



Coffee Review 2021 Media Kit



In 2021, more than one million *Coffee Review* readers will drink over 1 billion cups of coffee and consume more than 30 million pounds of coffee beans.



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 is to help 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 coffee or equipment report with reviews based on cuppings or testing conducted by Editor-in-Chief 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.

Since its founding more than two decades ago, *Coffee Review* has become one of the most respected, influential, and widely read coffee publications in the world. In 2021, more than one million visitors will visit [CoffeeReview.com](https://www.coffeereview.com). We have more than 60,000 email newsletter subscribers and over 150,000 followers on the leading social media platforms. Each year, we publish our list of the year's Top 30 Coffees, which attracts more than 200,000 coffee lovers during the peak holiday shopping season.



In 2020, *Coffee Review* readers will drink more than 1 billion cups of coffee.

Testimonials

“Coffee Review is the best way to reach the top 10% of coffee buyers.”

– Lee Patterson, Hula Daddy Kona Coffees

“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, Flight Coffee Co.

“There is no question that our 96-point score and the article CoffeeReview.com ran featuring that coffee had a huge impact on sales. Our Mocha Java Blend went from our 29th ranked coffee by sales in April 2020 (with 36 packages sold), all the way up to our top seller in May (with a staggering 733 packages sold).”

– Marchelo Bresciani, Thanksgiving Coffee

“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.”

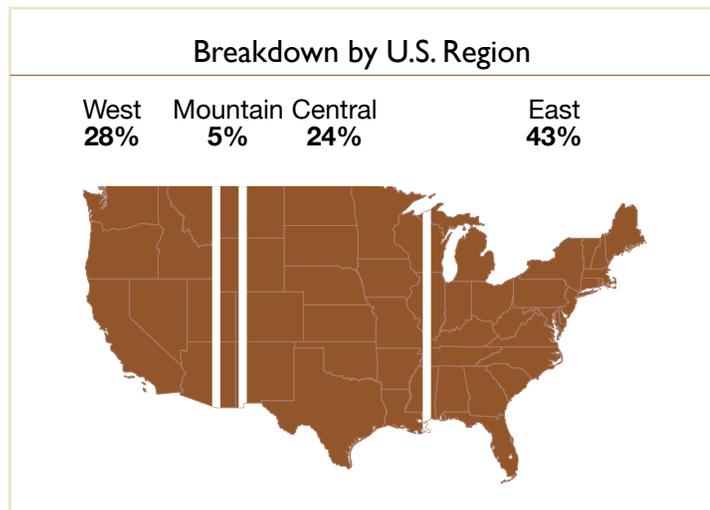
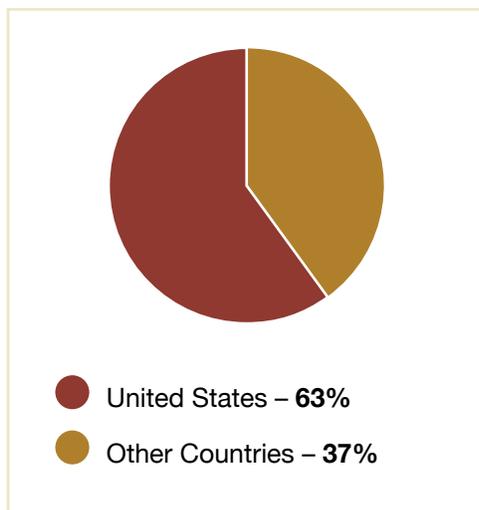
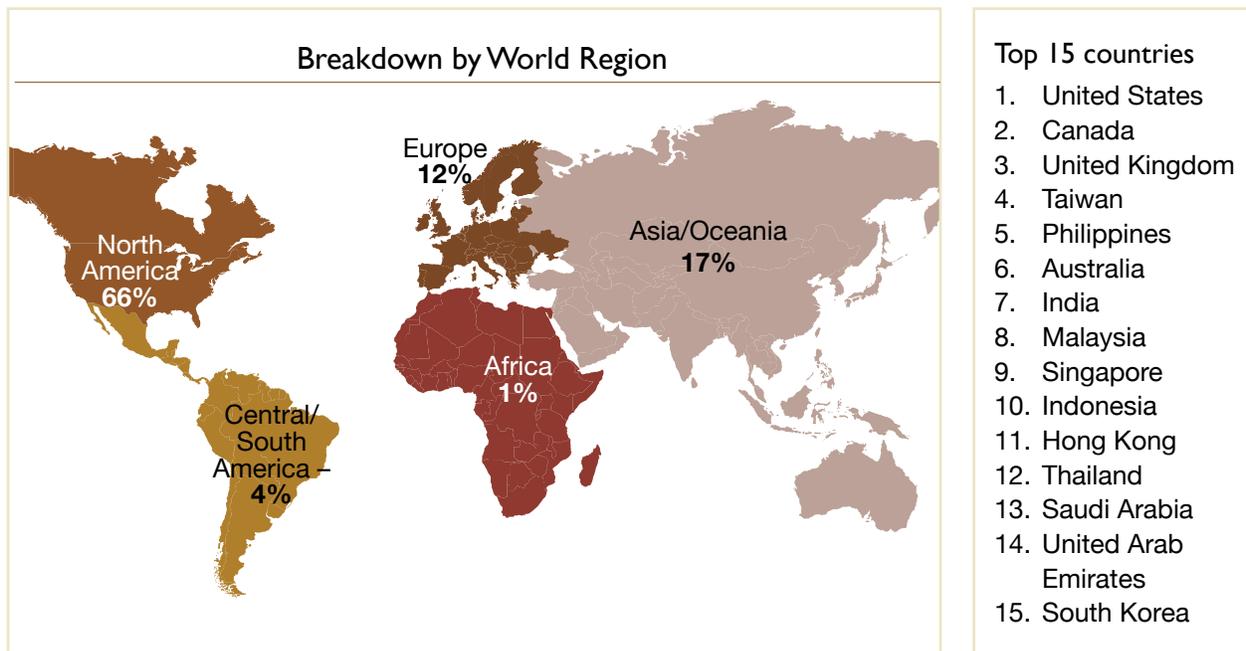
– Melissa Scholl, Lexington Coffee Roasters



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

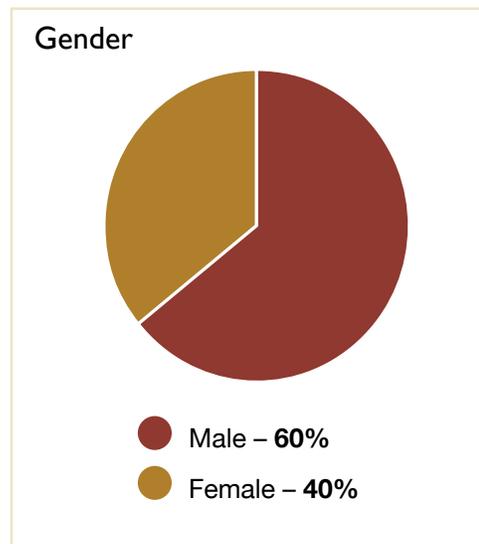
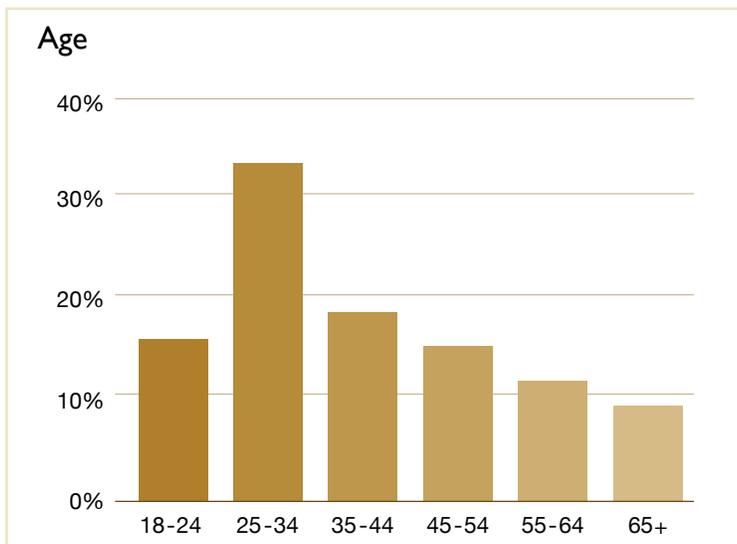
Worldwide “Distribution”

Coffee Review reaches more coffee lovers and industry professionals around the world than any other coffee publication. In 2020, *Coffee Review* welcomed readers from 218 countries and territories, which must be just about all of them. Nearly 2 out of 3 visitors are from North America. We have readers in all 50 U.S. states and every major metropolitan area in the country.



Who Reads Coffee Review?

- **Coffee Lovers.** According to our latest reader survey, over 80% of *Coffee Review* readers are coffee consumers and informed coffee lovers looking for advice with their coffee and equipment purchasing decisions. In 2021, more than one million passionate coffee lovers will visit [CoffeeReview.com](https://www.coffeereview.com) for guidance on what coffee and equipment to buy.
- **Coffee Industry Professionals.** The remainder of our readers are coffee roasters, farmers, equipment manufacturers 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.*



Our average reader is 41 years old, college educated, earns \$144,000 per year, and pays \$14.67 per pound for coffee.

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

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 as many as one million 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 delivers more than 100 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 screenshot shows the Coffee Review website homepage with several ad placements highlighted in yellow boxes:

- Top Button Dedicated:** Located in the top right corner of the website header.
- Side Box #1:** A 300x190 shared ad space on the right side of the page, positioned above the main content area.
- Side Box #2:** A 300x250 shared ad space on the right side of the page, positioned below Side Box #1.
- Side Box #3:** A 300x250 dedicated ad space on the right side of the page, positioned below Side Box #2.
- Side Box #4:** A 300x250 dedicated ad space on the right side of the page, positioned below Side Box #3.
- Side Box #5:** A 300x250 dedicated ad space on the right side of the page, positioned below Side Box #4.

Other visible elements on the website include a navigation menu (REVIEWS, REPORTS, EQUIPMENT, JOURNAL, ABOUT, TRADE, 中文 - CHINESE, MEMBERS), a search bar, a main banner for 'SHOP FOR TOP-RATED COFFEES', and several content tiles for 'TOP 30 COFFEES', 'TASTING REPORTS', 'TOP-RATED COFFEES', 'ESPRESSO REVIEWS', 'EQUIPMENT REVIEW', and '台湾送牌的咖啡豆'. There are also sections for 'LEARN ABOUT COFFEE' and 'FOR THE TRADE'.

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 60,000 banner impressions per month. Side Box #2 is 300x250 pixels and delivers more than 75,000 impressions per month.

Dedicated Side Box #3, #4, and #5

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 three ad banner positions are available on a weekly basis. All dedicated side box banners delivery more than 40,000 impressions per week. Side Box #3, #4, and #5 are 300x250 pixels. 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.

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 175,000 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 larger 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 over 60,000 coffee lovers and industry professionals each week.

Sponsored Emails

Do you want the undivided attention of tens of thousands of *Coffee Review* readers? Sponsored emails provide an opportunity for a single company to send their message, and their message only, to all *Coffee Review* newsletter subscribers. Up to once per month, *Coffee Review* sends an email newsletter with a commercial message sponsored by a single advertiser. The sponsor provides an image, copy, and links for the email, subject to final approval by *Coffee Review*. The email is labeled as containing sponsored content.

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

ENHANCED

We add advertisers' company logo to each review and provide direct links to the advertisers' websites. Enhanced review listings are available for non-advertisers starting at \$99 per month. Email ron@coffeereview.com for more information.

95

Bird Rock Coffee Roasters

Panama Auromar Estate Geisha Peaberry

Review Date: Jan 2018

Price: \$51.00/8 ounces



Resonantly bright, floral-toned. Jasmine, frankincense, cardamom, toffee, apricot in aroma and cup. Balanced, sweetly tart structure with juicy acidity; crisp, velvety mouthfeel. The deep, flavor-saturated finish leads with caramel-toned apricot in the short, with rich florals resurfacing in the long.

[Read Complete Review >](#)

[Visit Bird Rock Coffee Roasters >](#)

STANDARD

92

A.R.C.

Indonesia Emerald Mandheling

Review Date: Jan 2018

Price: HKD \$140/227 grams

Deeply rich, spicy sweet. Pear, cedar, vanilla, grapefruit zest, cumin in aroma and cup. Tartly bittersweet in structure; full, syrupy though drying mouthfeel. Resonant finish consolidates around pear and a floral-toned vanilla.

[Read Complete Review >](#)

Editorial Calendar

Ten to twelve times per year, we conduct cuppings for our coffee tasting reports that feature a specific topic. There is no charge to submit samples for these cuppings nor for reviews that are published for these reports. However, keep in mind that *Coffee Review* publishes reviews for a small percentage of the samples received each month.

2021 Editorial Calendar

Issue	Topic	Submission Dates
January	Top Coffees from 2020 by Category	No submissions
February	Single-Farm Colombia Coffees*	January 3-10
March	Cause Coffees (coffees that raise funds for charitable causes or COVID relief)	February 3-10
April	Spring Fever: Coffees Roasted in North American Beach and Coastal Communities	March 3-10
May	Hybrid Processing Experiments: Anaerobic, Carbonic Maceration Fermented Natural*	April 3-10
June	African Great Lakes Coffees (Rwanda, DRC, Uganda, Burundi, Malawi, Tanzania)	May 3-20
July	Summer Refreshers: RTD Canned and Bottled Black Coffees (no sweeteners, milk, or CBD)	June 3-10
August	Classic Darker-Roasted Espresso Blends*	June 28 – July 5
September	Coffees from Guatemala	August 3-10
October	Coffees from Yemen	September 3-10
November	Geishas Not from Panama	October 3-10
December	Top 30 Coffees of 2021 – Countdown and Report	No submissions; deadline for consideration is November 5, 2021

*Limit one sample submission per roaster

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	60,000	75,000	60,000
Price*	\$375	\$475	\$300
Est. CPM	\$4.69	\$2.38	\$4.00

Premium Positions	Side Boxes #3-5	Top Button	Sponsored Email
Shared v. Dedicated	Dedicated	Dedicated	Dedicated
Dimensions (pixels)	300x250	195x90	600x400
% of Page Views	100%	100%	N/A
Time Period*	1 week	1 month	1 send
Est. Min. Impressions	40,000	175,000	60,000
Price*	\$500	\$2,500	\$1,995
Est. CPM	\$6.25	\$5.00	\$33.25

**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, Facebook, and Instagram
- All roasters' reviews include company logo and website links

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

“What Would We Do” Campaign Packages

Roasters frequently ask us how to get the most out of their reviews and advertising at *Coffee Review*. In response, we created our Advertisers Guide to help companies take advantage of proven strategies and best practices that we’ve learned over the years. However, the next question we receive is often “**But, what would YOU do?**”

Of course, every company has different needs, desired outcomes, and budgets. That said, after years of listening to advertisers, tracking results, and seeing what works best for many companies, we’ve come up with two “**What We Would Do**” campaign packages that maximize results and value.

#1 • Editorial Package • \$1,995 per Year

Our Editorial Package is specifically designed for roasters that can routinely produce high-scoring coffees, seek to differentiate their coffees with objective reviews, value well-earned recognition from *Coffee Review*, and want SEO and social media support, but don’t need an ad banner campaign targeted at the North American consumer market. This package is often attractive to roasters outside the United States that are not actively marketing to coffee lovers in the U.S. market.

The 12-month campaign includes:

- **Reviews** – 4 commissioned reviews over the next 12 months
- **Clicks and Orders** – Company logo and links in all of your reviews
- **Wide Exposure** – Viewed by up to **one million** coffee lovers each year
- **Social Media** – Posts to over 100,000 followers when reviews are published
- **More Reviews** – Additional reviews at only \$250 per sample
- **Save on Advertising** – Receive 20% off banner ads

The cost of the Editorial Package would exceed \$3,500 if the services and benefits were purchased separately. It’s a great value at just **\$1,995 per year**.

For more information or to take advantage of one of these **discounted campaign packages**, please email Ron Walters at Ron@CoffeeReview.com

“What Would We Do” Campaign Packages

#2 • Comprehensive Marketing Package • \$595 per Month

Our Comprehensive Marketing Package includes all the benefits of the Editorial Package but, as the name suggests, brings to bear all of *Coffee Review*'s powerful marketing tools to help advertisers maximize brand awareness, click-throughs, orders, and revenue.

This comprehensive 12-month campaign package includes:

- **Reviews** – 4 commissioned reviews during your 12-month campaign
- **Shared Banner** – 300×250 banner ad for duration of 12-month campaign
- **Dedicated Banner** – Dedicated 300×250 banner ad for one month
- **Newsletter Banners** – 4 email newsletter 300×250 banners to 65,000 recipients
- **Sponsored Email** – 1 sponsored “you write it” email to 65,000 recipients
- **Company Profile** – On the *Coffee Review* [advertisers page](#)
- **Traffic and SEO** – Your company logo and links in all of your reviews
- **Social Media** – Posts to over 100,000 followers when reviews are published
- **Discounted Banners** – 50% off all additional banner ad placements
- **More Reviews** – Additional reviews at only \$200 per sample

The cost of this 12-month campaign package would exceed \$12,000 per year (\$1,000 per month) if the services and benefits were purchased separately. It's a great value at just **\$595 per month**. Available for \$495 per month without reviews.

As a reminder, please be aware that we cup samples of commissioned reviews on a blind basis and there is no guarantee that that reviews or scores will be favorable. To learn more about commissioning reviews, visit [Getting Coffees Reviewed](#) and [Quoting Reviews](#).

For more information or to take advantage of one of these **discounted campaign packages**, please email Ron Walters at Ron@CoffeeReview.com