



Coffee Review

2016 Media Kit



There are a million good reasons to advertise on CoffeeReview.com.

In 2015, more than one million *Coffee Review* readers bought 30 million pounds of coffee beans and drank more than a billion cups 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, 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 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. During the month, we post additional reviews and blogs 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, hosting more than **one million unique visitors** per year at CoffeeReview.com. We have 60,000 Twitter followers (@coffeereview) and over 35,000 fans on Facebook. Each December, we publish our list of the year's Top 30 Coffees, which attracts more than 150,000 coffee lovers during the holiday shopping peak.



In 2015, *Coffee Review* readers drank more than a 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., 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

“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.”

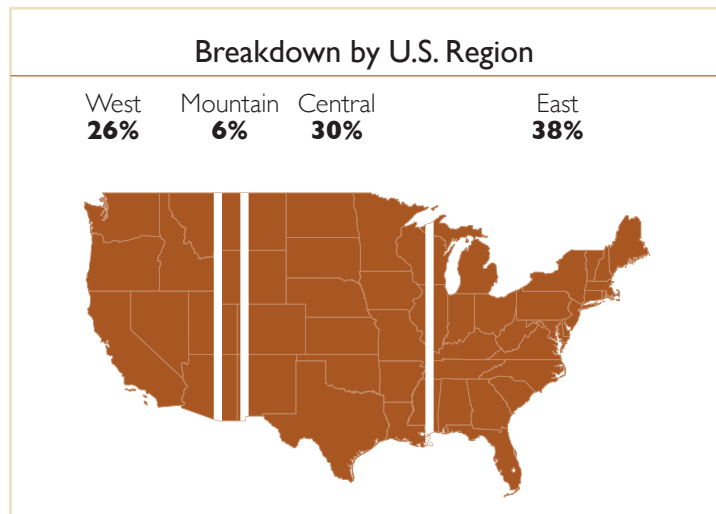
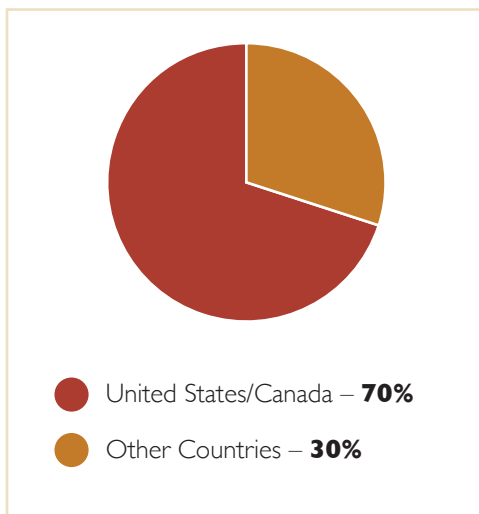
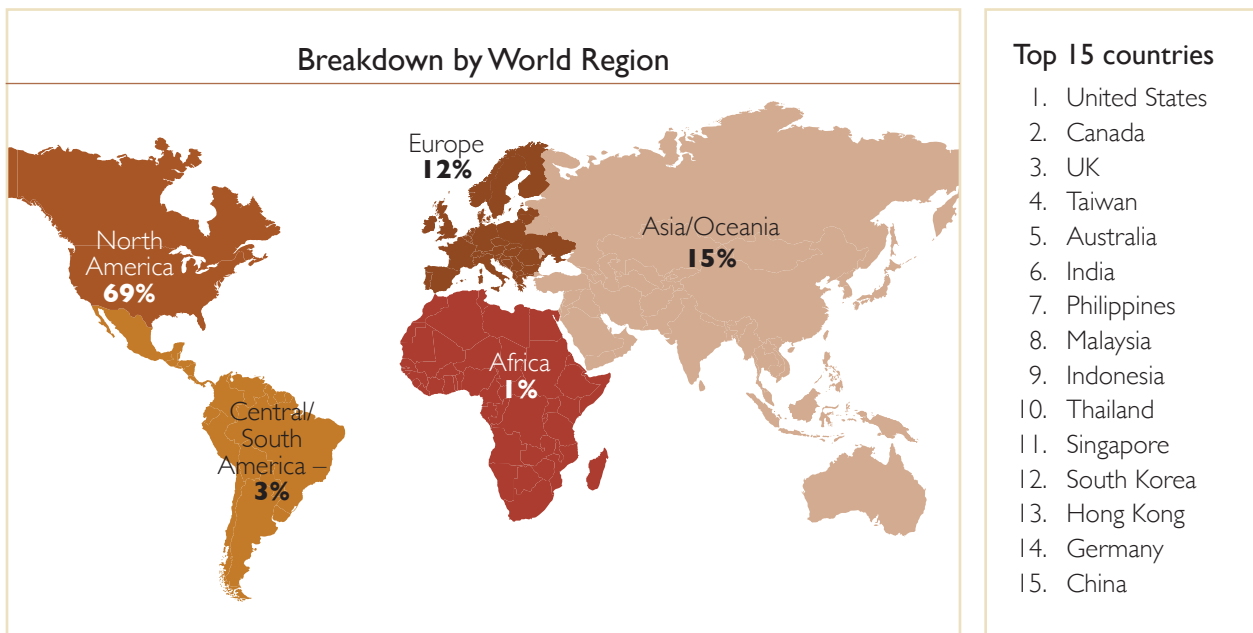
– Melissa Scholl, Lexington Coffee Roasters



Coffee Review readers consume more than 30 million pounds of coffee beans every year.

Worldwide “Distribution”

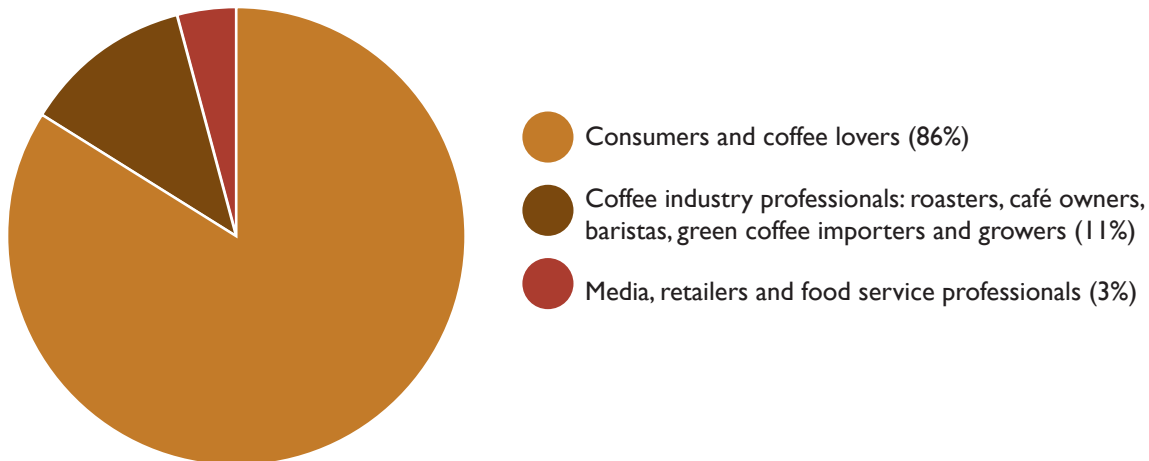
Coffee Review reaches more coffee lovers and industry professionals than any other coffee publication. According to Google Analytics, in 2015 CoffeeReview.com hosted more than 1 million unique readers from 229 countries and territories, which must be just about all of them. Roughly 70% of readers reside in the United States or Canada, our two largest markets. We have readers in all 50 states and every major metropolitan area.



Who Reads Coffee Review?

- **Consumers and coffee lovers** who want to learn about and purchase the world's finest coffees and espressos. More than one million passionate coffee lovers visit CoffeeReview.com each year for guidance on what coffees to buy.
- **Coffee 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..
- **Media and other trade professionals** who are interested in the latest news and reviews in the specialty coffee industry.

COFFEE REVIEW DEMOGRAPHICS (REPEAT VISITORS)



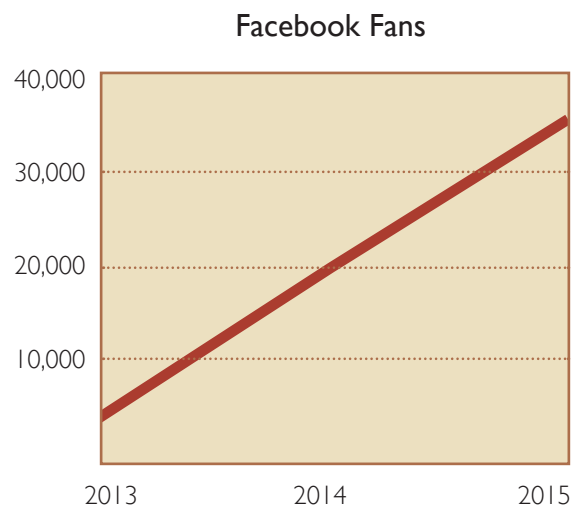
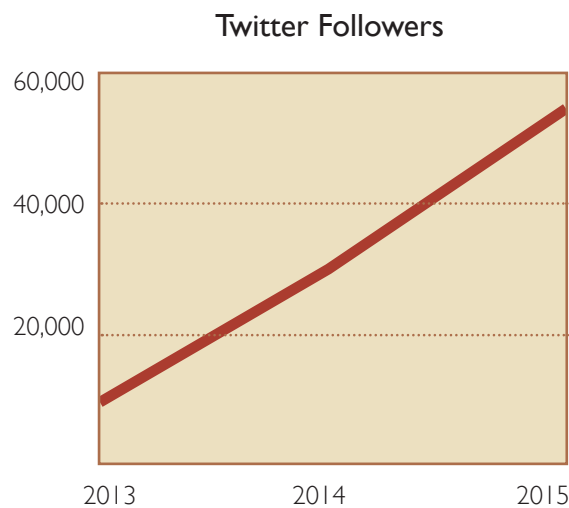
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Large and Growing Following

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 hosted more than 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 roughly 60,000 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 35,000 "fans".



Advertising Opportunities at Coffee Review

Basic Advertising

For non-advertisers, full reviews appear only to CoffeeReview.com subscribers. Once you become a Basic Advertiser, your reviews will be made public to more than one million readers each year. Each review includes a company logo with links to the roaster's website. Basic Advertisers are guaranteed a minimum of 100,000 ad impressions per month from shared banner ad space that appears throughout the *Coffee Review* website.



Premium Advertising

In addition to all of the benefits of Basic Advertisers, Premium Advertisers receive a persistent link on the CoffeeReview.com homepage and a company profile on our Advertisers page, both of which significantly increase traffic to advertisers' websites and improve SEO engine results.



Static Banner Ads

Our static banner ad spot 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.



Email Banner Ads

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.



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 and equipment 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, two newsletter banners, one commissioned review, and social media mentions to nearly 100,000 Twitter followers and Facebook fans. Your logo and links to your website will be added to each review, which will be displayed publicly to more than one million *Coffee Review* readers each year. **The Basic Package, valued at nearly \$1,500, costs new advertisers only \$595 for a guaranteed minimum of 100,000 impressions per month.**
- **Premium Starter Package** – Includes 3 months of banner advertising, two newsletter banners, 2 commissioned reviews, and social media mentions, plus a persistent 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 over \$2,000, costs new advertisers only \$895.**

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 nearly 60,000 Twitter followers and over 35,000 Facebook fans.

We're pleased to offer our starter packages to new advertisers so they can see just how fast, effective, and affordable *Coffee Review* Advertising is for reaching more than one million coffee lovers and industry professionals each year.

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
Static Banner Ads	\$495/week
Email Banner Ads	\$125/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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