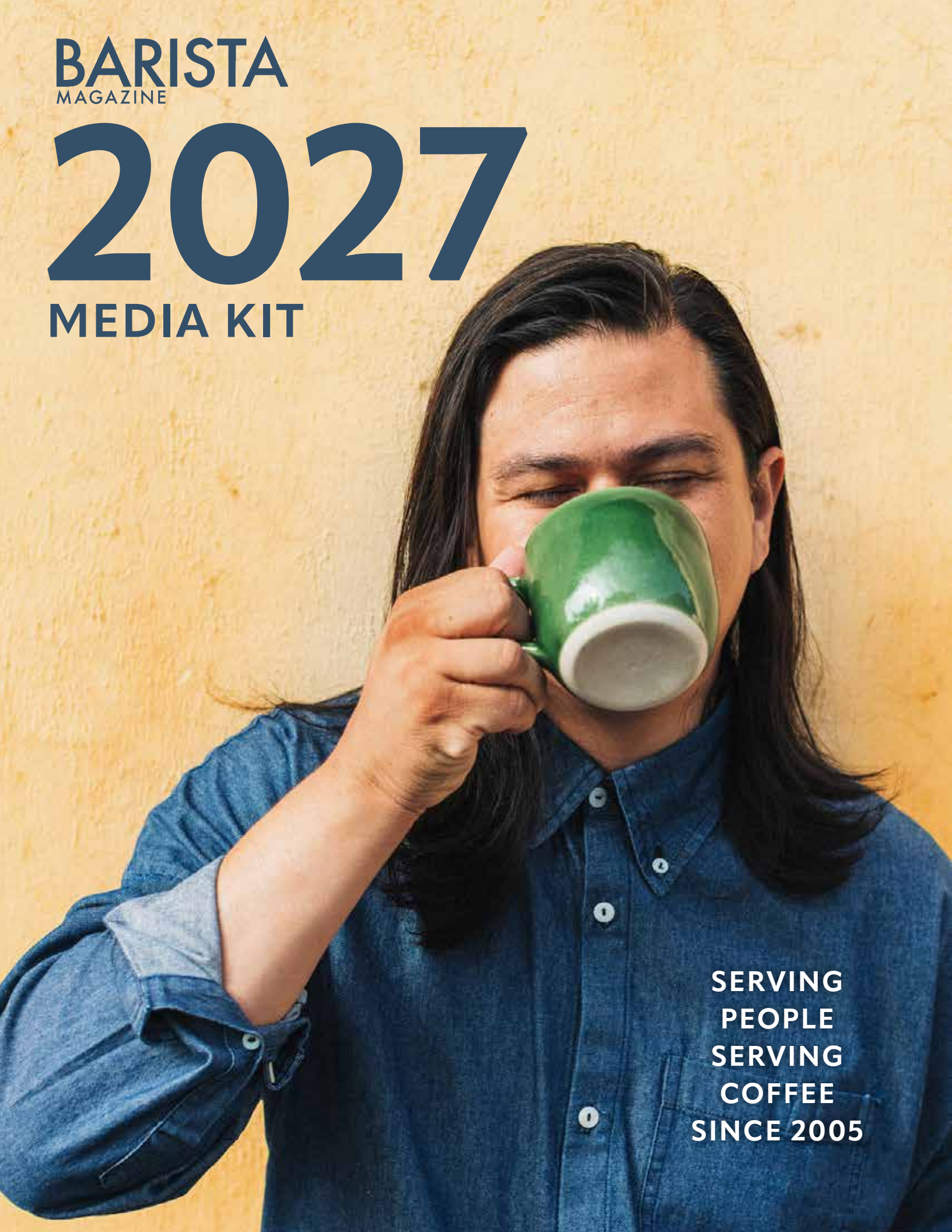
BARISTA
MAGAZINE

2027

MEDIA KIT



SERVING
PEOPLE
SERVING
COFFEE
SINCE 2005

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Connecting the Specialty Coffee Community



SINCE OUR LAUNCH MORE THAN TWO DECADES AGO, our motto at *Barista Magazine* has been simple: Serving People, Serving Coffee.

Fundamentally, we serve the specialty coffee community by bringing it together. **The pages of *Barista Magazine* connect our readers with knowledge and our advertisers with opportunity.** Through our digital presence on social media and Barista Magazine Online, we connect our audience to information daily or more frequently. Each platform plays a role in our communication ecosystem; by offering so many points of connection, we can serve the members of the specialty coffee community wherever they are.

In 2026, we took that effort to connect to an even greater level with Camp Coffee Shop. The intimate three-day, three-night immersive event brought together 130 coffee professionals for an unforgettable in-person educational and community-building experience in Napa, California. Throughout the event, we heard time and again how much people value being together to learn, share, and drink great coffee. We can't wait to do it again in 2027!

The through line in everything we do at *Barista Magazine*, whether it's in print, online, or in person, is authenticity. Real people create every part of *Barista Magazine*. We don't use algorithms to create our products or for our advertisers. **We build all of our advertising through direct relationships, so we can connect real coffee people with real goods and services that help their businesses.** That means whether in print or digital, our advertisers are never competing with AI slop or randomly served ads. We have never allowed algorithmic advertising, and we never will. It's inauthentic, and our readers wouldn't stand for it.

Readers' demand for authenticity is actually a boon for our advertisers. As Media Voices recently wrote, "**Print offers a trusted antidote to unrelenting algorithms and out-of-control AI**. I have never heard anyone say they wished magazines didn't exist, the way American students said they wished TikTok didn't exist."

At *Barista Magazine*, we lean into what sets us apart in today's media landscape. We like to say our algorithm promotes community and kindness. We use all of our channels to support our readers with timely information, compelling stories, and a wide breadth of community-focused resources, including goods and services that can help make their business more profitable. We invite you to join us on this journey as we continue to serve people serving coffee.

Cheers,

Sarah

Barista Magazine Team

KENNETH R. OLSON
Publisher

SARAH ALLEN
Editor-in-Chief

DEMITRI FREGOSI POWERS
Art Director

EMILY JOY MENESES
Online Editor

VASILEIA FANARIOTI
ISABELLE MANI
Senior Online Correspondents

CHRIS RYAN
Managing Copy Editor

CHERYL LUEDER
Business Manager

Editorial Calendar 2027

FEBRUARY + MARCH 2027

- **The Café of the Future**: Equipment, Technology, and the Next Generation of Coffee Shops
- **The New Rules of Café Design**: Creating Spaces That Work Better for Baristas, Customers, and Business
- **Stuff**: The Latest Products, Tools, and Gear for Specialty Coffee

APRIL + MAY 2027

- **Beyond Coffee**: Building a Beverage Menu for a New Generation of Café Customers
- **What's New in Espresso**: The Machines, Tools, and Technologies Changing the Espresso Bar
- **Tech Talk**: Expert Answers to Your Café Equipment Questions

JUNE + JULY 2027

- **Cold Is the New Normal**: Building a Better, Faster, and More Profitable Cold Beverage Program
- **The $8 Drink**: The Creativity, Ingredients, and Economics Behind Premium Café Beverages
- **Cashbox**: Smart Strategies for Building a Stronger Coffee Business





AUGUST + SEPTEMBER 2027

- **The High-Volume Café**: Equipment, Workflow, and Smart Systems for Handling the Rush
- **Keeping It Running**: Maintenance, Water, Cleaning, and the Real Cost of Café Equipment
- **Signatures**: Creative Café Drinks and the Stories Behind Them

OCTOBER + NOVEMBER 2027

- **The Profitable Café**: Smarter Strategies for Managing Costs, Margins, Labor, and Growth
- **Packaging the Coffee Shop**: How Packaging, Disposables, and Merch Shape Cost, Sustainability, and Brand
- **One on One**: Conversations with the People Who Have Shaped Specialty Coffee

DECEMBER 2027 + JANUARY 2028

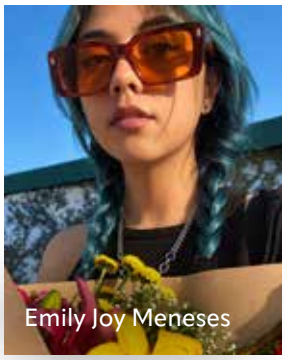
- **The Holiday Gift Guide for Coffee Obsessives**: Seasonal Blends, Tools, Big-Ticket Items, and More
- **The Afternoon Opportunity**: Drinks, Food, and Approaches for Building Business Beyond the Morning Rush
- **The Café Owners' 2028 Buying Guide**: Where to Invest and What to Consider When Equipping the Café for the Year Ahead

BARISTA MAGAZINE ONLINE

Barista Magazine Online brings the global coffee community together with fresh, original content published every day. **Curated by our dedicated Online Team, the site delivers timely, engaging coverage of the people, ideas, products, and trends shaping specialty coffee**—all free and accessible to readers around the world.

Since launching in 2007, Barista Magazine Online has grown into a trusted resource for coffee professionals and enthusiasts alike. From breaking industry news and event coverage to in-depth interviews, café culture, and practical insights, the site gives readers a reason to return day after day while introducing new audiences to *Barista Magazine* each month.

Led by Los Angeles–based Online Editor **Emily Joy Meneses**, alongside Senior Online Contributors **Vasileia Fanarioti** in Athens, Greece, and **Isabelle Mani** in Lisbon, Portugal, our international Online Team keeps its finger on the pulse of coffee culture—connecting readers with the stories and conversations that matter across the specialty-coffee world.


Emily Joy Meneses


Vasileia Fanarioti


Isabelle Mani







BARISTA MAGAZINE *digital edition*

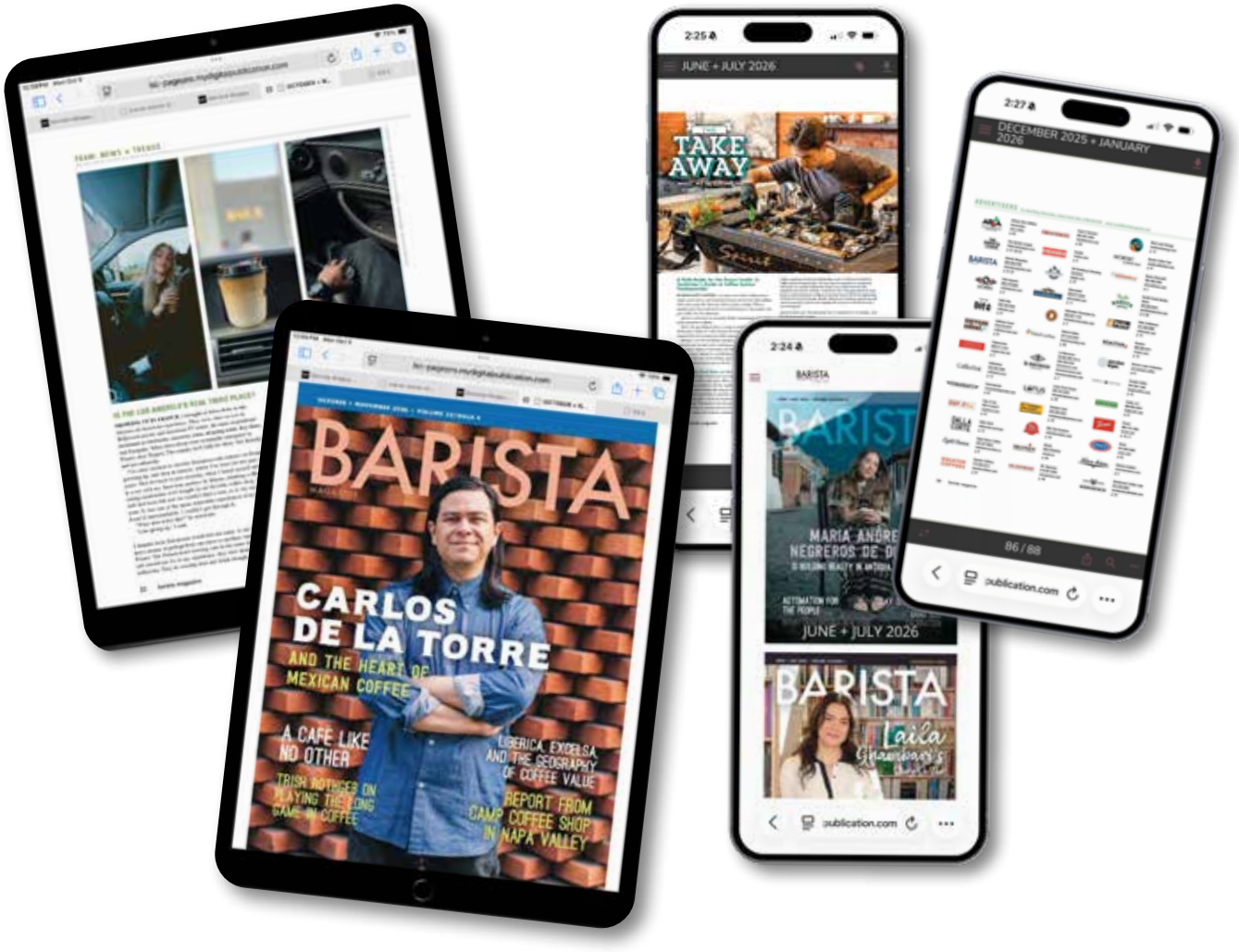
Barista Magazine's digital edition brings our award-winning content to tens of thousands of readers around the world—free, on any device. Every issue is a complete reproduction of the print magazine, giving advertisers additional exposure to an engaged global audience of coffee professionals and enthusiasts.

For advertisers, **that means your print ad keeps working beyond the printed page**. Live links can send readers directly to a product launch, online store, dealer locator, event registration, or campaign landing page, turning interest into immediate action.

Digital ads can also do more. Embed a video to demonstrate equipment, introduce a new product, or tell your brand story. Promote a limited-time offer or special campaign. Direct readers to technical information, recipes, training resources, or other content that helps them learn more about what you offer.

And because our digital library remains freely available, **your ad continues to be discoverable long after an issue first publishes**, extending the reach and lifespan of every campaign.

It's the visual impact of print with the added engagement, flexibility, and direct response of digital.

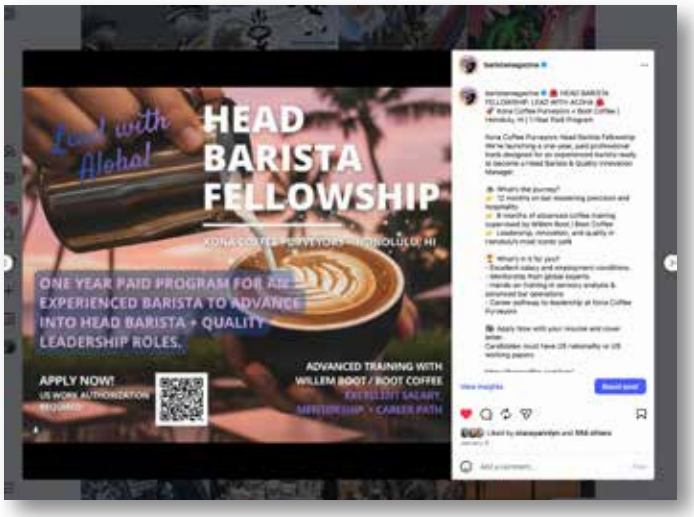


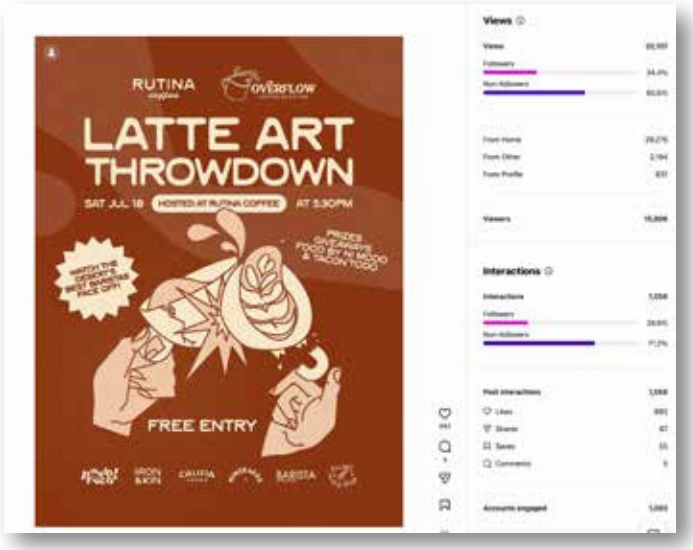
Connect With an Engaged Coffee Community

Barista Magazine's social channels extend our reach far beyond the page, creating a daily connection with coffee professionals around the world. With more than **188,000 followers on Instagram**, our highly engaged audience turns to us for industry news, inspiring people and cafés, new products, and the conversations shaping specialty coffee.

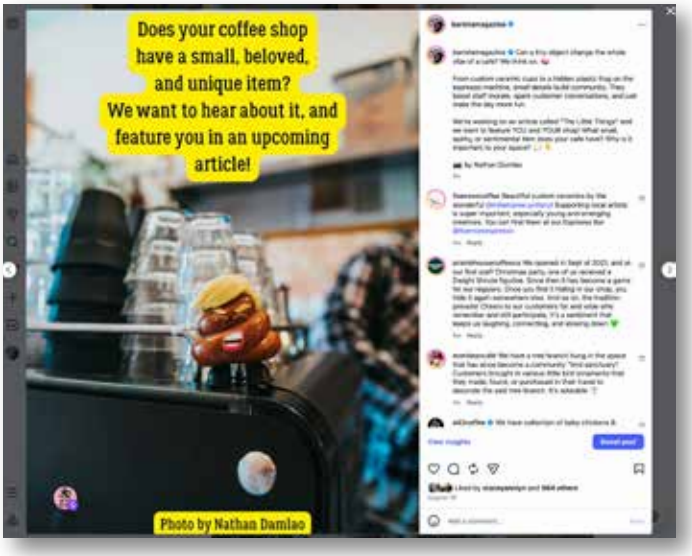
For advertisers, that engagement creates another powerful way to reach *Barista Magazine*'s audience. **Custom social posts put your brand and products directly in front of our community**, supported by the trusted voice and strong visual presence of *Barista Magazine*.

Ask us about custom social media opportunities designed to amplify your brand and expand your reach.











Custom Content Partnerships

Tell your brand's story in a way that feels right at home in *Barista Magazine*. Through custom advertorial partnerships, our editorial team works with advertisers to develop compelling sponsored content that thoughtfully integrates **product launches, company news, brand stories, innovations, and educational content** into the subjects our readers already care about.

We collaborate with you to identify the strongest story and then handle the process from concept through completion—including writing, editing, and presentation—with your input and approval along the way. The result is polished, informative content that gives your company room to tell a deeper story while benefiting from *Barista Magazine*'s look, feel, and engaged audience.

Have a story to tell? Let us create a custom content partnership that brings it to life.



SPONSORED CONTENT

Mazzer x Slayer Debuts as Cimbali Group and Mazzer Unite for the Future of Coffee Tech

IN TODAY'S SPECIALTY-COFFEE landscape, consistency is king, and increasingly, that consistency begins long before water ever touches the puck. Grinding, once treated as a preparatory step, has emerged as one of the most critical variables in coffee preparation. Against this backdrop, two of Italy's most influential coffee equipment manufacturers—Cimbali Group and Mazzer—have announced a landmark partnership that signals a new chapter for professional coffee technology.

The collaboration brings together Cimbali Group's expertise in espresso machines with Mazzer's leadership in grinder innovation. For this reason, Slayer has chosen to partner with Mazzer to develop the first grinder designed to complement its machines.

PHOTO COURTESY OF CIMBALI GROUP

A Natural Evolution

For Jacopo Bambini, group marketing director of Cimbali Group, the timing reflects both shared heritage and shifting industry dynamics. "This partnership brings together two iconic Italian companies at a particularly meaningful moment for both," Jacopo says. "Cimbali Group and Mazzer share a deep-rooted identity built on engineering excellence, innovation, and an unwavering commitment to quality."

Beyond shared values, there's a broader shift underway. "There is an increasing focus, especially within specialty coffee, on system-based thinking, where grinding and extraction are no longer see separate steps but as parts of a single, integrated process," Jac explains. By combining their strengths, the two companies aim create a cohesive "bean-to-cup" ecosystem—one where every preparation works in harmony.

From Collaboration to Platform

While partnerships in equipment manufacturing are no this one is positioned as something more ambitious: a strategic platform. "Positioning this as a long-term platform means going well beyond a shared industria Jacopo says. "It's about building a shared portfolio designed to guide the next phase in the evolution coffee technology."

At its core, the partnership integrates grinding into a unified architecture. The result: greater con variables, improved consistency, and scalable per environments, from independent cafés to global Importantly, this is not a one-off launch. The unfold progressively across Cimbali Group's broader shift toward integrated systems.

Reframing the Role of Grinding

Central to this partnership is a rethinking considered a supporting step, it is now re quality. "The grinder is the first compon the coffee bean, and grinding is the stag any kind and determines the final resu the correct particle size is fundamenta Particle shape, distribution, and even all have a significant impact."

The difference can be stark: "Th cup, or a bitter drink that simply This understanding has led to longer seen as secondary, but as of espresso," he adds. "The grin the espresso system, on equal

PHOTO COURTESY OF DALLA CORTE, FROM THE COMPANY'S NEW BOOTH CONCEPT

Dalla Corte North America Celebrates 25 Years and a New Era at World of Coffee San Diego

AS WORLD OF COFFEE arrives in San Diego this April, one of the most anticipated booths on the show floor will be Dalla Corte North America's. The Italian espresso machine manufacturer enters 2026 with major momentum: a refreshed presence in the U.S., its 25th anniversary, a completely reimagined trade show experience, and a first look at what's ahead for the brand's next generation of technology.

A New Booth Experience for a Milestone Year

This year marks 25 years of Dalla Corte, a milestone that reflects the company's heritage in precision espresso engineering, its groundbreaking multiboiler technology, and its dedication to empowering baristas around the world. To celebrate, Dalla Corte is debuting an all-new booth concept at World of Coffee San Diego that is designed to immerse visitors in the brand's design language, craftsmanship, and barista-first philosophy.

The new booth will feature interactive stations, live demonstrations, and hands-on opportunities to explore the machines that have shaped the company's legacy. It also sets the stage for what many attendees will be eager to discover: a first glimpse at the future of Dalla Corte equipment.

A Tease of What's Coming Next

While the company won't fully unveil its next-generation machines until after the show, Dalla Corte will give World of Coffee attendees a preview of two upcoming innovations: the Zero Plus and the Icon Steam Maestro.

These new platforms represent the evolution of Dalla Corte's focus on workflow precision, and barista creativity—continuing its pursuit of bringing competition-grade capability into everyday café environments. Visitors can expect early insights, design highlights, and guided introductions to the thinking behind these upcoming releases. Full details and technical specifications, however, remain under wraps until their official launch.

Strengthening the Specialty Coffee Community Through Competition

Dalla Corte's presence at World of Coffee also comes on the heels of a major announcement: The company has been named the Official Machine Sponsor of the 2026-2027 United States Barista Championship (USBC). As one of the most respected competitive platforms in the U.S. Coffee Championships circuit, the USBC brings together top baristas from across the country to compete at the highest levels of craft and service. "Our mission has always been to empower baristas to express their vision of coffee with precision and consistency," said Valentina Dalla Corte, chief of staff & commercial excellence manager, Dalla Corte. "Partnering with the USBC reinforces that mission and reflects our excitement to continue growing in North America. We're proud to support a competition that elevates craft, fosters community, and celebrates how coffee connects people around the world." The partnership underscores the company's continued expansion in North America and its commitment to supporting baristas not only through equipment, but also through the community and culture that shape specialty coffee.

Franke Coffee Systems Joins as Calibration Machine Sponsor

As part of the partnership, Franke Coffee Systems will serve as the Calibration Machine Sponsor, equipping the USBC with the Mytico

Due espresso machine to support consistent calibration for judges and ensure the accuracy and integrity of scoring throughout the competition.

Looking Ahead

World of Coffee San Diego represents more than a trade show appearance; it's a defining moment for Dalla Corte North America. Between a landmark anniversary, a bold new booth experience, and the early reveal of exciting technologies coming later this year, the company is positioning itself for an impactful chapter in the U.S. market.

Whether attendees come to explore Dalla Corte's current lineup, meet the team, or get an exclusive peek at what's next, the booth is set to be one of the must-visit destinations of the show.

Dalla Corte: Foundation, Heritage, and Industry Impact

Founded in Milan in 2001, Dalla Corte emerged from decades of espresso machine innovation rooted in the family's previous work at the most renowned companies of their time. These pioneering contributions set the stage for the company's ethos of engineering-driven progress.

At launch, Dalla Corte introduced the industry's first independent multiboiler espresso machine, revolutionizing temperature stability and extraction control. This breakthrough positioned the company as a leader in precision espresso technology. Over the years, Dalla Corte has continued shaping the specialty-coffee landscape through innovations in telemetry, grinder-machine communication, and barista-centric workflow systems—advancements that strengthened both consistency and creative control on bar.

Today, the brand remains a global reference point for quality, engineering excellence, and the pursuit to "make it better," one extraction at a time.

dallacorte.com/usa

says. "For cafés, it's about bringing new and existing customers through the door during a traditionally slower time of year and introducing people to their businesses in a fun, low-lift way."

For customers, meanwhile, the event turns grabbing a latte into an invitation to explore. "For consumers, it's an excuse to get out of their usual routine, maybe explore a new neighborhood, try a café they've never been to, or just support and promote their favorite one," Delia says. "For us, it selfishly fuels our weekly obsession of trying a new drink."

There's a little friendly competition involved, too. The café that sells the most Latte Week lattes will receive a $500 cash prize, while customers who submit completed punch cards are eligible to enter to win a grand prize featuring coffee gear, equipment, swag, and more.

The week culminates Sunday, November 8, with a closeout party at MARTA on Adams Avenue. MARTA will welcome the team from Magnaye Coffee, formerly One of One, for an evening celebrating coffee, culture, and community. The event will also feature screen printing from Sunset & Brainwaves, flash tattoos, a DJ, and specialty drinks. Minor Figures and Dalla Corte are supporting the inaugural event as Latte Week partners.

Ultimately, though, Latte Week is less about any single drink than what can happen when people are given a reason to walk into a café they haven't visited before. A $5 latte might introduce someone to a new neighborhood, a new roaster, a favorite barista, or simply a space they want to return to.

And if San Diego and Portland embrace the idea, Delia and Jenna hope those introductions will eventually happen much farther afield. "We're starting with San Diego and Portland," Delia says, "but we'd love to eventually bring Latte Week to other cities with passionate coffee communities."

latteweek.com

More Than a Champion: How Jack Simpson and FAEMA are championing the people behind the espresso machine

WHEN JACK SIMPSON WON the 2025 World Barista Championship, he became one of the most recognizable faces in specialty coffee. But ask him who he is, and the answer comes quickly: "I'm a barista."

It's a simple statement, yet one that sits at the heart of FAEMA's global "I'm a Barista" campaign, a movement designed to celebrate the people, stories, and craft behind every espresso served. This year, the legendary Italian espresso machine manufacturer announced Jack as its global brand ambassador, pairing one of coffee's most accomplished professionals with one of espresso's most iconic brands.

The partnership isn't simply about showcasing equipment. It's about elevating the profession itself. "For me, it's about celebrating our passion," Jack says in an interview from his home in Melbourne, Australia. "Being a barista goes far beyond simply serving a coffee. It's my hobby, it's my career, and one of the main ways I connect with people. Coffee has introduced me to incredible opportunities. Being a barista forms a huge part of my identity, and it is something I am incredibly proud of."

That perspective is precisely what drew FAEMA to him.

PHOTO COURTESY OF FAEMA

2025 World Barista Champion Jack Simpson works behind a FAEMA espresso machine. As FAEMA's global brand ambassador, Jack is helping the company celebrate the skill, dedication, and craft of professional baristas around the world.

Beyond the Trophy

Many brands seek out champions. FAEMA was looking for something more. "We believe Jack represents a new generation of baristas: curious, disciplined, open to learning, and able to build genuine connections within the global coffee community," says Silvia Ruggiero, Group Brand and Communications Director for Cimbali Group.

Silvia continues, "What impressed us most about his approach to competition is the balance he achieves between technical mastery, storytelling, and emotional engagement. His technical expertise is matched by his ability to communicate the story of coffee in a compelling way, turning every performance into an experience that creates a genuine connection with both the audience and the judges."

That blend of science and humanity has become one of Jack's trademarks. His championship routines have consistently demonstrated meticulous technical precision while reminding audiences that coffee ultimately exists to bring people together. That same philosophy now shapes his role as FAEMA's ambassador.

"Representing a brand is about more than just posting photos; it is about building genuine relationships," Jack says. "The human connection is critical, and that is something I've really experienced with the team at FAEMA."

A Shared History

Founded in Milan in 1945, FAEMA has played a defining role in espresso's evolution. The company introduced the revolutionary E61 in 1961, the first commercial espresso machine to use a volumetric pump, which forever changed espresso preparation and remains one of the most influential machines in coffee history. Today, FAEMA continues to produce the E61 alongside modern platforms like the E71E



…e professionals as part of his role in FAEMA's …ghout 2026, Jack has traveled internationally …tors, and baristas and hearing the stories that …orld.

…people understood just how much skill, …n it takes to become a great barista," he says. …ears of practice to master."

Looking Forward

Even after winning the industry's highest competitive honor, Jack remains fascinated by how quickly coffee continues to evolve. "What excites me most is what's happening at origin," he says. "Every year I'm trying new varieties and processing methods, and it's incredible. I have seen how much time, energy, investment, passion, and risk it takes to develop these new coffees. … [Coffee producers] are constantly pushing coffee forward."

Yet amid all that innovation, he hopes one thing never changes: "The focus on quality in specialty coffee," he says, "from how we source and prepare the coffee to the experience we create for every customer."

It's a philosophy that mirrors FAEMA's own approach, respecting its heritage while continually designing equipment for the future. For Silvia, that future depends on keeping baristas at the center.

"This journey has reinforced FAEMA's commitment to building authentic, long-lasting relationships with its community by creating spaces where innovation, tradition, and people can come together, inspire one another, and continue to grow together," she says.

And for Jack, success isn't measured solely by championships or ambassador titles.

It's determined by what it means when someone introduces themselves with three simple words: I'm a barista.

"I hope it means exactly what it means to me today," he says. "Passion, quality, dedication, and a genuine career."

faema.com/us-en/

What are you taking away from our awesome coffee world right now? Let us know about cool trends, fun gear, killer drinks, events, places, people—you get the idea! Email takeaway@baristamagazine.com.

TOASTED TAKES OVER: INSIDE MONIN'S 2026 FLAVOR FORECAST

MONIN DOESN'T FORECAST from a boardroom; it scouts from the bar. The 2026 Flavor Trends Report reads like a passport stamped in espresso, built from café walk-throughs, menu sleuthing, and quiet intel of baristas testing ideas before the rest of us catch up. This year's Flavor of the Year selection, Toasted Coconut, didn't win on novelty; it won because it's showing up everywhere that matters, threading through global flavor, savory crossover, and the new functional playbook without missing a beat.

"We're not just watching what's popular," says Sabrina Godfrey, director of marketing communications for Monin. "Our teams are in cafés, restaurants, and bars around the world looking at what's emerging in real time." That fieldwork gets layered with consumer insight studies, global menu tracking, and feedback from Monin's beverage innovation teams. In coffee, that means tracking early adopters: the shops testing new textures, hybrid formats, and unexpected pairings before they hit the algorithm.

GLOBAL EVERYTHING

Global flavor has moved from trend to infrastructure. Mediterranean citrus, Southeast Asian aromatics, and Latin American fruit aren't guest stars; they're menu staples. Matcha-espresso mash-ups, pistachio cold foam, yuzu refreshers, sesame lattes, saffron milk drinks—these creations are showing up in working cafés because customers recognize the flavors and want the experience.

Sabrina points to cross-cultural discovery as a major driver. Travel, diaspora foodways, and social media have expanded customer palates, but cafés translate that curiosity into accessible drinks: familiar espresso base, globally inspired accent.

SAVORY IS SPEED-RUNNING

"Swicy" is still popular, but the real acceleration is savory and "swavory." Bitter herbs, toasted grains, and umami notes that were once niche are now appearing in café case studies worldwide. Think mushroom lattes, miso-maple, brown-butter caramel, and sesame drinks. Customers aren't just tolerating complexity; they're asking for it.

That signals a maturing specialty audience looking for balanced sweet and savory flavors rather than pure sweetness. Toasted and roasted flavors like Toasted Coconut Syrup hit the sweet spot: comforting, layered, and less sugar-dependent.

FUNCTIONAL BUT INDULGENT

Monin frames another macro-shift as "functional indulgence." Guests want energy, focus, or hydration without abandoning the café ritual. That opens space for sparkling caffeinated refreshers, botanical add-ins, and drinks that sit between coffee, tea, and soda. Crucially, they live alongside espresso, not in place of it, expanding dayparts and giving baristas more menu options.



PHOTO COURTESY OF MONIN

Monin's Toasted Coconut Syrup, the brand's 2026 Flavor of the Year, showcased in a drink highlighting the flavor's warm, nutty profile

WHY TOASTED COCONUT WON

Monin's Toasted Coconut Syrup works because it intersects every major trend. It's globally resonant yet familiar, savory-leaning but still indulgent, and compatible with espresso, chocolate, matcha, citrus, and oat milk. It adds aromatic depth as well, helping drinks taste complex rather than simply sweet.

Operationally, it's a tool, not a one-note flavor, and it feels new without feeling risky. Customers will order it on sight and reorder it later.

THE META-TREND: DISCOVERY

The biggest takeaway isn't new flavors; it's speed. Customers are embracing global, savory, and functional ideas faster than ever. "They're excited to try something new," Sabrina says, "especially when it's crafted thoughtfully by their favorite baristas."

That puts cafés in a creative sweet spot: looser guardrails, unexpected offerings, and flavors that bridge comfort and curiosity. The modern café is selling more than coffee; it's selling discovery. And in 2026, discovery tastes a little nutty, a little toasty, and very coconut-y.

—Delilah L. Morris

Circulation & Distribution



Barista Magazine reaches the people shaping specialty coffee today—and building what comes next. Our readers are quality-driven, creative, curious, and ambitious professionals who care deeply about their craft and the businesses they're building.

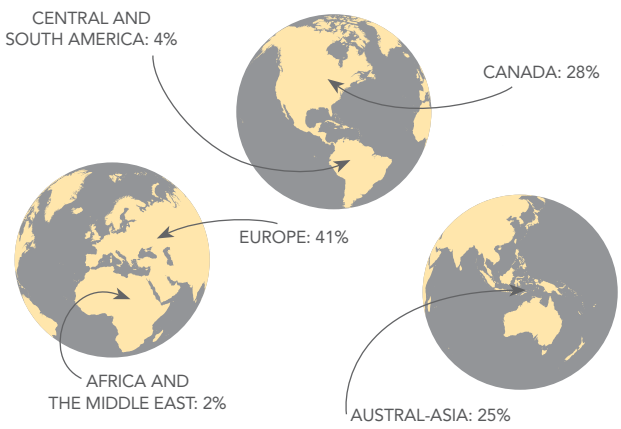
From café owners and baristas to roasters and other industry leaders, our audience is actively looking for the products, equipment, ingredients, technology, and ideas that can help them work smarter, serve better coffee, and grow successful businesses. For advertisers, that means reaching readers who aren't simply interested in specialty coffee—they're helping define its future.

Each issue of *Barista Magazine* is distributed far beyond our subscriber base. We print thousands of copies for direct distribution at coffee events ranging from local throwdowns to World of Coffee and Coffee Fest shows, and placement in the hands of new café owners through wholesale roasting partners who include complimentary copies with their 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 top-notch partner and the best in the industry."

—Alden Kelley
Co-Founder
Hollander Food Group

"We truly value the visibility and storytelling *Barista Magazine* brings."

—Adele Lee
Advisor, Strategic Partnerships
Café Show Seoul

"In great part due to our 10+ year relationship with *Barista Magazine*, Pacific Foods has developed the Barista Series plant milk brand into a major player. My staff and I are very well supported by the *Barista Magazine* team, who handle every request with enthusiasm and professionalism. They are exceptional to work with and consistently deliver quality leads."

—Debra Kaminski
Former director of Foodservice Marketing
Pacific Foods, Campbell's

"Partnering with *Barista Magazine* has been such a natural fit for Barista 22 because industry professionals truly trust it for insight and inspiration. We know that their readers are invested in growing their businesses, and our ads consistently deliver strong, qualified connections."

—Anna Gutierrez
Director of Brand Development
Barista 22

WHAT OUR READERS ARE SAYING . . .

"*Barista Magazine* is not only a great window into the big world of coffee but also an inviting space to reach out and start a connection. Baristas and all coffee people around the world seek to learn and share, and this magazine makes that easy."

—Scott Lucey
Owner, Likewise Coffee
Milwaukee, Wisc.

"I read the very first issue of *Barista Magazine* from cover to cover 20 years ago and have not missed an issue since then. It's such a stable resource that educates, inspires, and connects us."

—Phuong Tran
Owner, Lava Java
Ridgefield, Wash.
2005 United States Barista Champion

"*Barista Magazine* does in writing what the best coffee shops do in their cafés."

—Chris Deferio
Founder, "Keys to the Shop" podcast
Louisville, Ky.

Advertiser Benefits



YOUR PRODUCTS IN THE SPOTLIGHT

Put your latest products directly in front of *Barista Magazine* readers. **Every issue in which you advertise includes a complimentary placement in "Stuff,"** our popular showcase of new products, equipment, ingredients, tools, technology, and more. From a new syrup or plant milk to the latest grinder, brewer, or café innovation, "Stuff" gives your product valuable editorial-style visibility at **no additional cost**, adding even more impact to your advertising investment.



YOUR STORY, TOLD IN OUR PAGES

Give your latest news more room to shine. *Barista Magazine* offers advertisers opportunities to **share product launches, company milestones, innovations, collaborations, and other news through custom editorial-style content** created to engage our readers.

From an in-depth story that explores a new product or initiative to a timely announcement in **"Takeaway: What We're Loving in Coffee Right Now,"** we can work with you to find the right format for your story—and introduce it to an audience of coffee professionals eager to discover what's new and noteworthy.



YOUR NEWS, AMPLIFIED

Extend your reach beyond the pages of *Barista Magazine* and connect with our highly engaged social media community. Advertisers have access to opportunities designed to **put your company news in front of our global audience**, from product launches and café openings to awards, collaborations, events, and other announcements.

It's another way we help our advertising partners **build visibility, generate excitement, and keep their brands part of the conversation** throughout the year.



YOUR BRAND AT THE INDUSTRY'S BIGGEST EVENTS

Barista Magazine goes where the coffee community gathers. Our staff and contributors travel around the world, distributing thousands of complimentary copies at **leading coffee shows, conferences, competitions, festivals, and industry events**, as well as within emerging coffee communities.

For advertisers, that means your message travels with us, putting your brand in front of **engaged coffee professionals, business owners, decision-makers, and industry leaders** well beyond our subscriber base.

2027 Submission Calendar

ISSUE	RESERVE BY	MATERIALS DUE
Dec 2026 + Jan 2027	October 10	October 17
Feb + March 2027	December 12	December 17
April + May 2027	February 13	February 18
June + July 2027	April 17	April 24
Aug + Sept 2027	June 18	June 26
Oct + Nov 2027	August 14	August 21
Dec 2027+ Jan 2028	October 16	October 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.

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, 9, 11, 13, 15, 17, 19	$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 the user hits 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 web-page), 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.

BARISTA
MAGAZINE

PO Box 13129
Portland, Oregon 97213

P: 800.296.9108
info@baristamagazine.com

