

BARISTA  
MAGAZINE

2024

MEDIA KIT



SERVING  
PEOPLE  
SERVING  
COFFEE  
SINCE 2005

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# welcome to barista magazine



AS WE ENTER OUR 19TH YEAR OF PUBLICATION, we can state unequivocally that specialty coffee continues to grow as a global market at a rapid clip. More importantly for us, however, it persists in flourishing as a global community. Since Barista

Magazine's inception, we've worked to connect the far-flung world of specialty-coffee professionals. We use our social media channels, our website, and the magazine as sinuous strands spanning the world to serve the specialty-coffee community.

When we were all isolated, *Barista Magazine* offered constant connection. And over the course of the last year as the world emerged more fully out of the pandemic, we haven't missed a beat in resuming attendance and magazine distribution at dozens of events in person, and we've supported hundreds more through sponsorships, donations, and promotion. On trade show floors in New York, Portland, Louisville, Athens, and more, the throngs of attendees demonstrated a pent-up demand for personal connection and interaction. At *Barista Magazine*, we're here to support all of it.

We're thrilled to have a new World Barista Champion who embodies so much of the new face of specialty coffee. As featured in our August + September 2023 issue, Boram Um is the son of immigrants. He's worked as a coffee farmer, a store manager, a trainer, and as a barista as his family built several successful coffee businesses and farms in Brazil.

Additionally, we've witnessed another fascinating trend over the last year which is the rise of artificial intelligence. As we've often seen when confronted with vast, new technologies which threaten displacement, people are often drawn back to the familiar. Indeed, even as digital reach continues to grow, we've seen a rebirth of

tangible media. The feel of paper under fingertips combined with the act of reading and the action of turning the pages of a physical magazine, too, can forge a lasting bond.

We attempt to straddle both sides of this divide to give our readers multiple ways to enjoy and connect with *Barista Magazine*. The unmistakable tactile sensation of our print magazine is one avenue to our audience, but we also offer a free digital version of the magazine to meet our readers wherever they are, be it on a phone in Los Angeles or a laptop in South Korea.

We invite you to join us in serving and supporting this vibrant, dynamic, and inventive community. Our goal is as it's always been—to help our readers build the most successful businesses they can.

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

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Art Director

J. MARIE CARLAN  
Online Editor

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EMILY MENESES  
TANYA NANETTI  
Senior Online Contributors

CHRIS RYAN  
Managing Copy Editor

CHERYL LUEDER  
Business Manager



# editorial calendar 2024



## DECEMBER 2023 + JANUARY 2024

- Clean Milk
- How to Create a Signature Blend
- Cashbox: Coffee Business Column

*Event distribution:* World of Coffee Dubai, UAE; The Barista League Atlanta; Sigep, Rimini, Italy; Milan Coffee Festival; Art of Milk in Beverages Conference

## FEBRUARY + MARCH 2024

- Grinder Innovations
- Women in Equipment Service
- Takeaway: What We're Loving in Coffee Right Now

*Event distribution:* Nordic Coffee Festival, Sweden; Coffee Fest New York

## APRIL + MAY 2024

- CBD + Coffee
- Summer Drinks
- Stuff: The Latest Products & Tools

*Event distribution:* Specialty Coffee Expo, Chicago; Toronto Coffee Festival; Amsterdam Coffee Festival; World of Coffee Busan, South Korea; World Barista Championship; Café Show Vietnam; Melbourne International Coffee Expo

## JUNE + JULY 2024

- The Q Explained
- Merchandising 101
- Cashbox: The Business of Beverage Retailing

*Event distribution:* Coffee Fest New Orleans; World of Coffee Copenhagen, Denmark; World Latte Art,

## AUGUST + SEPTEMBER 2024

- Specialty Grab + Go
- Kid Coffee Service
- Equipment Care & Maintenance

*Event distribution:* Pittsburgh Coffee Week; Specialty Coffee Association of Japan Conference & Expo; NYC Craft Coffee Expo; Coffee Fest L.A.; New Orleans Coffee Fest

## OCTOBER + NOVEMBER 2024

- Branding, From Cups to Packaging
- Holiday Menu Planning
- Efficiency in Staff Training

*Event distribution:* New York Coffee Festival; San Francisco Coffee Festival; Café Show Seoul, South Korea; World Coffee Leaders Forum, Seoul, South Korea; Caffè Culture Show, U.K.; Cincinnati Coffee Festival; Brazil International Coffee Week; Coffee Leaders Forum, Seoul, South Korea



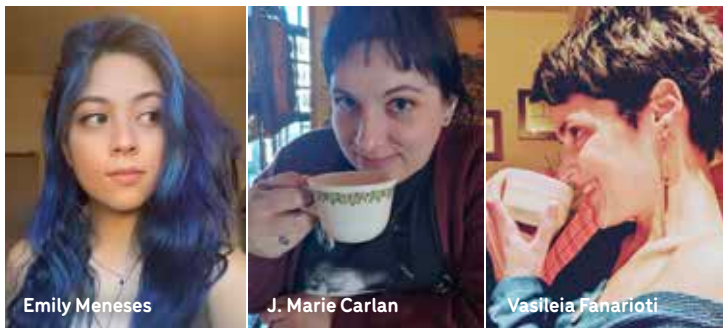
# BARISTA

## MAGAZINE ONLINE

Barista Magazine Online keeps our community engaged and informed with original daily content curated 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 more 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 tens of thousands of readers 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 every day of the week.





# 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, with some exciting new features. 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. Let us dream up an inspired solution to communicate your message to *Barista Magazine's* worldwide readership.

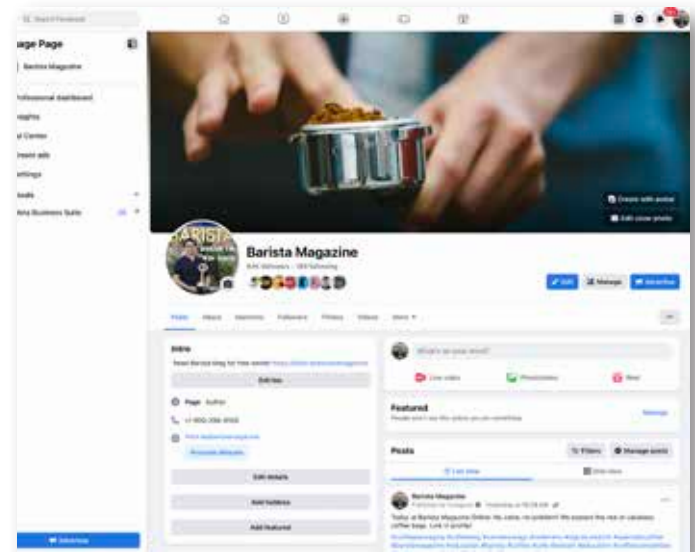
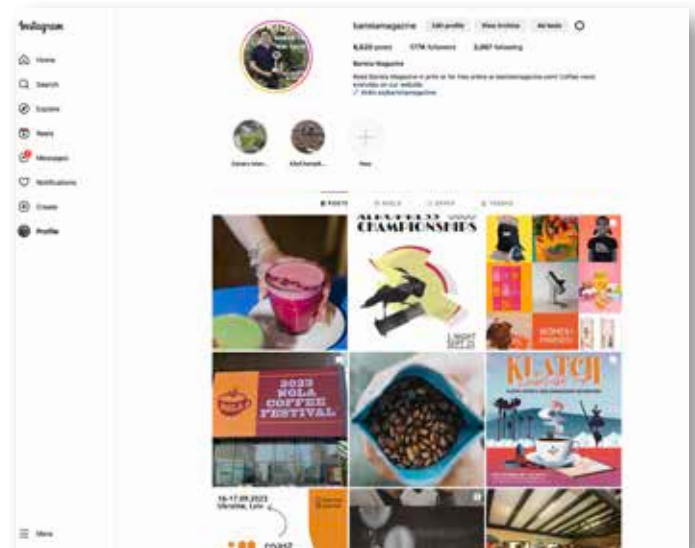
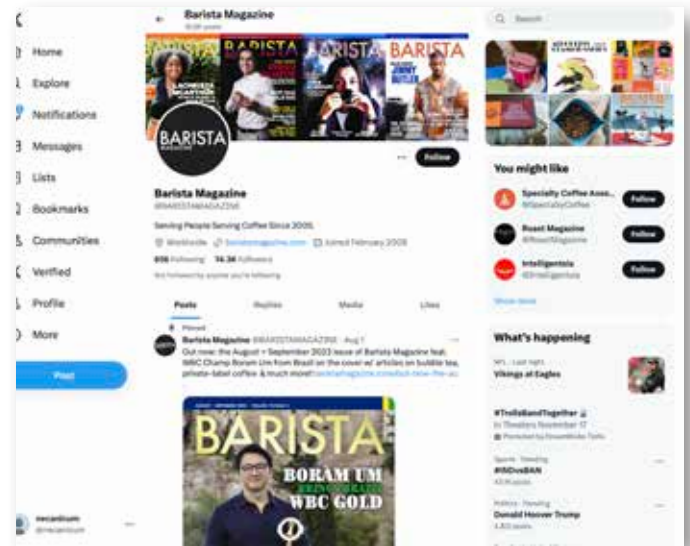


# social media

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 177,000 Instagram followers, we lead coffee trade media on this growing and most used social media platform.** And as they have been from the start, our Twitter/X 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 plans, oversees, communicates with participants, and executes 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.



**Cold Foam and So Much More: The Aerating Container from Vitamins**

**COLD FLU, COLD FLU, COLD FLU**—um, it's all anyone could think of all summer long. When customers walk in, I thought, oh, they are in a horrible mood, some employees. Turns out: It's not that. It's just that, but a customer wants cold flu spray again and I don't have it. So you'll need a shiny, bubble-filled bottle, or maybe even a Fourth of July spray if you're especially upstate right, until you've made this time and your year's about to be full. And that's how you spend some time—each that treats all those people in your face that making their face and satisfaction is full of big bubble spray.

When you're in a bad mood, you're in a bad mood, but it's not that bad. It's just that, but a customer wants cold flu spray again and I don't have it. So you'll need a shiny, bubble-filled bottle, or maybe even a Fourth of July spray if you're especially upstate right, until you've made this time and your year's about to be full. And that's how you spend some time—each that treats all those people in your face that making their face and satisfaction is full of big bubble spray.

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[illegible]

has placed offering a hormone-induced buzz by adding a dash of estrogen to the pills before marketing. "We can create unique, specifically feminizing A/E for the reproductive use already seen in Nature by simply incorporating them with the Aromaxin Compound."

The experienced lack any real daily job when the *Animating Computer* is popped into Vinton's The Quiet-Ghost Game. The experienced programming allows the bubble to walk away from the machine to assemble their own bubble without worrying the child will get overstimulated. But the most use of this Vinton's Bubble & the Motion, Frank Walker's *Animate* (The Frog 1).

When The Quiet-Ghost's programming, you get a whole new world and different kind of game. It's a game that lets you see the language, or at least, a little bit of the game that allows you to see the language.

"In general," Frank Walker, "the bubble is a profitable addition to your language work. Because it can be transformed and it appears to be shiny and eye-catching, you find that children are willing to just stare for it."

It will also integrate the stream in your business. With the Accounting Connection, they'll no longer be the once-mentioned add-on item—they'll step in as seamlessly and quickly and clear that line of concern you get a look at and start-involving them, too. It'll be no more all that backbit back. The Accounting Connection has a shopping list—

doi:10.1371/journal.pone.0142805.g002

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24 *Barley magazine*

### Superkop: A Tool, Not a Machine

**WHAT IF YOU HAD AN ESPRESSO MACHINE** that would turn  
leak down or wear out? What if all the elements were designed  
so, that it suddenly wasn't a machine at all but rather a tool for  
making espresso? And what if that tool was so simple to use that ev-  
eryone could make a great espresso? Those were the ideas behind  
the Ruppberg, a new manual espresso machine—on, a new tool for  
making espresso.

"We really wanted to make [superior on espresso-making tool] that's super simple and nicely designed in order for it to be used on a daily basis and for everybody in the household," says Elaine Finkbein, chief espresso officer at Superior. "All consumers that want to upgrade their coffee experience and save money on coffee

[illegible]

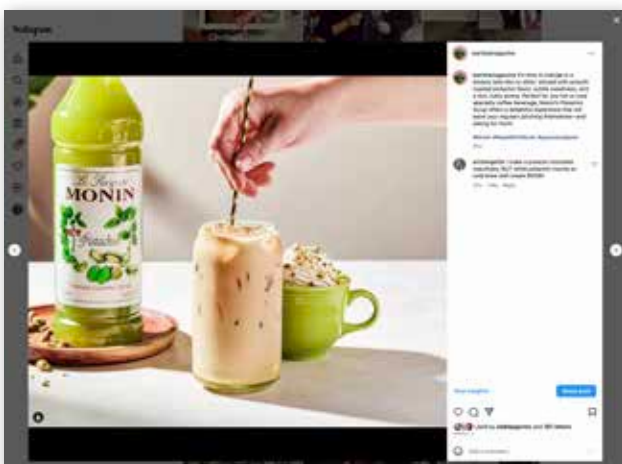
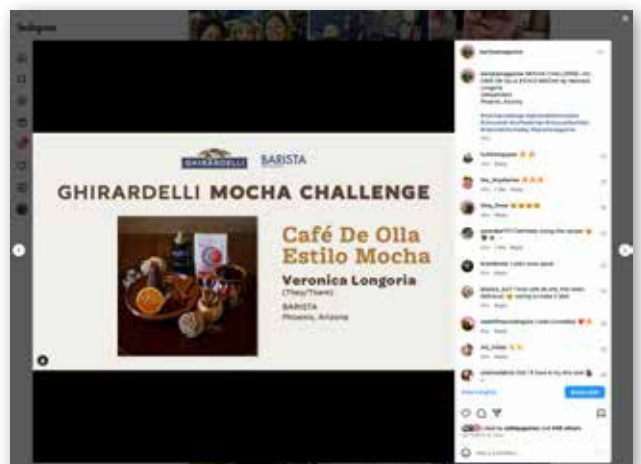
While many coffee professionals and enthusiastic consumers purchase knowledge for their homes, the natural experience-making tool is often used in coffee to go.

Simplicity, sustainability, and a long service life were all instrumental in designing the Superloop. "We see the Superloop espresso-making tool as a replacement of an observed office machine [at home]," Kline says. "During the design period we removed all non-essential items that could either break or would not be used by the typical espresso consumer. The whole Superloop tool is replaceable, and any part that is exposed to wear and tear can be replaced by the consumer at home."

The carefully crafted, manually operated espresso tool was made years in the making. Kiani says, "It's built to last for even more. Signifying, he says, "back around eight years to design from idea, to prototype, and the final version. It was born out of frustration after having to spend lots of money on maintenance and repairs. Many electric machines are thrown away (when they break) and are not really recycled. Therefore we wanted to create an espresso-making tool and not a machine. One that last a lifetime, nothing waste and more."

[www.elsevier.com/locate/jbiotec](http://www.elsevier.com/locate/jbiotec)22 *barista magazine*

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





# circulation & distribution



*Barista Magazine* readers 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 readers build dynamic businesses, seek exceptional experiences, and won't settle for anything but the coolest and preeminent products and services on the market.

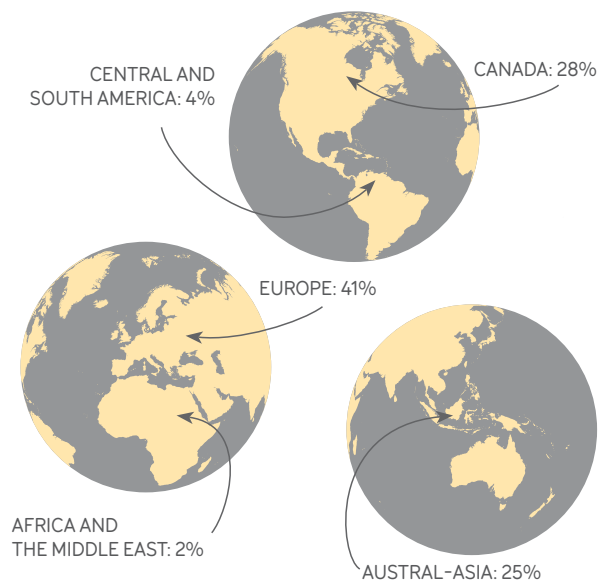
We print tens of thousands of copies of *Barista Magazine* to ship directly to subscribers, to distribute at coffee events of any size—from a local throwdown to the SCA Expo—as well as to new shop owners who receive free copies via our wholesale roaster partners who include them with shipments.

More than that, each issue of *Barista Magazine* is read by hundreds of thousands of people around the world—we have readers from 83 countries and counting!

## 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 Millette, *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

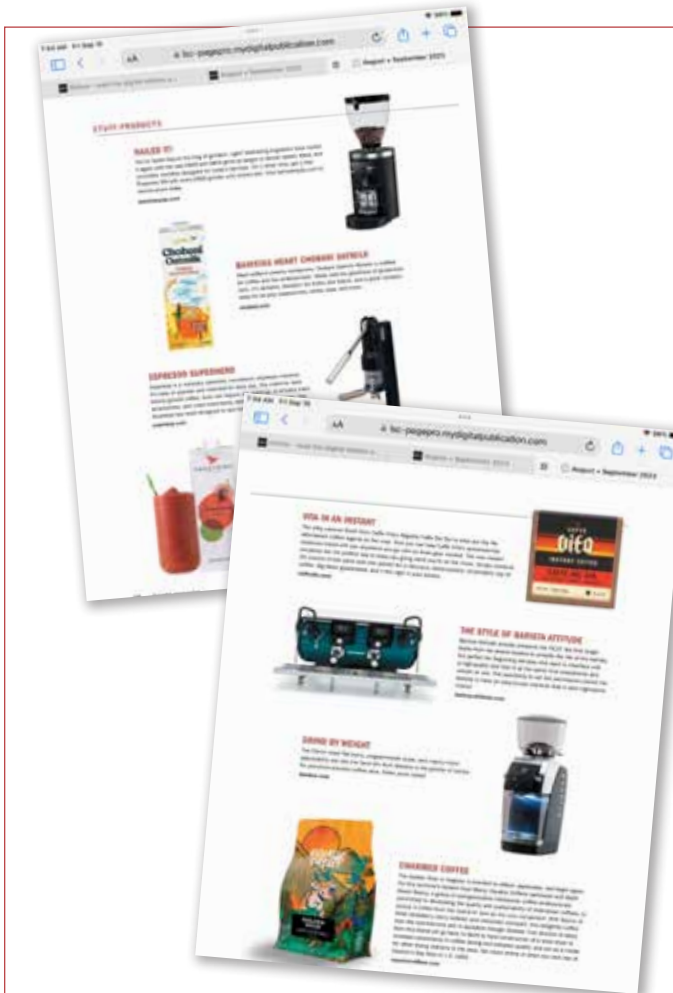
"*Barista Magazine* provides a space for all of us to enjoy the fruits of the coffee community and, like a neighborhood coffeehouse, helps to encourage, inspire, and hold us together as colleagues in coffee."

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."

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.



## 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!



# 2024 submission calendar

ISSUE	RESERVE BY	MATERIALS DUE
Dec 2023 + Jan 2024	October 20	October 27
Feb + March 2024	December 15	December 22
April + May 2024	February 16	February 24
June + July 2024	April 12	April 19
Aug + Sept 2024	June 14	June 22
Oct + Nov 2024	August 16	August 23

**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 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.

# 2024 ad rates

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