



Coffee Review

2014 Media Kit



About Coffee Review

Launched in 1997, *Coffee Review* introduced the first-ever 100-point, wine-style coffee reviews to the specialty coffee industry. Our mission was and remains helping consumers identify and purchase superior quality coffees and, in the process, help drive demand and increase prices to reward farmers and roasters who invest time, energy, and capital in producing high quality coffee beans.

Coffee Review publishes a monthly article with related reviews based on cuppings conducted by Editor Kenneth Davids. Mr. Davids has published three books on coffee in four languages, has traveled throughout the coffee growing world, and has given hundreds of presentations and trainings to coffee professionals and aficionados. Throughout the month, we post additional reviews and blogs that are not associated with an article.

Over the past 17 years, *Coffee Review* has become one of the most respected, influential, and widely read coffee publications in the world, hosting nearly **one million unique visitors** per year at CoffeeReview.com. We have roughly 20,000 Twitter followers (@coffeereview) and over 15,000 fans on Facebook. We send regular emails to more than 60,000 subscribers. Each December, we publish our list of the year's Top 30 Coffees.

Testimonials

“It’s very exciting when you wake up and you get coffee orders from Portland, Oregon, or Seattle, Washington. These coffee meccas are coming to a website, to a roaster in New Hampshire.”

– Claudia Barrett, CQ Coffee Roasters

“I view Coffee Review as the only credible source for coffee reviews in the world. Advertising through Coffee Review not only helps us interact with a wider customer base in a way that we see immediate results, but also allows us to have our brand and coffee in front of people who view coffee like we do, a beautiful beverage with global impact.”

– Eton Tsuno, Temple Coffee and Tea

“CoffeeReview.com is an incredible asset to our business as the top source of referral traffic and revenue. The value of our advertisements and reviews far outweigh the costs, reaching our target market and promoting our brand better than any other media source.”

– Natalie Schultz, Paradise Roasters

“Coffee Review cultivates a coffee culture focused on aroma and taste. Their evaluations are incredibly effective at bringing new, engaged customers to our website. We consider Coffee Review to be the most important forum for the specialty coffee trade.”

– Barth Anderson, Barrington Coffee Roasting Company

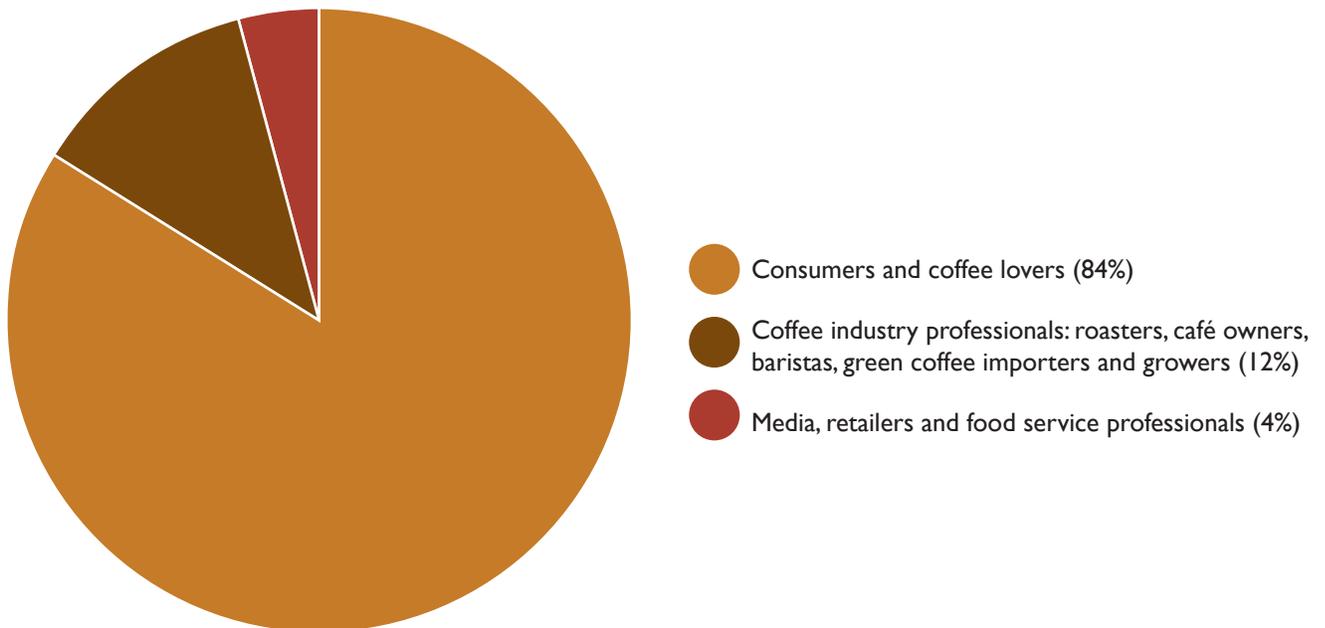
“Coffee Review’s Top 30 List made a liar out of me. I told customers our Kenya Kikai would last through February. Then the list was published. Sales exploded and we sold out before Christmas.”

– Melissa Scholl, Lexington Coffee Roasters

Who Reads Coffee Review?

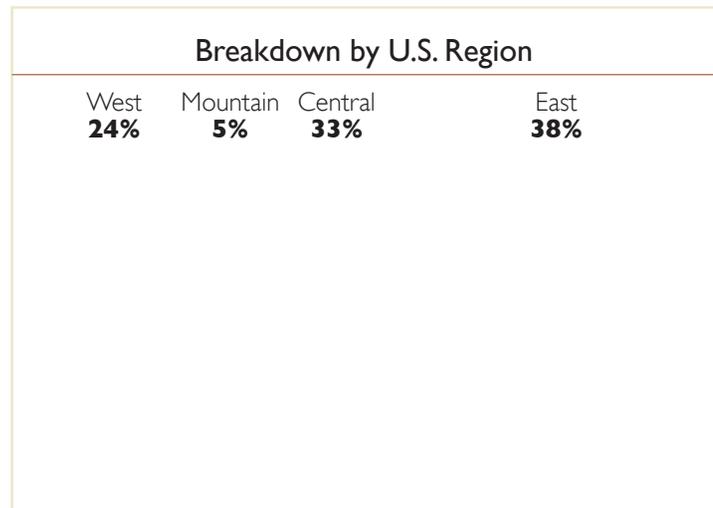
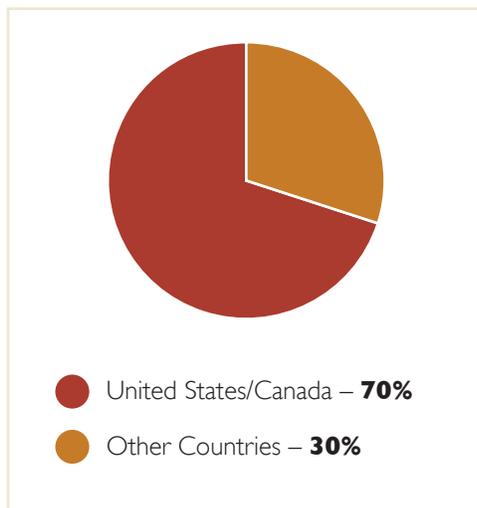
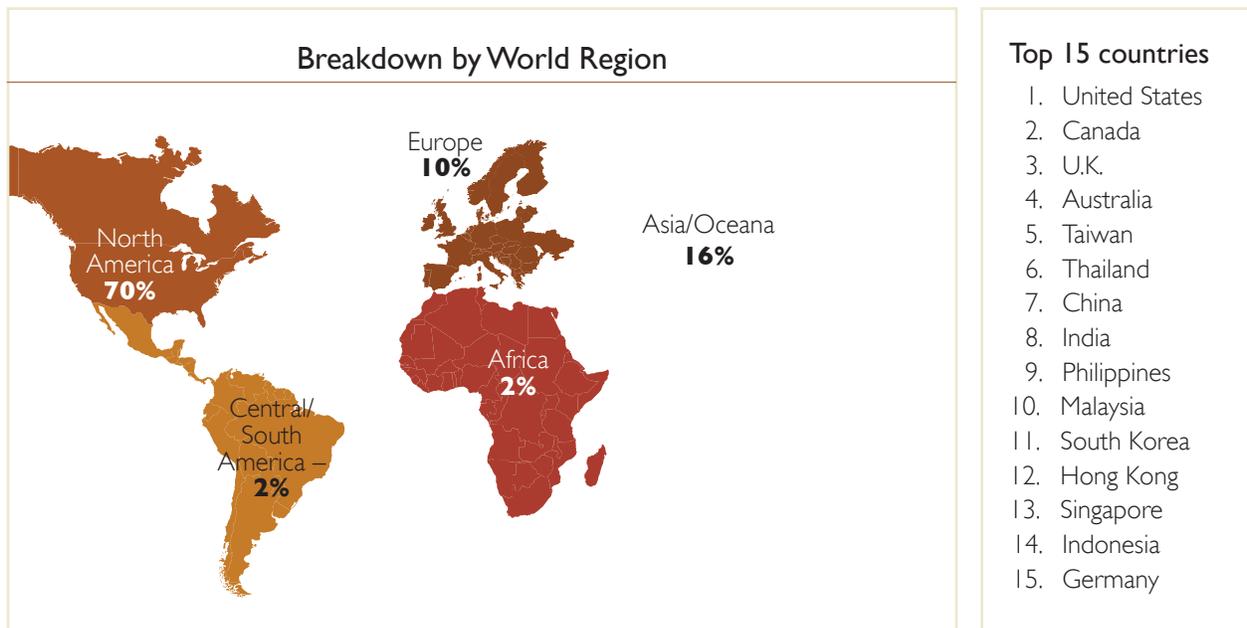
- **Consumers and coffee lovers** who want to learn about and buy the best coffee beans possible. Nearly one million passionate coffee lovers and industry professionals per year visit CoffeeReview.com to learn what coffees they should buy and what they should know about those coffees, including which coffee origins, producers and roasters are currently producing outstanding coffees and why.
- **Coffee industry professionals** who know that our careful, objective reviews influence buyer behavior. Our reviews and articles also help roasters and marketers understand current trends in coffee production and roasting from the inside out, as it were, starting from the sensory properties of specific coffees and moving from there to the many choices and influences all along the supply chain, from seed to cup, that influenced or reflected those properties.
- **Media and other trade professionals** who are interested in the latest news and reviews in the specialty coffee industry.

COFFEE REVIEW DEMOGRAPHICS (REPEAT VISITORS)



Worldwide “Distribution”

Coffee Review reaches more coffee lovers and industry professionals than any other coffee publication. According to Google Analytics, in 2013 CoffeeReview.com hosted readers from 223 countries and territories, which must be just about all of them. 70% of readers reside in the United States or Canada, our two largest markets. We have readers in all 50 states and every major metropolitan area.

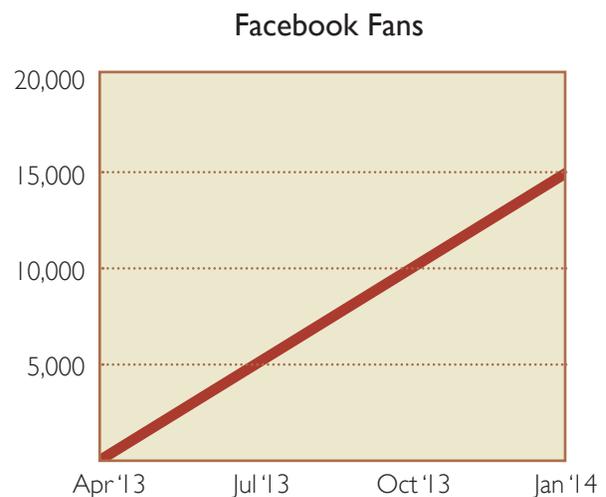
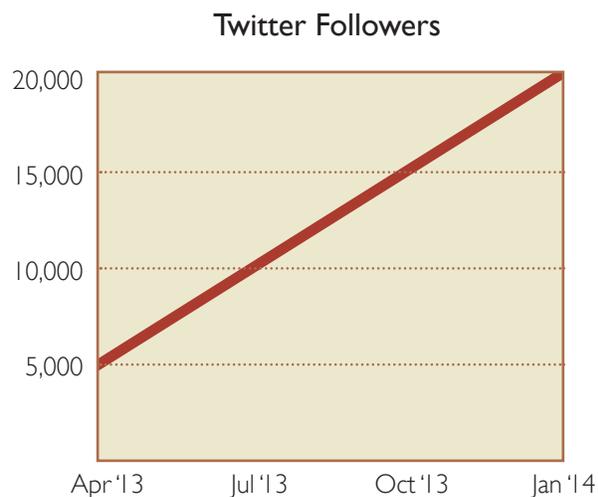


Large and Growing Following

Coffee Review is a web-only publication that made a conscious decision when it launched in 1997 to aim at harnessing the power and reach of the Internet to engage coffee lovers, baristas, roasters, and farmers all around the world as efficiently and sustainably as possible.

In 2014, CoffeeReview.com is on track to host one million unique visitors. More than 250,000 of these visitors are loyal readers who visit multiple times per year to learn about the world's highest-rated coffees and make purchase decisions. Our quality articles, reviews, blogs and social media efforts are driving readership growth of more than 20% per year.

Coffee Review recently launched social media efforts on Twitter and Facebook. *Coffee Review* has nearly 20,000 Twitter followers, which puts our reach on par or ahead of other quality coffee publications such as *Roast Magazine*, *Barista Magazine*, *Sprudge*, and *Coffee Geek*. *Coffee Review* launched on Facebook in mid-2013 but already has more than 15,000 “fans,” roughly twice as many as *Sprudge* and *Coffee Geek* combined.



Advertising Opportunities at Coffee Review

- **Become a basic advertiser on *Coffee Review*.**

As an advertiser, your text-based ad will run throughout our website with a link directly to your website. We deliver millions of page views and impressions over the course of a year. If you are a roaster, all of your reviews will include your logo and a link to your website, driving traffic and orders directly to your website. To become a basic advertiser, contact Mark at Mark@CoffeeReview.com or 503-828-5319.

- **Better yet, become a premium advertiser on *Coffee Review*.**

As a premium advertiser, you will receive all of the benefits of a basic advertiser but you will receive a prominent logo-link on the *Coffee Review* homepage and a company profile on our marketplace page. These permanent links will not only receive tens of thousands of impressions on the *Coffee Review* website each month, they will help improve your SEO rankings at Google and other search engines, which will drive additional traffic to your website. To become a basic advertiser, contact Mark at Mark@CoffeeReview.com or 503-828-5319.

- **Participate in our new Membership Program**

Coffee Review prefers to remain free to readers rather than to charge for a subscription as most print publications do. However, this year *Coffee Review* launched an optional membership program which helps us sustain our mission, offers enhanced opportunities for our advertisers and partners to engage with our readers, and at the same time supports charitable organizations around the coffee world.



All advertisers are given the opportunity to market to opt-in members by participating in the *Coffee Review* membership program. In the password-protected members-only section of CoffeeReview.com, we promote special offers and coupon codes from our advertisers to our members. There is no additional charge for advertisers to participate in the *Coffee Review* membership program. For more information, visit www.coffeereview.com/member/how_to_signup.

Ad Rates and Specifications

Ad rates at CoffeeReview.com are very affordable and highly cost-effective relative to other online and print advertising options in the coffee industry. The following monthly rates apply:

Advertiser Types	Rate/Mo.
Basic Advertiser	\$295
Premium Advertiser	\$395

Basic advertisers should provide:

1. An electronic copy of your company logo
2. Copy for a text-based advertisement. Maximum 100 characters (not counting title and company URL). Here is an example:

PT's COFFEE

Award-winning single origin coffees
and top-of-the-line equipment
for homes and businesses.

www.ptscoffee.com

Premium advertisers should provide the two items above as well as a proposed one paragraph company profile not to exceed 100 words. Here is an example:

[Klatch Coffee](#)

877-455-2824

Klatch Coffee is an award-winning small-batch roasting company in the Los Angeles area with a distinguished record as coffee leader and innovator.

Roast-master Mike Perry blends a background in chemical engineering with a knowledge and love of great coffee to create consistently outstanding, highly rated coffees and espressos. Resident barista and trainer Heather Perry won both the 2003 and 2007 United States Barista Championships brewing a Klatch Coffee espresso blend.



To become an advertiser,
contact Mark Magers at Mark@CoffeeReview.com or 503-828-5319