



Coffee Review 2015 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 tasting report 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 18 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 more than 55,000 Twitter followers (@coffeereview) and over 30,000 fans on Facebook. Each December, we publish our list of the year's Top 30 Coffees, which attracts more than 100,000 coffee lovers during the holiday shopping peak.

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., December 2014

“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

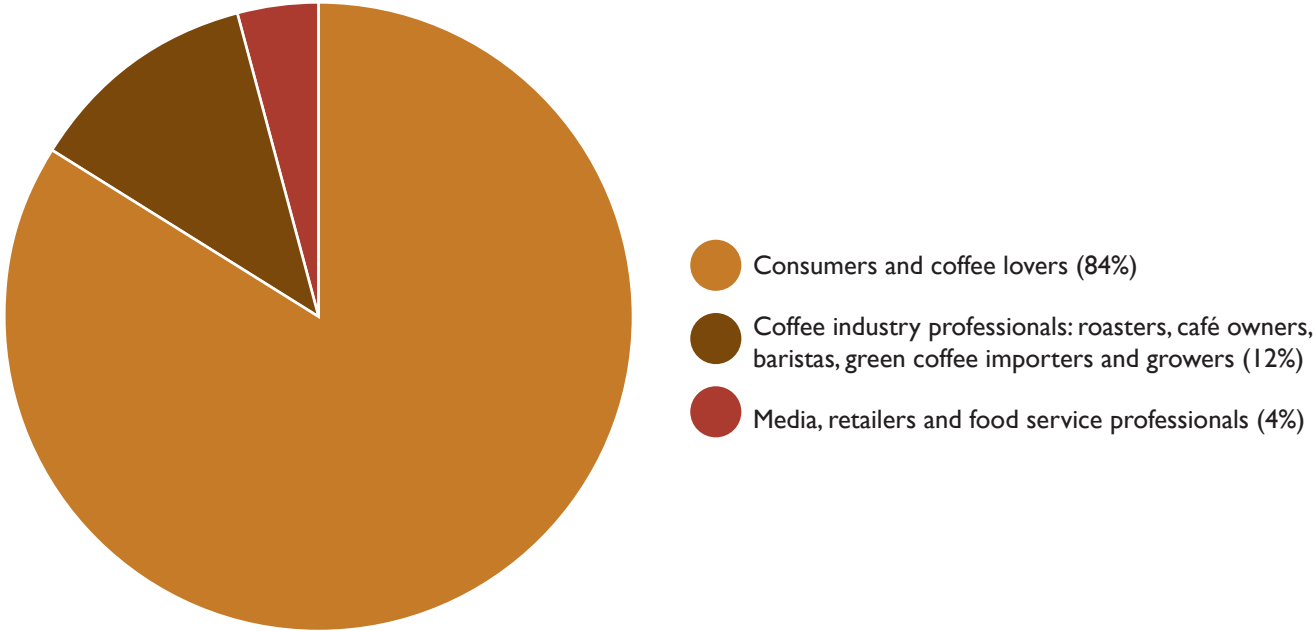
“Coffee Review’s Top 30 List made a liar out of me. I told customers our Kenya Kikai would last through February. Then the list was published. Sales exploded and we sold out before Christmas.”

– Melissa Scholl, Lexington Coffee Roasters

Who Reads Coffee Review?

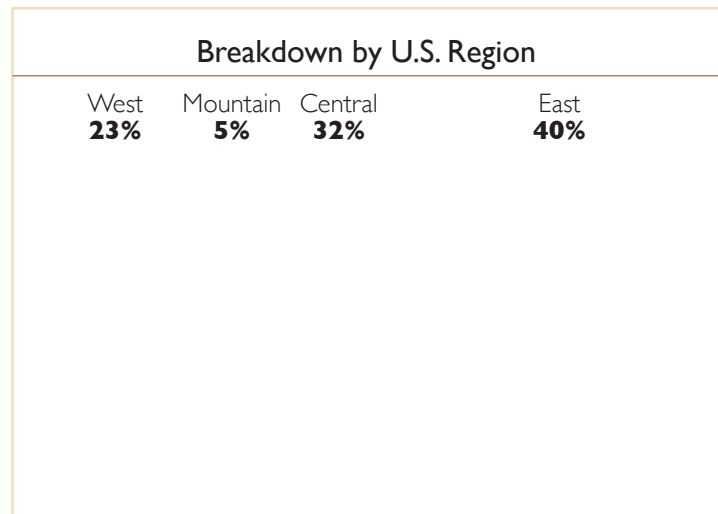
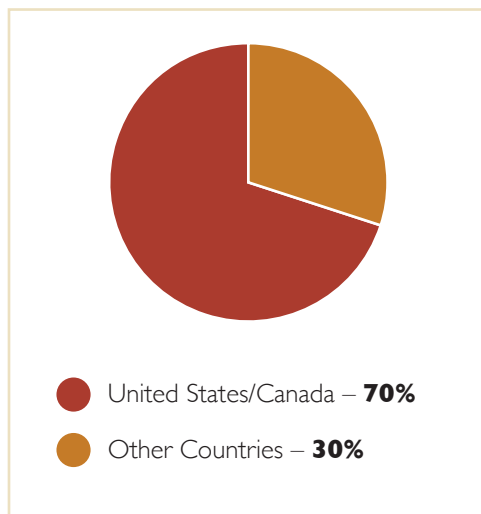
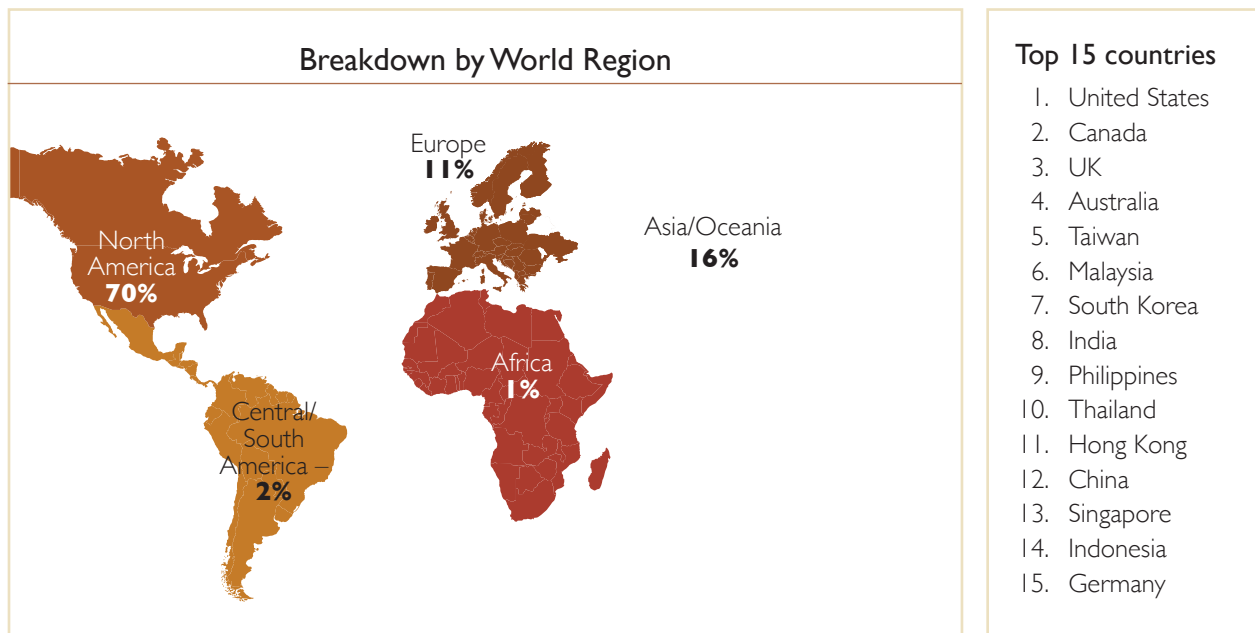
- **Consumers and coffee lovers** who want to learn about and buy the best coffee beans possible. Nearly one million passionate coffee lovers and industry professionals per year visit CoffeeReview.com to learn what coffees they should buy and what they should know about those coffees, including which 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 2014 CoffeeReview.com hosted readers from 230 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.

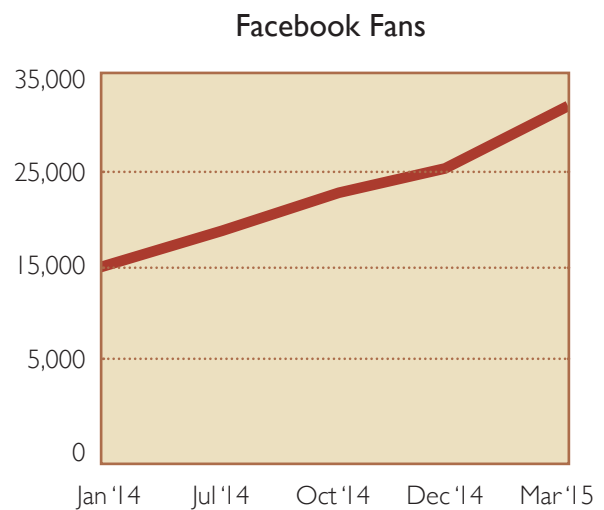
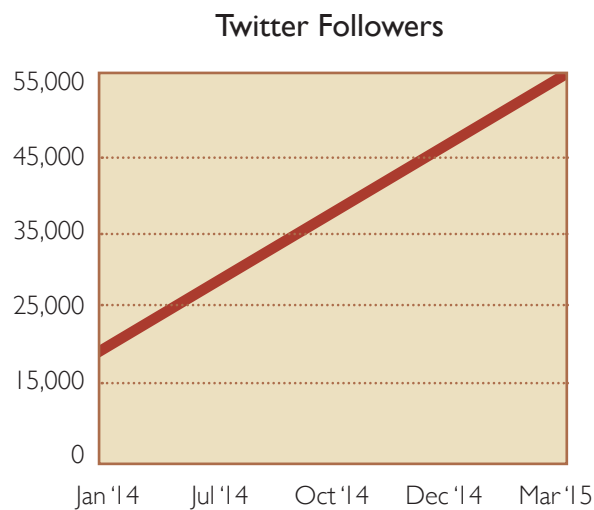


Large and Growing Following

Coffee Review is a web-only publication that made a conscious decision when it launched in 1997 to 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 2015, 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 tasting reports, reviews, blogs, and social media efforts are driving page-view growth of more than 40% per year.

Coffee Review has expanded its social media efforts on Twitter and Facebook. We have more than 55,000 Twitter followers, which puts our reach well ahead of other quality coffee publications such as Roast Magazine, Barista Magazine, Sprudge, and Coffee Geek. *Coffee Review* launched on Facebook in mid-2013 and has more than 30,000 “fans”.



Advertising Opportunities at Coffee Review

Basic Advertising

Banner ads for basic advertisers are displayed evenly throughout the *Coffee Review* website. Advertisers' reviews include a clickable logo and links that drive traffic and orders directly to your website. We deliver millions of page views and ad impressions to nearly one million coffee lovers and trade professionals over the course of a year.



CHROMATIC COFFEE

Fine coffee and equipment handcrafted in the Valley of the Heart's Delight. Free shipping on all orders.

Visit www.ChromaticCoffee.com

Premium Advertising

Premium advertisers receive all of the same benefits as basic advertisers plus a permanent logo-link on the *Coffee Review* homepage and a company profile on our Advertisers page. These premium positions generate thousands of impressions each month and help improve your SEO rankings at Google and other search engines.



**TOP-RATED
COFFEES & GIFTS**

Brazil Fazenda Rainha
#22 on *Coffee Review's*
Top 30 Coffees of 2014

[SHOP AT PARADISEROASTERS.COM](http://SHOP.AT.PARADISEROASTERS.COM)

Spot and Event Advertising

Spot advertising provides intense, short-term exposure for a time-sensitive message or upcoming special event. Unlike other banner ads that share space throughout the *Coffee Review* website, this option offers a persistent static ad spot that appears on every page to drive traffic at an accelerated rate.

CoffeeCon



Consumer Coffee Festival,
Coffee Samples,
Brewing Gear, Classes,

San Francisco, July 26th

Visit www.Coffee-Con.com

Email Banner Advertising

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 50,000 coffee lovers and industry professionals each week.

ELEGANTLY
COMPLEX

KII KENYA
STRAWBERRY
DARK CHOCOLATE
LAVENDER

JBCcoffeeroasters.com



Subscriber Specials

Coffee Review subscribers have access to a password protected page on CoffeeReview.com, which provides them with private discounts and coupon offers from advertisers. These special offers drive trial and consumer loyalty at advertiser websites. All advertisers are invited to provide subscriber specials.

Special Offer for New Advertisers

Coffee Review is an effective and affordable way for coffee companies to reach a large, rapidly growing group of coffee lovers and industry professionals.

We're pleased to offer two starter packages that provide new advertisers a significant discount on a 3-month advertising campaign. Our starter packages will introduce your company to tens of thousands of coffee lovers and demonstrate the productivity and cost effectiveness of *Coffee Review* advertising.

- **Basic Starter Package** – Includes 3 months of banner advertising, one commissioned review, and social media mentions to more than 55,000 Twitter followers and Facebook fans. All of your reviews will include your logo and a link to your website. **The Basic Package, valued at \$1,200, costs new advertisers only \$495 for a guaranteed minimum 40,000 impressions.**
- **Premium Starter Package** – Includes 3 months of banner advertising, 2 commissioned reviews, and social media mentions, plus a permanent link on all *Coffee Review* pages and a profile on our Advertisers page. All of your reviews will include your logo and a link to your website. **The Premium Package, valued at \$1,800, costs new advertisers only \$795 for a guaranteed minimum 60,000 impressions.**

Commissioned reviews provide roasters with an objective, expert assessment of their coffee. 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 55,000 Twitter followers and over 30,000 Facebook fans.

We're pleased to offer our starter packages to new advertisers. See for yourself how fast, effective, and affordable *Coffee Review* Advertising is for reaching nearly one million coffee lovers and industry professionals around the world.

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

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:

Advertising Types	Rates
Basic Advertising	\$299/month
Premium Advertising	\$399/month
Spot Advertising	\$499/week
Email Advertising	\$299/email

Basic advertisers should provide:

1. An electronic copy of your company logo
2. A 300 pixel by 190 pixel banner ad (.jpg format)

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.

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