

BARISTA
MAGAZINE

2023

MEDIA KIT



SERVING
PEOPLE
SERVING
COFFEE
SINCE 2005

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welcome to barista magazine



WITHOUT A DOUBT, THE LAST FEW YEARS HAVE BEEN CHALLENGING FOR BUSINESSES OF ALL SIZES ACROSS INDUSTRIES.

Specialty coffee, as dependent as it is on international trade, has certainly spent its time at the forefront of the

turmoil. And yet, specialty coffee continues to grow exponentially in popularity. Though the sad fact remains that numerous independent shops and cafés closed in the early days of the pandemic, we are delighted to see more and more new ones open in their place every day.

The value of the café space among consumers, we believe, is one of the reasons specialty-coffee shops have weathered the economic storm. They provide more than just coffee and service to people—they offer an anchor, a touchstone, and a place for communities to gather.

We feel that connection, too, via our print magazine, digital edition, website content, and social media accounts. We use them all to keep coffee professionals informed and connected no matter what challenges they might be facing. For example, we featured a Field Report on Poznań, Poland, which covered how welcoming its coffee community has been to displaced Ukrainians. Additionally, we've featured interviews with Ukrainian coffee professionals at *Barista Magazine Online* where they've shared their stories with their industry peers around the globe.

Moreover, in our role as **the only trade magazine dedicated to retailers**, we have seen a rebound in activism and community events. After a socially-distanced year-and-a-half, our event support requests have returned to their pre-pandemic levels, and we send magazines, swag, and prizes to dozens of events every month, reaching coffee professionals who might not have the means to

attend trade shows or access coffee information anywhere else.

As the major conferences and shows have returned, *Barista Magazine* has been present for every one of them, too, distributing thousands of copies of our print publication to attendees. We've been at the SCA Expos in New Orleans and Boston; World of Coffee in Milan, Italy; the World Barista Championships in Milan and Melbourne, and Coffee Fests across the country. We've also had fun hosting larger-than-life guests in our booths like NBA superstar Jimmy Butler, who spent time with our readers at the SCA Expo in Boston.

We invite you to join us in supporting this vibrant, dynamic, and inventive community via our multiple channels. Our mission is helping coffee professionals build successful, lasting businesses and to achieve that they need the best equipment, supplies, and information your companies can provide.

A handwritten signature of Sarah Allen in black ink.

Sarah Allen, Editor-in-Chief
Barista Magazine

Barista Magazine Team

KENNETH R. OLSON
Publisher

SARAH ALLEN
Editor-in-Chief

DEMITRI FREGOSI POWERS
Art Director

J. MARIE CARLAN
Online Editor

VASILEIA FANARIOTI
EMILY MENESES
TANYA NANETTI
Senior Online Contributors

CHRIS RYAN
Managing Copy Editor

CHERYL LUEDER
Business Manager

editorial calendar 2023



DECEMBER 2022 + JANUARY 2023

- All About Batch Brew
- Specialty Chocolate Trends
- Best Bar Tools

Event distribution: World of Coffee Dubai, UAE; The Barista League Mexico City; Sigep, Rimini, Italy; Winter Fancy Food Show, Las Vegas, Nev.; Sensory Summit, Davis, Calif.

FEBRUARY + MARCH 2023

- Get Iced Tea and Frozen Drink Ready
- Natural Wine & Specialty Coffee
- Takeaway: What We're Loving in Coffee Right Now

Event distribution: Los Angeles Coffee Festival; Coffee Fest New York; GulfHost, Dubai, UAE; Let's Talk Coffee, Honduras

APRIL + MAY 2023

- Rise & Dine: Specialty Foodservice
- The Cold Coffee Takeover
- Stuff: The Latest Products & Tools

Event distribution: Specialty Coffee Expo, Portland, Ore.; Toronto Coffee Festival; London Coffee Festival; The Barista League Portland, Ore.

JUNE + JULY 2023

- Breaking Down Filters
- On Trend Flavors and Ingredients
- Cashbox: The Business of Beverage Retailing

Event distribution: Coffee Fest Louisville, Ky.; World of Coffee, Athens, Greece; Summer Fancy Food Show, New York

AUGUST + SEPTEMBER 2023

- Water Systems for Cafés
- Breaking Down Green Tea
- Equipment Care & Maintenance

Event distribution: Coffee Fest Los Angeles; Melbourne International Coffee Expo; Sensory Summit, Zurich, Switzerland; The Barista League location TBD

OCTOBER + NOVEMBER 2023

- A Deep Dive into Hawaiian Coffee
- Specialty Decaf Explained
- Holiday Menu Planning

Event distribution: Taiwan International Coffee Show; World Latte Art, Coffee In Good Spirits, and Roasting Championships, Taipei, Taiwan; HOST Milan; Coffee Fest Pacific Northwest; Café Show Seoul, South Korea; World Coffee Leaders Forum, Seoul, South Korea



BARISTA

MAGAZINE ONLINE

Barista Magazine Online keeps our community engaged and informed with original daily content created by our five-person Online Team. Led by Online Editor J. Marie Carlan, *Barista Magazine Online* presents curated articles covering essential coffee-industry news, all of which is available to anyone anywhere in the world to read for free. This draws hundreds of thousands of readers to *Barista Magazine* each month.

Since its debut in 2007, *Barista Magazine Online* has been a destination for coffee professionals looking for the latest on news, event coverage, interviews with industry leaders, and more—the thousands of readers from all over the globe whom we welcome to our website each month reflects that.

Under Online Editor J. Marie Carlan's leadership and supported by Senior Online Contributors Vasileia Fanarioti (based in Athens, Greece); Emily Meneses (based in Los Angeles, Calif.); and Tanya Nanetti (based in Lisbon, Portugal); as well as veteran coffee journalist Chris Ryan, who serves as *Barista Magazine's* Managing Copy Editor, *Barista Magazine Online* keeps our readers connected and educated and coming back for more.



Emily Meneses



J. Marie Carlan



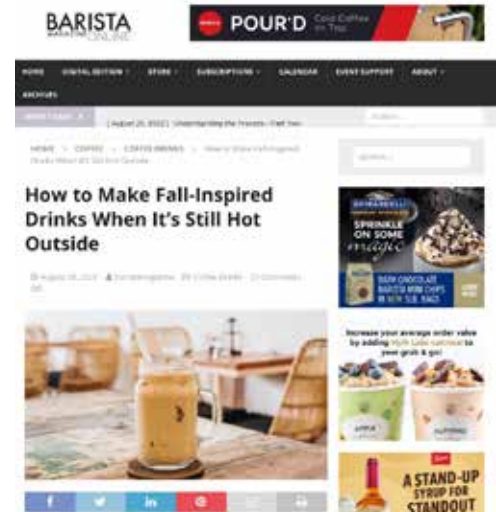
Vasileia Fanarioti



Tanya Nanetti



Chris Ryan



BARISTA

MAGAZINE *digital*

Since 2012, *Barista Magazine* has offered **free access to our digital edition** for readers on their desktops, laptops, and mobile devices.

Built on an HTML5 interface, the *Barista Magazine* digital edition is a complete replication of our print issue. And since readers have access to the same edition in print as well as on whatever hardware they're using, **it's easier than ever to read *Barista Magazine* from anywhere in the world.**

Every url—including those in your ads—is a live link, and with a touch of the finger or a click of the mouse, readers are sent directly from your ad to your website. **The possibilities for how we can promote your products in creative, unique ways are endless:** We can embed video in your ad in the digital edition to demonstrate the use of your product; we can highlight limited-time specials with a temporary ad in the digital edition; and much, much, more. Let us dream up an inspired solution to communicate your message to *Barista Magazine*'s worldwide readership.

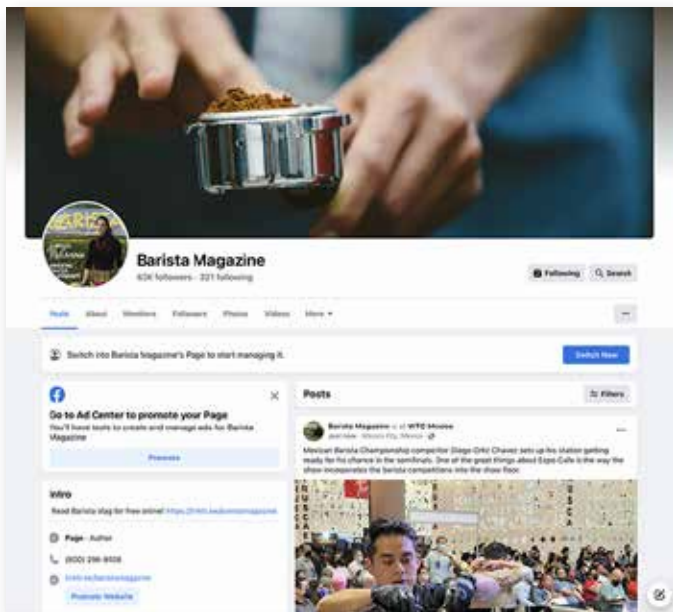
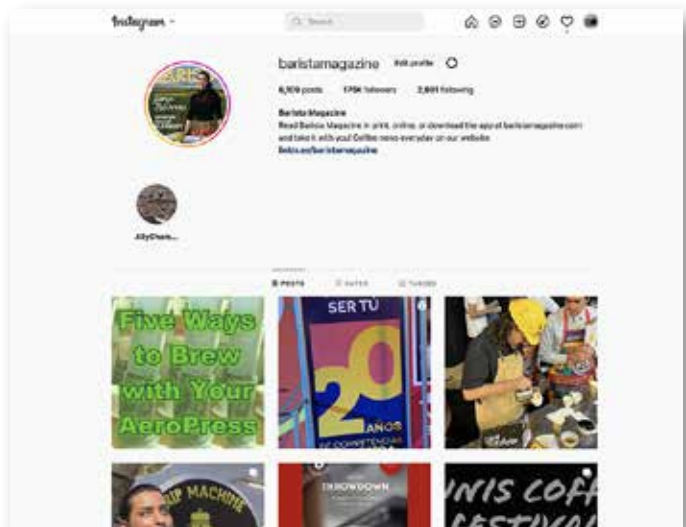
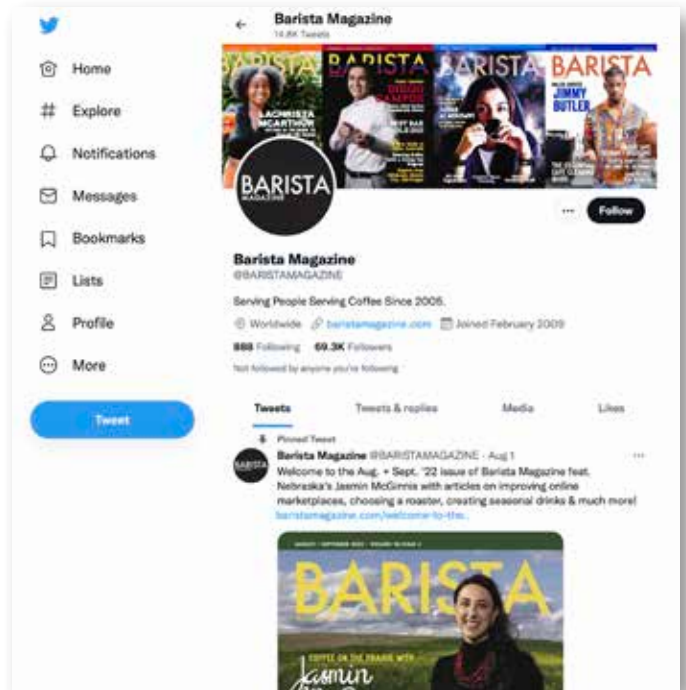


social media

Barista Magazine leads the industry on social media period—we have to. We know our readers are extremely active on Instagram, Twitter, and Facebook, and therefore, we are, too. And it shows in our numbers: **With more than 174,000 Instagram followers, we lead coffee trade media on this most used social media platform.** And as they have been from the start, our Twitter and Facebook accounts are among the most well-followed throughout the coffee industry.

We have found social media to be an invaluable way to engage with our readership on a daily basis.

Advertisers can benefit from our social media reach, as well. Ask us about custom posts for your company and products!



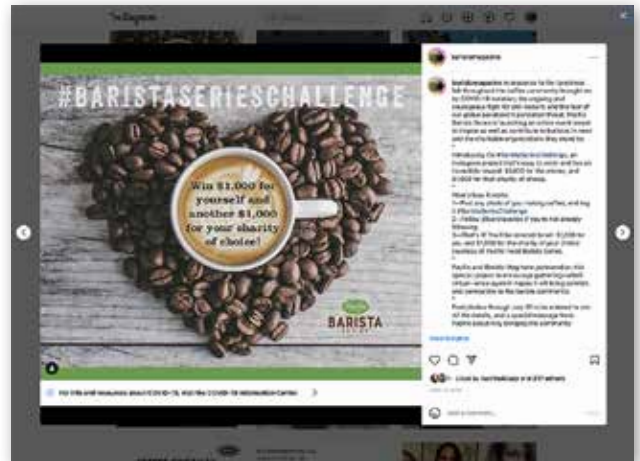
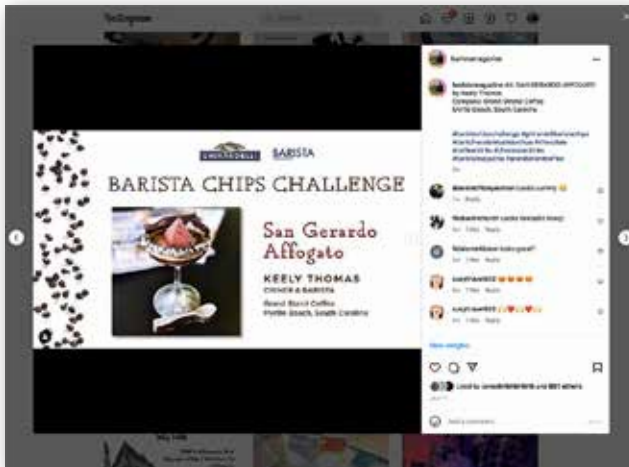
custom campaigns

An engaging new way for our advertisers to reach *Barista Magazine's* readership was born in 2020 in the form of custom campaigns. Partnering with an advertiser, we create a special promotion in the form of a contest in one case, a stage for another. *Barista Magazine* staff members plan, oversee, communicate with participants, and execute each project, with input and approval from the advertiser, and the results have been phenomenal. These campaigns have served to increase the numbers of social media followers for participating advertisers to great success.

Ask today how you can use our website and social media to create a custom campaign for your company!

social media contests

Let us help you share your products with the coffee community via fun contests broadcast to our Instagram readership of more than 174,000. Each is custom created to engage the reader with your company and product, and requires no work on your end.



circulation & distribution



We continue to be proud of the caliber of readers that seek out *Barista Magazine*: They are quality driven, artistic and creative, whip smart, and motivated build on success for their entire careers. Comprising the cutting edge of the specialty-coffee community, our readership of roasters and retailers build dynamic businesses, seek exceptional experiences, and won't settle for anything but the coolest and preeminent products and services on the market.

In a recent survey, we found that four out of five of our readers identify as business owners and/or managers with purchasing power.

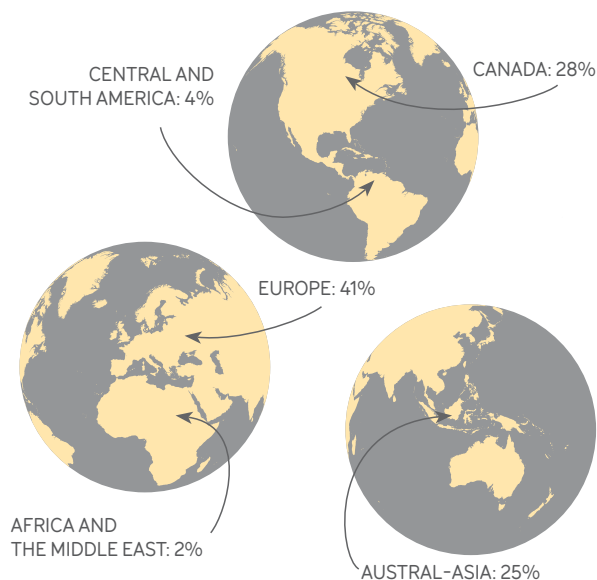
We print tens of thousands of copies of *Barista Magazine* to ship directly to subscribers, to distribute at coffee events of any size—from a local throwdown to SCA Expo—as well as to new shop owners who receive free copies via our wholesale roaster partners who include them with shipments.

SUBSCRIBER BREAKDOWN:

Inside the United States: 83%

In other countries: 17%

PERCENT OF SUBSCRIBERS OUTSIDE THE U.S. BY GEOGRAPHIC REGION



testimonials

WHAT OUR ADVERTISERS ARE SAYING ...

"Barista Magazine is a stand out in delivering customer leads. Thanks for being awesome!"

Alden Kelley, *Hollander Chocolate*
New York, New York

"Barista Magazine is top of the line in the coffee industry. They treat everyone—and I mean everyone—with respect and kindness, and they truly go out of their way to not only make the experience of advertising with them amazing, but they also do all they can to ensure your success, whether it's helping with a promotion or event, including us in relevant articles, all sorts of things. It's a fantastic and successful relationship."

Matt Milletto, *Coffee Business*
Portland, Oregon

"We have seen sales soar since we started advertising in *Barista Magazine*!"

Anna Gutierrez, *Barista 22*
Seattle, Washington

WHAT OUR READERS ARE SAYING ...

"I grew up with *Barista Magazine*—I came across my first copy in a café job at age 18. I'm 32 now and I own three cafés in the tri-state area of Ohio, Michigan, and Indiana. I turn to *Barista* first when looking for the coolest trends and latest products. And of course, the coffee movers and shakers."

Jonah Sawyer
Centerville, Ohio

"Barista Magazine provides a space for all of us to enjoy the fruits of the coffee community and, like a neighborhood coffeehouse, helps to encourage, inspire, and hold us together as colleagues in coffee."

Chris Deferio
Louisville, Kentucky

"Every issue and every year, *Barista Magazine* gets better and better. I started subscribing in 2010 when I opened my first shop, and it was as invaluable to me then as it is now, and I have five shops today. I find the business information I need, accurate trend forecasting, education for me and my staff, and also plenty of fun, colorful articles about the people who make our industry special and keep us all inspired. Thank you, *Barista* team!"

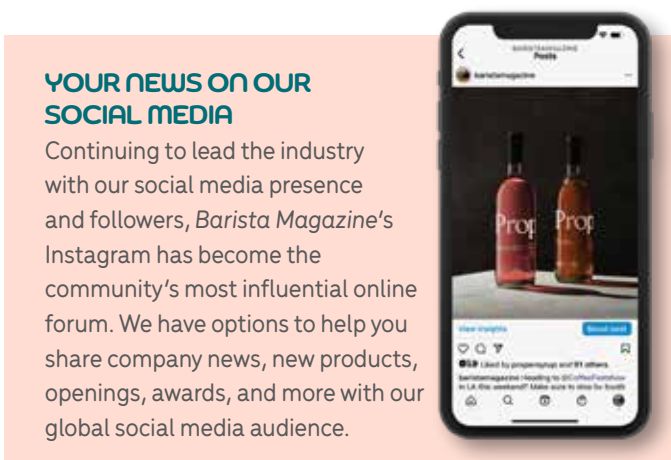
Kimm St. George
Los Angeles, California

advertiser benefits



YOUR PRODUCTS IN OUR HIGH-PROFILE SHOWCASE

We want to help you show off your cool new product, your latest syrup, your amazing plant milk, grinder, website, and more—and we do in our sophisticated and comprehensive product showcase, “Stuff.” As an advertiser, you get a complimentary position in the “Stuff” section of every issue in which you place an ad. Best of all, “Stuff” falls in the first one-third of the magazine, where most readers turn first.



YOUR NEWS ON OUR SOCIAL MEDIA

Continuing to lead the industry with our social media presence and followers, Barista Magazine’s Instagram has become the community’s most influential online forum. We have options to help you share company news, new products, openings, awards, and more with our global social media audience.



EXPOSURE AT AT ALL THE BEST EVENTS

Barista Magazine’s staffers and contributors travel all over the world to bring the magazine to new and emerging coffee communities, distributing thousands of copies of each issue at the most relevant coffee shows, conferences, competitions, and more, all over the world.



BARISTA
MAGAZINE ONLINE

YOUR COMPANY IN OUR EDITORIAL

Whether you would like us to introduce a new product with an in-depth article or announce your company news in the front-of-the-book section, “Takeaway: What We’re Loving In Coffee Right Now,” Barista Magazine has myriad solutions for weaving your announcements into our editorial. Ask us about custom editorial options!

2023 submission calendar

ISSUE	RESERVE BY	MATERIALS DUE
Dec 2022 + Jan 2023	October 14	October 21
Feb + March 2023	December 16	December 23
April + May 2023	February 24	March 3
June + July 2023	April 21	April 28
Aug + Sept 2023	June 16	June 23
Oct + Nov 2023	August 25	Sept 1

PLEASE NOTE: Submissions of product images and text for the "Stuff" section are due the same day as the space reservation deadline.

layout specifications

FULL-PAGE
(INCLUDING BACK AND INSIDE COVERS)
8.375" x 10.875"

1/2-PAGE
VERTICAL → W 3.5486" x H 9.562"
HORIZONTAL → W 6.9375" x H 4.5487"

ISLAND
W 4.6425" x H 7.0828"

1/3-PAGE
VERTICAL → W 2.2805" x H 9.5625"
HORIZONTAL → W 6.9375" x H 2.9556"
SQUARE → W 4.6086" x H 4.5495"

1/4-PAGE
VERTICAL → W 3.427" x H 4.5495"
HORIZONTAL → W 6.9375" x H 2.1753"

1/6-PAGE
VERTICAL → W 2.207" x H 4.5442"
HORIZONTAL → W 3.4283" x H 2.9556"

On full-page ads please use a .5" margin on all sides (safety). This keeps important information from being printed into the spine. Please add a .125" bleed on full-page ads only. Ads submitted that do not meet size requirements may be "floated" upon authorization of advertiser and at the discretion of the production staff. Any ads that require size changes done by Barista Magazine may incur production charges.

2023 ad rates

	1 time	3 times	6 times
1/6-PAGE	\$885	\$840	\$796
1/4-PAGE	\$1,125	\$1,068	\$1,012
1/3-PAGE	\$1,370	\$1,301	\$1,233
1/2-PAGE	\$1,705	\$1,619	\$1,534
1/2-PAGE ISLAND	\$2,115	\$2,009	\$1,903
FULL PAGE	\$2,585	\$2,455	\$2,326
PAGES 3, 5, 7, 10, 14	\$2,820	\$2,679	\$2,538
INSIDE COVER	\$3,070	\$2,916	\$2,763
BACK COVER	\$3,435	\$3,263	\$3,091
2-PAGE SPREAD	\$4,615	\$4,384	\$4,153

online ad submissions

Barista Magazine's online ad program is unique in that our ads never rotate—advertisers own the ad space 24 hours a day, seven days a week, on every page of Barista Magazine's website, for the duration of the month they purchased. Most websites rotate ads in and out every time you hit refresh, resulting in minimal exposure for your ad.

Because of the exclusivity of our online ad program, we have fewer ads to sell, so the message behind your ad will get more exposure than ever. It also means that online ad space typically sells out far in advance, so we encourage you to make space reservations for Barista Magazine Online ads as soon as you're able.

We offer banner ads (the boxes down the right side of the webpage), and one leaderboard ad (the horizontal bar at the top of the webpage), and one showcase ad, per month. For a detailed illustration of the online ad sizes and location, please inquire.

ONLINE AD SIZE SPECIFICATIONS

Leaderboard ads → 728 x 90 pixels
Showcase ads → 600 x 250 pixels
Banner ads → 300 x 250 pixels

ONLINE AD PRICES

Leaderboard → \$1,980 per month
Showcase ad → \$1,705 per month
Banner ad → \$1,045 per month

* Discounts may be available for purchases of multiple months.

ONLINE AD DEADLINES

Online ads must be submitted at least 10 business days prior to the first of the month of the run cycle.

*Advertising information for the digital version of Barista Magazine is available upon request.

BARISTA

MAGAZINE

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