	6 Times	12 Times
€1,900	€1,700	€1,450
18 Times		
€1,200		

Rectangle Banner

Newsletter banners are stationary, unique, non-rotating banners highlighting your company and its products - only four positions available per Newsletter. This is a high visibility and limited availability opportunity.
(Pricing is per Insertion in Euros €)

1 Time	6 Times	12 Times
€1,000	€850	€750
18 Times		
€650		

Banner Dimensions

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

Advertising Representation:

The Americas
Nothern Europe | UK
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