

# 2017

stir-tea-coffee.com

STIR coffee and tea | magazine | media file



Tea & Coffee Industry

Modern Trading  
Sustainability

Mya Arabica

We in

STIR

Business Insight for the tea

Single-Serve  
Shakeup

Asian Cafe  
Expansion

Tea Labs

Coffee Process

GPS Adv  
Precision

Business Insight for

COFECA  
Sept 7-9 2014  
Hamburg, Germany  
www.cofeca.com

*Written and edited for the global coffee and tea industries;  
Read by industry professionals around the world*

**STiR** has the widest global distribution to coffee and tea professionals for your advertising and editorial message no matter which industry segment you are trying to reach.

**STiR's** editorial team focuses on trends, sourcing, and markets along the entire length of the supply chain covering a broad range of industrial coffee and tea products and services as well as consumer innovations worldwide.

**STiR's** editorial board includes some of the world's leading experts in their respective fields, bringing readers a wealth of business insights and information, news, views, and projections for the coffee and tea businesses.

**STiR's** coverage includes industrial profiles and updates on process improvements and all the equipment, machinery, supplies, and services required to bring quality coffee and tea products to the marketplace.

**STiR's** print edition is individually addressed to key decision makers and combined with its e-magazine at [www.stir-tea-coffee.com](http://www.stir-tea-coffee.com) provides the deepest global penetration of any coffee and tea trade publication.

**STiR coffee and tea** is trusted to deliver only the best, most relevant, and insightful coverage of global markets to coffee and tea industry professionals around the world.

**STiR Tea & Coffee Industry International** is the best way to reach international and regional buyers in the tea and coffee industries.

On top of superior distribution to key executives **STiR** also offers bonus distribution from our presence at major coffee and tea exhibitions and conferences globally including *COTECA (Hamburg)*, *World Tea Expo (USA)*, *World of Coffee (SCAE)*, *SCAA (USA)*, *National Coffee Assn (USA)*, *Hotelex Expo Coffee & Tea (Shanghai)*, *Food & Hotel Asia (Singapore)*, *Sintercafe*, *HOST Milan*, *Taipei Tea*, *Coffee & Wine Expo*, *Asoexport*, *ExpoEspeciales Colombia*, *RUCTIE Moscow*, *ICO World Coffee Conference*, *Global Dubai Tea Forum*, *Global Tea & Coffee Expo (Shanghai)*, *Café Show Seoul*, *Coffee Fest*, *Africa Fine Coffee*, et al.

**STiR** is the global marketing partner of **COTECA (Coffee Tea Cocoa/Global Industry Expo)**. As the official global marketing partner and official magazine of COTECA, **STiR** looks forward to the fifth successful installation of this global tea and coffee industry expo for Europe which will take place in 2018 in Hamburg, Germany, the traditional center of the global tea and coffee industries.

## FACTS

- Published bi-monthly
- Chinese supplement included for readers in China, Hong Kong, Taiwan, Singapore, and Macao;
- Distribution of 11,500 with additional on-floor distribution at major exhibitions and conferences globally;
- Editorial and sales offices in the United States, Canada, and Thailand.
- Roughly 1/3 of distribution in the Americas, 1/3 in Europe/Africa, and 1/3 in Asia/Middle East.

## Specifications

### GENERAL RATE POLICY

- Advertising, design done on a cost basis
- Agency commission: 15%
- Short rates: If number of units published is less than contracted then all published ads will be rebilled accordingly.
- Combination rates: All rates earned by number of inserts in a one-year period.
- Issue closing/order cancellation: **STiR** is published bi-monthly. Closing is the first week of the month prior to publishing.  
All cancellations must be made at least four (4) weeks prior to closing.

### OFFSET PRINTING SPECIFICATIONS

Digital Files Required Acceptable formats: .pdf, .jpg, .tiff, .ai, .eps. Send files by email, FTP upload or CD to our mailing address.

### FTP UPLOAD

Contact us for details

### SHIPPING

If you must send physical CD's, DVD's and/or preprinted inserts, send by well-known commercial carrier. Shipper is responsible for all import duties, taxes, storage, and handling charges incurred.

**Issue 1/2017 | February-March**

Ad Materials Deadline: January 23, 2017

**Editorial Focus:**

- Coffee Ports and Imports
- Warehousing
- Shipping and Transportation

**Consuming Markets:**

- China

**Product Focus:**

- Green Coffee

**Regional Producers:**

- Taiwan coffee and tea
- Sri Lanka 150th year of Tea

**Extra Distribution at:**

- MICE (Melbourne)
- NCA National Coffee Assn. (Austin TX)
- HOTELEX (Shanghai)

**Issue 2/2017 | April-May**

Ad Materials Deadline: March 17, 2017

**Editorial Focus:**

- Grinding Equipment
- Flavors and Syrups
- Coffee Roasting Equipment
- Capsule Filling Machinery

**Regional Producers:**

- SCAA Featured Origin Country

**Consuming Markets:**

- North America

**Product Focus:**

- Roasted Coffee

**Extra Distribution at:**

- SCAA (Seattle)
- Interpack (Dusseldorf)

**Issue 3/2017 | June-July**

Ad Materials Deadline: May 12, 2017

**Editorial Focus:**

- Espresso and Equipment
- Tea Processing and Plantation Equipment
- Tea Bag Equipment and Supplies
- Blending/Sensory Evaluation
- Flavors and Flavoring Innovations

**Regional Producers:**

- India

**Product Focus:**

- Cold Brews are Hot

**Extra Distribution at:**

- World Tea Expo (Las Vegas)
- World of Coffee SCAE (Budapest)

**Issue 4/2017 | August-September**

Ad Materials Deadline: July 14, 2017

**Editorial Focus:**

- Packaging and Film
- Packaging Equipment/Form Fill Seal
- Coffee Bags
- Single Cup Update
- Detection and Inspection Equipment

**Regional Producers:**

- Southeast Asia and China

**Consuming Markets:**

- Germany and Japan

**Product Focus:**

- Pod Manufacturers and Private Label

**Extra Distribution at:**

- Pack Expo (Las Vegas)

**Issue 5/2017 | October-November**

Ad Materials Deadline: September 15, 2017

**Editorial Focus:**

- Coffee Processing Equipment
- Conveying and Materials Handling
- RTD Tea Brewing Equipment
- Soluble Equipment and Technology
- Sorting Equipment

**Regional Producers:**

- South America
- Asia Tea

**Product Focus:**

- Soluble Tea & Coffee Products
- Decaffeinated Coffee and Tea

**Extra Distribution at:**

- HOST (Milan)
- Cafe Show (Seoul)
- NCA Summit
- Sintercafe (Costa Rica)
- Gulfood Manufacturing (Dubai)

**Issue 6/2017 | December 2017-January 2018**

Ad Materials Deadline: November 17, 2017

**Editorial Focus:**

- Coffee Roasting Equipment (Tabletop & Shop)
- Espresso Equipment and Supplies
- Coffee Equipment Cleaning
- Tea and Health
- Track and Trace

**Regional Producers:**

- Africa

**Product Focus:**

- Specialty Coffee and Tea

**Extra Distribution at:**

- Asia Int Coffee Conf (Ho Chi Minh City)

## FOUR-COLOR

Unit	1 Time	4 Times	6 Times
2-Page Spread	\$ 5,100	\$ 4,575	\$ 4,050
Full Page	\$ 3,875	\$ 3,475	\$ 3,075
2/3 Page	\$ 3,475	\$ 3,125	\$ 2,775
Island 1/2	\$ 3,075	\$ 2,775	\$ 2,475
1/2 Page	\$ 2,675	\$ 2,425	\$ 2,125
1/3 Page	\$ 2,475	\$ 2,225	\$ 1,975
1/4 Page	\$ 2,275	\$ 2,025	\$ 1,825
1/6 Page	\$ 1,875	\$ 1,675	\$ 1,475
1/8 Page	\$ 1,525	\$ 1,325	\$ 1,225
1/12 Page	\$ 1,175	\$ 1,075	\$ 975
Classified	\$ 925	\$ 825	\$ 725

## SPECIAL POSITIONS

### Surcharge

Cover 2	+25%
Cover 3	+20%
Opposite C2	+20%
Cover 4	+35%
All others	+15%

## STiR-tea-coffee.com Banner

Size	Pixels	format	
Half Rectangle	300 x 125	.jpg, .gif	
Medium Rectangle	300 x 250	.jpg, .gif	
Leaderboard	728 x 90	.jpg, .gif	
Time	1Month	6Months	8Months
Half Rectangle	\$ 263 **	\$ 221 **	\$ 206 **
Medium Rectangle	\$ 350	\$ 295	\$ 275
Leaderboard	\$ 875	\$ 738	\$ 688

\*\*Prices are per month

## DISPLAY AD DIMENSIONS

Trim Size:	8 1/4 x 10 7/8	210 x 277
Unit (width x height)	Inches	Millimeters
2P Spread (full bleed)	16 3/4 X 11 1/8	426 X 283
2p Spread (non-bleed)	16 1/2 X 10 7/8	420 X 277
Full Page(full bleed)	8 1/2 X 11 1/8	216 X 283
Full Page(non-bleed)	8 1/4 X 10 7/8	210 X 277
2/3 Page (full bleed)	5 3/8 X 11 1/8	135 X 283
2/3 Page	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 191
1/2 Vertical (full bleed)	4 1/2 X 11 1/8	107 X 283
1/2 Vertical	3 1/2 X 10	89 X 254
1/2 Horizontal (full bleed)	8 1/2 X 5 2/4	216 X 138
1/2 Horizontal	7 X 4 7/8	178 X 124
1/3 Island	4 1/2 X 4 7/8	115 X 124
1/3 Vertical (full bleed)	3 X 11 1/8	75 X 283
1/3 Vertical	2 1/4 X 10	57 X 254
1/3 Horizontal (full bleed)	8 1/2 X 3 7/8	216 X 97
1/3 Horizontal	7 X 3 1/4	178 X 83
1/4 Vertical	3 3/8 X 4 7/8	86 X 124
1/4 Horizontal (full bleed)	8 1/2 X 3	216 X 75
1/4 Horizontal	7 X 2 3/8	178 X 61
1/6 Vertical	2 1/4 X 4 7/8	57 X 124
1/6 Horizontal	4 3/8 X 2 1/2	112 X 64
1/8 Vertical	3 3/8 X 2 2/3	86 X 61
1/8 Horizontal	7 X 1 3/8	178 X 35

## Advertising Representation:

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