



Coffee Review 2017 Media Kit



In 2017, 1.5 million *Coffee Review* readers will drink 1.5 billion cups of coffee and consume more than 35 million pounds of coffee.

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, passion, and capital in producing high quality coffee beans.

Coffee Review publishes a monthly tasting report with related reviews based on cuppings conducted by Editor Kenneth Davids and our editorial team. 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. Each month, we post additional reviews that are not associated with a tasting report.

Over the past two decades, *Coffee Review* has become one of the most respected, influential, and widely read coffee publications in the world. In 2017, more than **1.5 million unique visitors** are expected to visit CoffeeReview.com. We have more than 75,000 email newsletter recipients and over 70,000 Twitter followers (@coffeereview). Each December, we publish our list of the year's Top 30 Coffees, which attracts more than 250,000 coffee lovers during the peak holiday shopping season.



In 2017, *Coffee Review* readers will drink more than 1.5 billion cups of coffee.

Testimonials

“It’s crazy to see how much business a Coffee Review Top 30 rating generates. We’ll have our busiest roasting week ever. We’ve sent off more online orders this week than in our entire history.”

– Ryan Harden, Old Soul Co.

“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

“Barrington Coffee has been slammed with orders ever since the new review and ad banner went up.”

– Gregg Charbonneau, 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.”

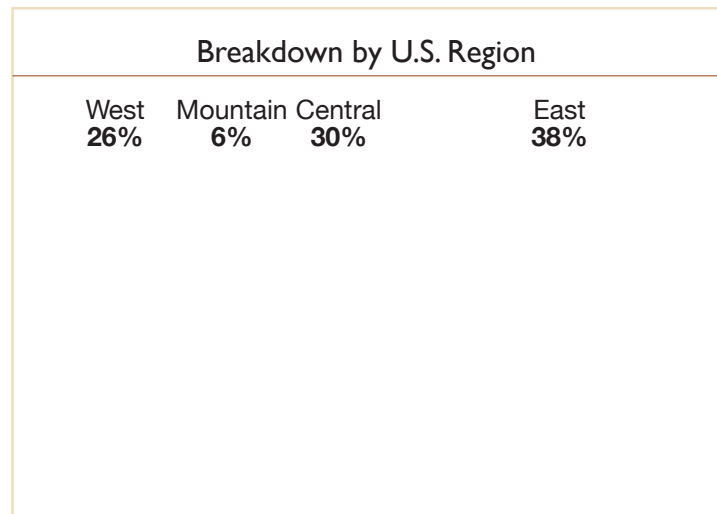
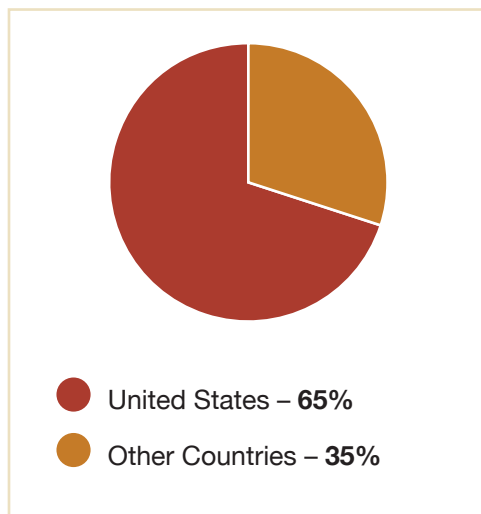
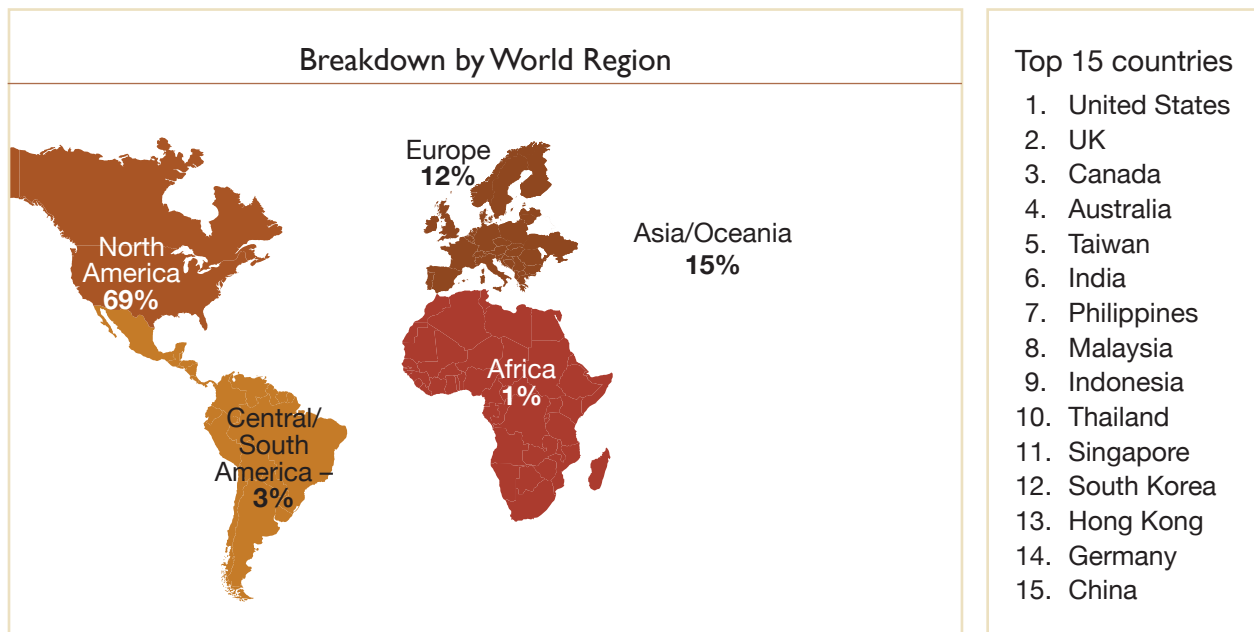
– Melissa Scholl, Lexington Coffee Roasters



Coffee Review readers consume more than 35 million pounds of coffee beans every year.

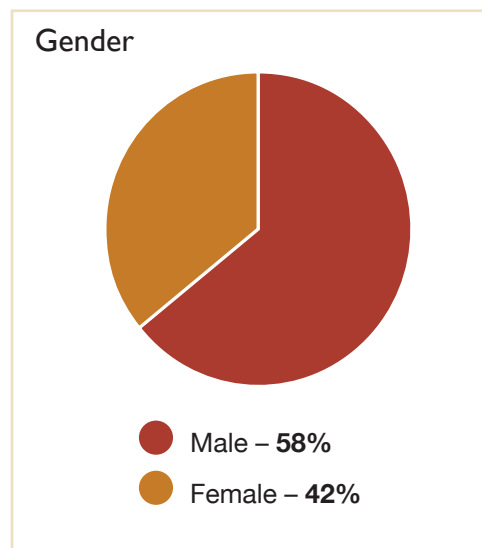
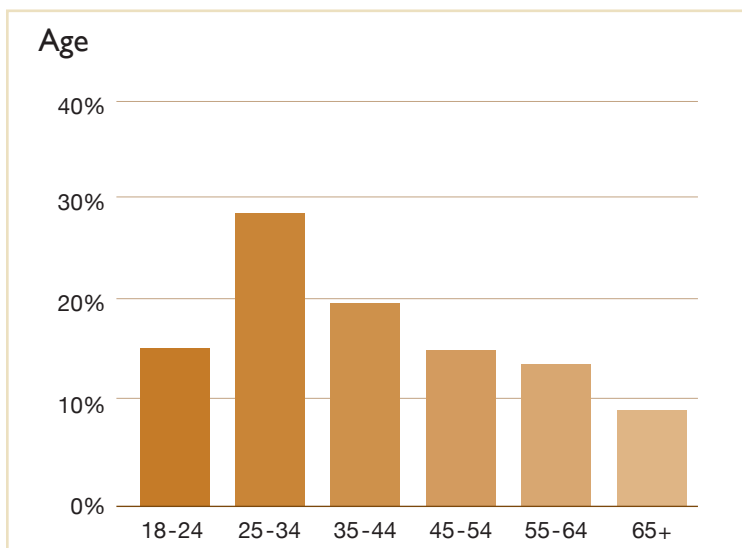
Worldwide “Distribution”

Coffee Review reaches more coffee lovers and industry professionals than any other coffee publication. According to Google Analytics, in 2016 CoffeeReview.com hosted 1.3 million readers from 229 countries and territories, which must be just about all of them. Nearly 2 out of 3 of readers reside in the United States. We have readers in all 50 states and every major metropolitan area.



Who Reads Coffee Review?

- **Coffee Lovers.** According to our latest reader survey, 80% of Coffee Review readers are coffee consumers and informed coffee lovers looking for advice with their coffee purchasing decisions. In 2017 more than 1.5 million passionate coffee lovers will visit CoffeeReview.com for guidance on what coffees to buy.
- **Coffee Industry Professionals.** 20% of our readers are coffee roasters, farmers, or industry professionals who know that our credible, third-party reviews influence buyer behavior. Our reviews and tasting reports provide guidance to roasters and marketers who are looking to drive sales and improve their bottom lines.
- **Upscale Coffee Buyers.** The average Coffee Review reader is a 41-year old, college educated coffee lover who earns \$144,000 per year and pays \$14.67 per pound for coffee.*



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*Source: *Coffee Review* online survey of more than 1,000 readers (January 2017).

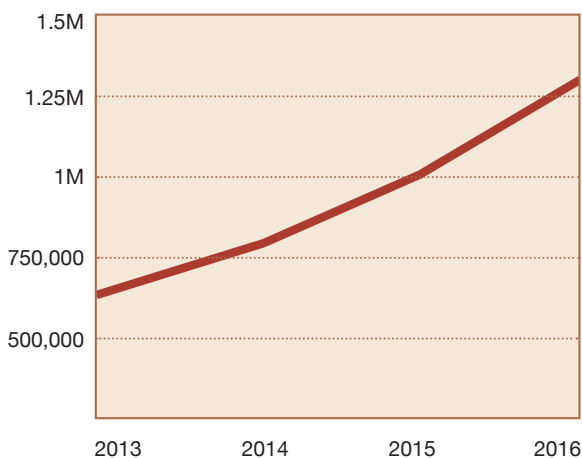
Large and Growing Following

Coffee Review is a web-only publication that made a conscious decision when it launched in 1997 to harness 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.

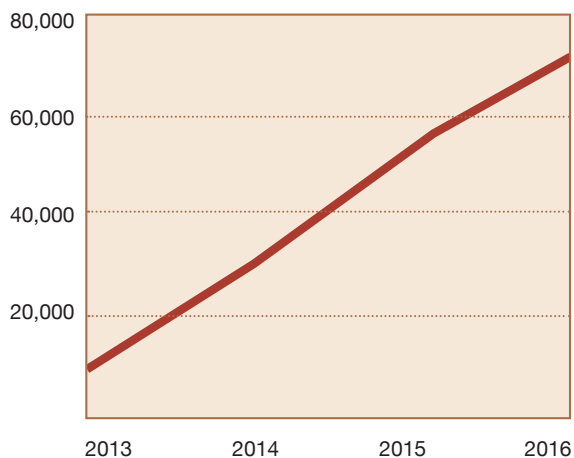
In 2016, CoffeeReview.com hosted 1.3 million readers. Our typical reader visits 12.6 times per year to learn about the world's highest-rated coffees and make purchase decisions. Our objective tasting reports, reviews, blogs, and social media efforts are driving visitor growth of more than 25% per year.

Coffee Review has expanded its social media efforts on Twitter and Facebook. We have more than 70,000 Twitter followers, which puts our reach well ahead of other quality coffee publications such as *Roast Magazine*, *Barista Magazine*, *Sprudge*, and *Coffee Geek*.

CoffeeReview.com Unique Visitors



Twitter Followers



In 2017, *Coffee Review* will host more than 1.5 million readers from 229 countries and territories.

Online Advertising Placements

Coffee Review launched the first-ever 100-point, wine-style coffee reviews in 1997. Today, CoffeeReview.com is the most respected, influential, and widely read coffee guide in the world, hosting more than 1.25 million unique visitors each year. Coffee Review advertising is effective and affordable because our passionate readers come to our website specifically for advice on purchasing coffee beans, equipment, and related products and services.

Ad Positions

CoffeeReview.com hosts more than 150,000 unique visitors per month and delivers more than 150 million banner ad impressions every year. We offer several ad formats and page locations to help advertisers achieve their goals.

Please refer to the yellow boxes on the image to the right for available ad positions. Ad types and positions are described in more detail on the next page.

The image shows a screenshot of the Coffee Review website with several ad positions highlighted in yellow boxes. The website header includes the Coffee Review logo, a search bar, and navigation links. The main content area features a large article titled "When the Small Get Big (and the Big Try for Small)" and a "What's Brewing | Latest News" section with several smaller articles. The ad positions are as follows:

- Top Button Dedicated - All**: Located at the top right of the page.
- Side Box #1 300 x 190 Shared All Pages**: Located on the right side of the page, above the "Become an advertiser" and "Get Coffees Reviewed" buttons.
- Side Box #2 300 x 250 Shared All Pages**: Located on the right side of the page, below the "Get Coffees Reviewed" button.
- Side Box #3 300 x 250 Dedicated All Pages**: Located on the right side of the page, below the "Side Box #2" position.
- Side Box #4 300 x 190 Dedicated All Pages**: Located on the right side of the page, below the "Side Box #3" position.

The main content area includes the following articles:

- When the Small Get Big (and the Big Try for Small)**: A large article with a photo of coffee being poured. Text: "We know them. These are the coffee roasting companies that made their reputations as innovative locally based roasters, and eventually came to model a new kind of coffee institution, one built around a revived intimacy between coffee and customer, precisely described high-end microlot coffees brought to dramatically light roasts, minimalist café interiors, free public cupping. [...]"
- What's Brewing | Latest News**: A section with several smaller articles:
 - Learning from Sumatras**: "I've been cupping coffee professionally for less than a year. Ken Davids first..."
 - Some Single-Origin Coffees**: "Over the last several decades Australia has developed a particularly vibrant..."
 - Brazil Naturals: Tradition**: "Although Coffee Review has published a number of articles over the years..."
 - When the Small Get Big**: "We know them. These are the coffee roasting companies that made their..."
 - June Tasting Report: Coffees**: "Australia is one of the most vibrant of the consuming world's coffee cultures. [...]"

Advertising Types

Ad banner types positions are available as described below and displayed in the image on the previous page.

Shared Side Box #1 and #2

Our most popular and affordable banner advertising options, we offer two sizes of shared side box banners that rotate a new ad banner every eight seconds. These ad positions are available on a monthly basis. Side Box #1 is 300x190 pixels and provides a minimum of 80,000 banner impressions per month. Side Box #2 is 300x250 pixels and delivers more than 200,000 impressions per month.

Dedicated Side Box #3 and #4

Do you want a larger ad that displays to 100% of *Coffee Review* visitors? If so, a dedicated side box banner ad is the perfect option. These ad positions are available on a weekly basis. All dedicated side box banners delivery more than 80,000 impressions per week. Side Box #3 is 300x250 pixels Side Box #4 is 300x190. Dedicated side box banners are popular because they deliver impressions more quickly than shared positions and click-through rates are typically higher than shared positions. Between Side Box #3 and #4, there is a shared position that is served by Google AdSense.

Top Button

Reach every visitor on CoffeeReview.com with our prominent run-of-site top button ad. This premium, high-profile placement offers a dedicated position that appears to all visitors on all pages of CoffeeReview.com. It provides a minimum of 350,000 highly visible impressions per month at a very affordable CPM. The ad position is available on a monthly basis. It is ideal for events, time-sensitive messages, and large campaigns.

Newsletter Banners

Maybe you want to push your message to some of *Coffee Review*'s most loyal readers? For you, *Coffee Review* includes prominent banner ads in all of its email newsletters. Email banner ads are an efficient and affordable way to boost your message by putting it in front of more than 75,000 coffee lovers and industry professionals each week.

Value-Added Benefits

Advertisers receive complimentary value-added benefits as part of their banner advertising campaigns.

Company Profile on Advertisers Page

All advertisers receive a company profile on the Advertisers page on CoffeeReview.com. The profile includes the company logo, up to a 100-word description, contact information, and a direct link to the advertiser's website. The profile provides increased presence and impressions, drives clicks to the advertiser's website, and improves SEO performance on major search engines.



JBC Coffee Roasters

Phone: 608-256-5282

JBC Coffee Roasters was founded in 1994 as Johnson Brothers Coffee Roasters and is a family-owned specialty coffee roastery located in Madison, Wisconsin. JBC Coffee Roaster's vision is simple: let the coffee lead the way. Licensed Q grader and experienced international coffee judge/cupper Michael Johnson and his team share their knowledge of and passion for quality coffee with all of their customers. They trek up precarious mountain roads in pick-up trucks while in search of unique farms and growers and meticulously slurp and sniff coffee in their cupping lab in the effort to source and roast the best and most unique coffees available and reward the farmers who grow them with prices typically above and beyond fair-trade mandated rates.

Enhanced Review Listings for Roasters

All *Coffee Review* visitors have basic access to tasting reports and summary ratings. Only full-access subscribers have complete access to all content and full reviews on CoffeeReview.com. However, advertisers benefit by having all of their reviews available in their entirety to all 1.3 million readers each year. We add advertisers' company logo to each review and provide direct links to the advertisers' websites.

Dragonfly Coffee Roasters
Sumatra Highlands Lintong Batak

Review Date: Feb 2017
Price: \$14.00/12-oz.



[Read Complete Review >](#)

[Visit Dragonfly Coffee Roasters](#)

Park Avenue Coffee
Papua New Guinea PB Kimel Estate

Review Date: Feb 2017
Price: \$17.49/16-oz.

JBC Coffee Roasters
Ulos Batak Sumatra Peaberry

Review Date: Jan 2017
Price: \$18.60/12-oz.



[Read Complete Review >](#)

[Visit JBC Coffee Roasters](#)

Review Services

There are three ways to obtain evaluations from *Coffee Review*:

1. Reviews for Tasting Reports. We hold free cuppings almost every month for our tasting reports on specific topics. There is no charge for such published reviews. However, keep in mind that *Coffee Review* publishes reviews for a relatively small number of the submissions received each month.

2017 Cupping Calendar

Issue	Topic	Submission Dates
January	Top 30 Coffees of 2016	No submissions
February	Coffees from New Roasting Companies	January 5-20
March	Coffee Roasters from the Southwest: Arizona, New Mexico, Texas	February 5-20
April	Product Report: Latest Tweaks and Innovations in French Press Brewers	No submissions
May	Post-Processing Innovations and Traditions	April 5-20
June	Coffees from Women-Led Producers	May 5-20
July	Product Report: Topic to be Determined	No submissions
August	Darker Roasted Coffees	July 5-20
September	The Gesha Phenomenon Revisited: Coffees from Trees of the Gesha Variety	August 5-20
October	Coffees of Nicaragua	September 5-20
November	Organic Certified Coffees of Africa	October 5-20
December	Holiday Coffees 2017	November 5-20
January 2018	Top 30 Coffees of 2017	No submissions

2. Commissioned Sensory Evaluation with Review. Objective, blind reviews in *Coffee Review* format are available for **US \$350 per sample**. Advertisers pay a reduced rate of \$195 per sample and \$245 for reviews in espresso format.

3. Commissioned Private Assessment. Sensory assessments of coffee samples for private use can be requested directly from Kenneth Davids as part of his consulting services. Professional fees start at **US \$195 per sample** for a Coffee-Review-style assessment (\$245 for assessment in espresso format).

For more information about review services available from *Coffee Review*, please visit:
www.coffeereview.com/review-services.

Please contact Kim@CoffeeReview.com prior to submitting samples for tasting reports or other review services.

Ad Rates and Specifications

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

Standard Positions	Side Box #1	Side Box #2	Newsletter
Shared v. Dedicated	Shared	Shared	Dedicated
Dimensions (pixels)	300x190	300x250	300x250
% of page views	~ 15%	~ 40%	NA
Time period	1 month	1 month	1 issue
Est. Min. impressions	80,000	200,000	75,000
Price*	\$375	\$475	\$300
Est. CPM	\$4.69	\$2.38	\$4.00

Premium Positions	Side Box #3	Side Box #4	Top Button
Shared v. Dedicated	Dedicated	Dedicated	Dedicated
Dimensions (pixels)	300x250	300x190	195x90
% of page views	100%	100%	100%
Time period*	1 week	1 week	1 month
Est. Min. impressions	80,000	80,000	350,000
Price*	\$500	\$400	\$2,500
Est. CPM	\$6.25	\$5.00	\$7.14

*10% discount for six month campaigns; 20% discount for 12 month campaigns

Value added benefits — All advertisers receive:

- Company profile on Advertisers page
- Social media support on Twitter and Facebook
- All roasters' reviews are made fully available to 1.3 million annual visitors

For more information about online advertising
 contact Ron Walters at Ron@CoffeeReview.com or 503-593-3102

Special Offer for New Advertisers

Coffee Review offers an affordable and effective way for roasters and other coffee companies to reach more than one million coffee lovers and industry professionals each year. We're pleased to offer two deeply discounted starter packages to show new advertisers just how fast, effective, and affordable *Coffee Review* advertising can be.



3-Month Starter Package

Includes 3 months of shared banner advertising in Side Box #1, one newsletter banner placement, and a company profile on our Advertisers page. If you are a roaster, your logo and web links will be added to each of your reviews, which will be displayed publicly to more than 1.5 million *Coffee Review* readers in 2017. The 3-month starter package, valued at \$1,425 is **just \$695**.

3-Month Roaster Package with Reviews

Includes 3 months of shared banner advertising in Side Box #2, two newsletter banner placements, a company profile on our Advertisers page, and two commissioned reviews of a roaster's coffees*. Commissioned reviews provide roasters with an objective, expert assessment of their coffees. Favorable reviews drive a significant increase in exposure on CoffeeReview.com and increase traffic and orders to roaster websites. This Roaster Package, valued at \$2,725, is **just \$995**.



* Coffees for commissioned review are tested blind, as are all coffees tested at *Coffee Review*. After seeing a finished review, a roaster has the option of having it posted on CoffeeReview.com and shared with more than 70,000 Twitter followers.

To become an advertiser,
contact Ron Walters at Ron@CoffeeReview.com or 503-593-3102