



2019 MEDIA KIT

Helping café owners thrive for over 25 years



THE FRESHEST VOICE.

For more than 25 years, *Fresh Cup Magazine* has educated our international readership on all things coffee and tea. From highlighting unique cafés around the world and reporting directly from origin, to discussing best business practices and reviewing exciting new products, *Fresh Cup* delivers thorough coverage on topics important to the industry as well as captivating entertainment ideal for coffee and tea enthusiasts.

Fresh Cup Magazine continues to provide in-depth information on the most important business topics for enterprising specialty coffee and tea café owners, and gives voice to wave after wave of industry veterans and visionary newcomers alike.

Every month since 1992, *Fresh Cup Magazine* has documented the rising, rapidly modernizing beverage and foodservice trade, and where it's headed. Insightful articles inform readers around the globe of subjects ranging from employment practices and marketing strategies, to profiles of the world's leading coffee- and tea-producing regions and artisans.

Fresh Cup Magazine's legacy and influence remain strong. Join us as we continue building a global café culture and helping its affiliated businesses thrive.



Media Kit 2019 Table of Contents

Fresh Cup's Audience

Editorial Content

Editorial Calendar

Sponsored Content

Sponsored Events & Organizations

Coffee Fest Show Guide & Rates

Print/Digital Ad Rates

Art Specifications

CONNECT WITH *FRESH CUP'S* AUDIENCE

Our print and digital issues are seen all around the world, every month.

67%

CAFÉ OWNERS
ROASTERS / RETAILERS

19%

OFFICE COFFEE + TEA,
BAKERY, CATERING,
GOURMET FOOD,
COFFEE + TEA
ENTHUSIASTS

14%

MANUFACTURERS,
BROKERS, IMPORTERS,
EXPORTERS,
DISTRIBUTORS,
GROWERS

PRINT DISTRIBUTION

12 ISSUES PER YEAR

Printed and distributed 12 times a year, each monthly issue offers fresh content contributed by leading industry voices and influencers.

93,156

TOTAL
PRINT COPIES
DISTRIBUTED
IN 2018

7,763

MONTHLY
PRINT
SUBSCRIBERS

7,750

PRINT COPIES
DISTRIBUTED AT
TRADE SHOWS
+ EVENTS

400,000

WEBSITE PAGE VIEWS
IN 2018

FreshCup.com features the latest industry news, café openings, events, and more.

7,000

WEEKLY

E-NEWSLETTER READERS

Published every Thursday and shares the latest industry news and topics of interest.

290,102

DIGITAL ISSUE
IMPRESSIONS IN 2018

57% of our digital readers are international

#freshcupmag

Fresh Cup leads conversations, shares news, and partners with advertisers for promotional campaigns and contests on major social media platforms, engaging our diverse audience of coffee and tea enthusiasts and industry professionals.

17,022

 INSTAGRAM FOLLOWERS

12,449

 FACEBOOK FOLLOWERS

6,008

 TWITTER FOLLOWERS

1,639,637

Overall social media
post impressions in 2018



As Brand Manager for Brewista, I rely heavily on trade magazines and their digital aspects for our marketing campaign. For nearly three years we have worked with and advertised in *Fresh Cup Magazine*.

Originally we began advertising with *Fresh Cup* simply because of their widespread reach and distribution in the specialty coffee market that is our bread and butter. During that three-year period, the staff at *Fresh Cup* and the services they provide have proven instrumental in our sales and marketing success. Michael Harris and Jan Weigel have consistently gone above and beyond, developing a personal relationship with my company. They take the time to analyze our business and reach out directly to inform me of opportunities from which we have greatly benefited.

Wearing a number of hats in my role, my attention is often divided and some things inevitably slip through the cracks. Recently Michael Harris reached out to me to let me know that the upcoming issue of *Fresh Cup* was focused on dairy alternative milks in the coffee industry. As manufacturers and distributors of the NutraMilk nut processor, Michael saw an opportunity for us to push that product. Had he not been personally familiar with the wide array of products we manufacture, he could not have brought this to my attention. We changed the artwork planned for that issue to an ad featuring the NutraMilk and got our message to readers specifically interested in dairy alternative milks.

In this day and age where we have so many options for how we market ourselves, I firmly believe that our dollars are well spent with *Fresh Cup*. The magazine itself is filled with applicable, targeted information that keeps readers engaged and coming back. That, coupled with their far-reaching digital content, has bolstered our sales and positively affected our bottom line.

— Christian Krause, Brewista



EDITORIAL CONTENT

In print and online, *Fresh Cup* delivers the information you need to succeed.

OUR COLUMNS bring readers into successful cafés around the globe. News and innovations are highlighted and explained. Readers get insight from leaders in their industries.

This intensive coverage is expanded online where we dig even deeper into the topics our readers care about.

The Filter: News & events

Behind the Bar: Photo from a barista's perspective, with callouts describing 8-10 tools/equipment benefiting workflow

#trending: Trends in products, café items, packaging, new industries, and more

In House: Café basics, including management tips, staffing, 101-level educational pieces directed to business owners

The Whole Leaf: Tea topics, from exporting to blending

The Whole Bean: Coffee topics, from exporting to roasting

Nine Bar: Geared towards baristas — brewing methods, coffee science, service, extraction, etc.

Origin: Highlights farmers, importers/exporters, and places where coffee/tea is produced

Café Crossroads: Café spotlight with spread of photos, story of how business came into being

Pairings: Foods that complements coffee/tea, focusing on how café owners can incorporate into their menus

Do You Know? Q&A with industry leaders

Counter Intel: New products and people

The Last Plastic Straw: Spotlights cafés making efforts to reduce straws, single-use plastic, and broader eco-friendly trends

Unique Drinks: Features unique products and corresponding recipes, plus cafés crafting signature drinks



SPECIAL ISSUES

Fresh Cup Magazine publishes special sections and issues on featured topics. These issues are retained and revisited by business owners and industry decision-makers for months and years to come.

Upcoming special issues include:

Equity, How-To Handbook, Design/Branding, Music/Audio, and our annual Coffee Almanac.



2019 EDITORIAL CALENDAR

Reporting on the latest café trends, products, and services, and the artisans growing, processing, distributing, and servicing the international trade and marketplace.

JANUARY ISSUE

Space Reservation: Nov. 9, 2018
Materials Due: Nov. 16, 2018

FEATURES:

Business Directory:

Print and online listing of equipment, services, and education resources. FREE listing for advertisers.

Grab'n'go Products

What Your Signage Says About You

FEBRUARY ISSUE

Space Reservation: Dec. 7, 2018
Materials Due: Dec. 14, 2018

FEATURES:

The Benefits of
Attending Trade Shows
Food Equipment & Safety

TRADE SHOWS:

The NAFEM Show: Orlando (7-9)

MARCH ISSUE

Space Reservation: Jan. 15, 2019
Materials Due: Jan. 22, 2019

THE EQUITY ISSUE FEATURES:

Safe Working Spaces
Family-Friendly Cafés

TRADE SHOWS:

Amsterdam Coffee Festival: Amsterdam (1-3)
Intl. Restaurant & Foodservice Show
combined with Coffee Fest: New York City (3-5)
Coffee & Tea Festival NYC:
New York City (23-24)

APRIL ISSUE

Space Reservation: Feb. 12, 2019
Materials Due: Feb. 19, 2019

FEATURES:

Innovations at Origin
Infused Coffees & Teas

TRADE SHOWS:

Specialty Coffee Expo: Boston (11-14)
NW Food Show: Portland (14-15)

MAY ISSUE

Space Reservation: Mar. 15, 2019
Materials Due: Mar. 22, 2019

FEATURES:

Cold-brew Tea
Takeaway Products & Containers

TRADE SHOWS:

NRA Show: Chicago (18-21)
Coffee Fest: Indianapolis (May 31-June 2)

JUNE ISSUE

Space Reservation: Apr. 11, 2019
Materials Due: Apr. 18, 2019

FEATURES:

Boba & Cheese Teas
Trends in Tea Ware

TRADE SHOWS:

SCAE World of Coffee: Berlin (8-10)
World Tea Expo: Las Vegas (11-13)

JULY ISSUE

Space Reservation: May 10, 2019
Materials Due: May 17, 2019

HOW-TO HANDBOOK FEATURES:

A Café Ownership Guide:
The ins and outs
of running a café
with advice from
industry experts.

AUGUST ISSUE

Space Reservation: June 13, 2019
Materials Due: June 20, 2019

THE DESIGN/BRANDING ISSUE FEATURES:

Branded Merchandise 101
Retail Packaging for Roasted Beans

TRADE SHOWS:

Coffee Fest: Los Angeles (25-27)

SEPTEMBER ISSUE

Space Reservation: July 15, 2019
Materials Due: July 22, 2019

FEATURES:

How to Choose Your Importer
Better-for-you Trends

TRADE SHOWS:

Florida Rest. & Lodging Show: Orlando (6-8)
Canadian Coffee & Tea Show: Chicago (22-23)
Golden Bean North America: Nashville (TBA)

OCTOBER ISSUE

Space Reservation: Aug. 12, 2019
Materials Due: Aug. 19, 2019

THE MUSIC/AUDIO ISSUE FEATURES:

Hosting In-House Events
Audio Equipment for Your Café

TRADE SHOWS:

HOST: Milan (18-22)

NOVEMBER ISSUE

Space Reservation: Sept. 12, 2019
Materials Due: Sept. 19, 2019

FEATURES:

Spread Good Cheer:
Holiday Gift Guide
Festive Feasting:
Holiday Food & Drinks

DECEMBER ISSUE

Space Reservation: Oct. 9, 2019
Materials Due: Oct. 16, 2019

COFFEE ALMANAC FEATURES:

Coffee Almanac: In-depth features
and retail spotlights from around the
globe complement statistical snapshots
and interviews.

Cafés with a Cause
Thermal Products



Fresh Cup Magazine is an exceptional resource that connects people within the coffee industry together. Its data collection and writing reflect both art and science aspects, its publication helps adding tremendous value to the readers and empower the lives of others.

—*Lan Marberry,*
Founder & CEO of Bon Mua Oregon

Fresh Cup has been an invaluable partner for Barista Pro Shop by increasing our brand awareness and helping us solve the challenge of new customer acquisition. Working with their team has been efficient and innovative! Over the years, the team has presented opportunities to explore new ad formats and content placements that have expanded our reach; as well as, taking time to understand our business in a way that allowed them to advise my decisions and ad budget for maximum impact. They're all so prompt to address questions or concerns; always putting value for their advertisers at the forefront of their projects.

—*Matthew Moseley,*
Director of Marketing, Barista Pro Shop



SPONSORED CONTENT

Choosing to advertise using *Fresh Cup's* sponsored content services allows your product to be featured using the voice and tone for which our publication has become globally known and respected. Our editorial team is here to partner with your company to achieve a variety of marketing objective, including increasing sales, reaching a new market, or educating consumers and businesses.

Overview of process

By investing in sponsored content, your company will provide *Fresh Cup* with samples and key information about your product or service. Our editorial team will then create unique content and assets for the sponsored content campaign, which your company will have the opportunity to review, revise, and approve. *Fresh Cup* will then utilize its diverse and wide-reaching media channels to publish and promote the campaign.

Approval Process

The *Fresh Cup* editorial team will develop a sponsored content campaign based on your company's specific products and goals. Once the campaign is drafted, *Fresh Cup* will present it to your company for review. Your company will be able to revise and approve the campaign before it's launched.

Schedule for Publication

Fresh Cup will post all content based on an agreed upon timeline, monitor the results of the campaign, and report analytics to your business.



Align your brand
with our content.
Advertise with
Fresh Cup Magazine
and FreshCup.com.

Products offered include:

Digital and Print
Native Advertising

Digital and Print
Sponsored Content

E-Newsletter Coverage

Partnership Emails

Social Media Coverage

Videography

Photography

Contact Michael Harris to learn more!
michael@freshcup.com
503-236-2587

SPONSORED EVENTS & ORGANIZATIONS

Fresh Cup is proud to support the coffee & tea community around the world.



Café Femenino Foundation: We are a proud board member, sponsor, and contributor to the Café Femenino Foundation, an independent non-profit that provides grants to select projects for women farmers to enhance their lives and the lives of their families and communities.

Golden Bean North America Roasters Competition: *Fresh Cup* is the official media sponsor of the Golden Bean North America Roasters Competition.



COFFEE KIDS



Coffee Fest Gold Sponsor: We are the official publisher of the Coffee Fest show guides and event gold sponsor. A valuable resource retained by attendees of the best coffee and tea retailer show drives traffic to your booth, introduces and/or reinforces your brand, and adds reach and frequency for your products and services, to thousands of coffee and tea professionals.



Non-Profits: *Fresh Cup* is a regular supporter of Coffee Kids, Grounds for Health, and other non-profit organizations supporting the worldwide coffee and tea community.

Industry Events: We would love to support your throwdown or other coffee- or tea-related events with some great *Fresh Cup* swag, a few shoutouts on our social platforms, and other individually curated support. Contact us today to discuss sponsoring your next event.

COFFEE FEST SHOW GUIDES & RATES

Fresh Cup is the official publisher of the Coffee Fest show guides.

Show Guide Ad Rates

	1x	3x
Back Cover	\$2000	\$1700
Inside Covers	\$1750	\$1480
Full Page	\$1500	\$1270
1/2 Page (v/h)	\$1050	\$890
1/3 Page (v/h)	\$750	\$630
1/4 Page (v/h)	\$600	\$510
1/6 Page (v/h)	\$450	\$380

To ADVERTISE in the Coffee Fest show guide or in *Fresh Cup Magazine* contact Michael Harris:

michael@freshcup.com | 503-236-2587

For ARTWORK specifications flip ahead two pages or click here. If you have any questions regarding artwork please contact Diane Howard:

adtraffic@freshcup.com | 503-236-2587



Coffee Fest show guides—targeted publications that reach thousands of show attendees and exhibitors. Advertising in Coffee Fest’s official publications not only delivers a valuable resource during and after the show, it reinforces your brand, brings more traffic to your booth, and provides an excellent platform to introduce new products and services to prospective and existing customers.

2019 SHOW DATES & AD DEADLINES

NEW YORK CITY

(March 3-5, 2019)

Ad Space Reservation:

Jan. 17, 2019

Ad Materials Due:

Jan. 21, 2019

INDIANAPOLIS

(May 31-June 1, 2019)

Ad Space Reservation:

April 11, 2019

Ad Materials Due:

April 18, 2019

LOS ANGELES

(August 25-27, 2019)

Ad Space Reservation:

July 3, 2019

Ad Materials Due:

July 11, 2019

FRESH CUP PRINT & DIGITAL AD RATES

Align your brand with our content. Advertise with *Fresh Cup Magazine* and FreshCup.com

Digital Ad Rates

WEBSITE, MONTHLY

	1x	3x	6x
Large Sidebar 300 x 500 pixels	\$960	\$910	\$860
Leaderboard 728 x 90 pixels	\$960	\$910	\$860
Medium Sidebar 300 x 250 pixels	\$640	\$610	\$580
Small Sidebar 300 x 125 pixels	\$480	\$460	\$430

E-NEWSLETTER, WEEKLY

	1x	3x	6x
Banner 600 x 90 pixels	\$650	\$600	\$550
Button 120 x 90 pixels	\$300	\$250	\$200

To ADVERTISE in *Fresh Cup Magazine* contact Michael Harris:

michael@freshcup.com | 503-236-2587

For ARTWORK specifications flip to the next page or click here. If you have any questions regarding artwork please contact Diane Howard:

adtraffic@freshcup.com | 503-236-2587

Print Ad Rates (Monthly)

	1x	3x	6x	9x	12x
2-Page Spread	\$4750	\$4510	\$4370	\$4220	\$4030
Back Cover	\$3900	\$3700	\$3580	\$3470	\$3310
Page 3, 5, 7	\$3300	\$3130	\$3030	\$2930	\$2800
Inside Covers	\$3300	\$3130	\$3030	\$2930	\$2800
Full Page	\$2950	\$2800	\$2710	\$2620	\$2500
2/3 Page (vertical)	\$2200	\$2090	\$2020	\$1950	\$1870
1/2 Page (vertical/horizontal)	\$1750	\$1660	\$1610	\$1550	\$1480
1/3 Page (vertical/horizontal)	\$1300	\$1230	\$1190	\$1150	\$1100
1/4 Page (vertical/horizontal)	\$1050	\$990	\$960	\$930	\$890
1/6 Page (vertical/horizontal)	\$690	\$650	\$630	\$610	\$580
Marketplace	\$450				

Create maximum exposure for your advertising message with special event sponsorships, print and online packages, special content sections, sponsored content, and more!

CALL OR EMAIL FOR A QUOTE.

Michael Harris, *Fresh Cup* Sales Manager

michael@freshcup.com | 503-236-2587

ART SPECIFICATIONS (PRINT & DIGITAL)

Digital Ad Specs

WEBSITE



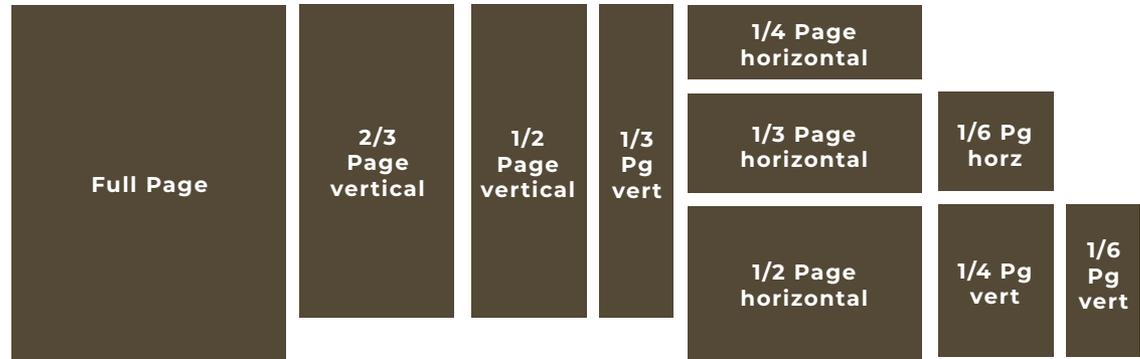
E-NEWSLETTER



Please provide digital ad files as one of the following file formats: GIF, JPEG, or PNG. We accept short animated ads that loop. All ads must be smaller than 150KB file size. Digital artwork is due two weeks prior to the launch date.

Provide a URL link with your ad artwork and send to: adtraffic@freshcup.com

Print Ad Specs



FULL PAGE AD:

Bleed: 8.625" x 11.125"
Trim: 8.385"
Live Area: 8.125" x 10.625"

2/3 PAGE AD:

4.875" x 9.875"

1/2 PAGE AD:

Vertical: 3.625" x 9.875"
Horizontal: 7.375" x 4.8125"

1/3 PAGE AD:

Vertical: 2.333" x 9.875"
Horizontal: 7.375" x 3.125"

1/4 PAGE AD:

Vertical: 3.625" x 4.8125"
Horizontal: 7.375" x 2.3125"

1/6 PAGE AD:

Vertical: 2.333" x 4.8125"
Horizontal: 3.625" x 3.125"

Please provide print ad files in high-resolution PDF format (300 dpi). Send files smaller than 20MB to adtraffic@freshcup.com.

ARTWORK DUE DATES

JANUARY ISSUE:
Nov. 11, 2018

APRIL ISSUE:
Feb. 19, 2019

JULY ISSUE:
May 17, 2019

OCTOBER ISSUE:
Aug. 19, 2019

FEBRUARY ISSUE:
Dec. 12, 2018

MAY ISSUE:
Mar. 22, 2019

AUGUST ISSUE:
June 20, 2019

NOVEMBER ISSUE:
Sept. 19, 2019

MARCH ISSUE:
Jan. 22, 2019

JUNE ISSUE:
Apr. 18, 2019

SEPTEMBER ISSUE:
July 22, 2019

DECEMBER ISSUE:
Oct. 16, 2019

COFFEE FEST SHOW GUIDE DUE DATES: NYC: Jan. 24, 2019 INDIANAPOLIS: Apr. 18, 2019 LA: July 11, 2019
DIGITAL ADS ARE DUE TWO WEEKS PRIOR TO LAUNCH DATE