

# TEA & COFFEE

TRADE JOURNAL



## MEDIA KIT 2024

### DOLLAR VERSION

- Editorial Direction • Editorial Calendar • Circulation/Readership
- Advertising Rates Print & Online • Supplier Profiles
- Ukers' Global Directory & Buyers Guide • Production Requirements
- About Bell Publishing



## EDITORIAL DIRECTION FOR 2024

Founded in 1901, *Tea & Coffee Trade Journal* is the oldest international trade publication covering the coffee and tea industries from origin through the supply chain. As the trusted resource for the global coffee and tea sectors, we aim to inform by analysing the challenges, issues and trends impacting both industries through stories on producing and consuming countries; sustainability; climate change; company profiles; R&D and scientific reports; equipment, packaging and technology; roasting, grinding, blending, brewing, and processing; logistics and warehousing; and, of course, coffee and tea, in all forms and varieties.

The standard Departments in the magazine – New & Notable; Facts, Figures & Findings; Sustaining the Chain; Straight from the Cup; Company News and People News – complement the longer and more in-depth feature articles, providing the best possible editorial coverage, from ‘bean and leaf to cup’. Our Calendar of Events, which offers a comprehensive listing of coffee and tea events around the world, remains one of the most popular sections in the magazine.

Our online platform – comprised of a website that is updated daily, a weekly e-newsletter and active social media channels – provides a perfect addition to the print journal enabling readers to keep their finger on the pulse of the tea and coffee industries at all times. Our Main News section offers the latest company and industry news as well as exclusive and original stories. Through our website, readers may access our weekly Editor’s Blog, the Calendar of Events, white and research papers, a sampling of the current issue’s feature stories, the digital edition, and archived copies of *T&CTJ*.

With an average print readership of over 8,200 in 100 countries, and distribution at all the major tea and coffee industry events, *Tea & Coffee Trade Journal* provides the best possible coverage of industry developments and guarantees a high profile at global exhibitions, conferences and industry events. 2024 will be no different as new events are continually added to our already extensive list of where we will have a presence.

*T&CTJ* has a diverse editorial line-up planned for 2024 – our 123rd year – which includes a mélange of core categories (Flavours & Ingredients, Market Reports, Origin Highlights, Profiles, Special Reports, Special Series, Spotlights) and new coverage areas (regions, topics, categories). Of course, a specific coffee and a specific tea article will run in every issue. We will continue to feature exhibitor previews tied to major trade shows, whereby offering advertisers the opportunity to tout the equipment and/or services they will have on display. Sustainability is a core focus of the magazine and will once again be highlighted in our 3rd Annual Sustainability issue (July/August). Our annual Supplier Profiles issue (December) remains one of the most popular.

We always unveil something new each year so be sure to check out each issue – digital or print. With global conferences, conventions, events and exhibitions back in full force, *T&CTJ* will be ‘out and about globally’ to further enhance our – and our readers’ – knowledge of the coffee and tea industries, to keep abreast of the latest industry news and happenings, and, as always, to support our loyal advertisers and subscribers.

**Vanessa L. Facenda, Editor**  
*Tea & Coffee Trade Journal*

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CLICK TO  
READ THE  
MAGAZINE



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WEBSITE

# PRINT READERSHIP

## THE PRINT MAGAZINE

The print edition of *Tea & Coffee Trade Journal* is read in more than 100 countries worldwide, more than any other related journal. This wide geographical reach gives us a unique placing in terms of our coverage both editorially and for our advertisers.

- Worldwide circulation in over **100 countries**.
- Published **10 times** per year.
- Focused readership of key named personnel is **updated and verified regularly**.
- We cover **all sectors of tea and coffee**, from origins to industrial manufacture and packing, single serve to logistics, sustainability and new technologies.
- Bonus distribution at all the major **trade fairs and events** gives even greater readership audience.
- Highly targeted approach: the **reach of over 30,000** is based on high quality data, guaranteeing the magazine, website and newsletter are read by the people who matter.

## PRINT CIRCULATION

**Average Print Circulation: 8,200**

**Print Geographical Reach: 100 countries**

**Bonus Distribution:** the magazine is circulated at the tea & coffee industry's major trade events each year. This bonus distribution offers significant extra exposure for advertisers to the core target audience, ensuring international coverage at all global events.

**The Readership:** *Tea & Coffee Trade Journal's* readership consists of coffee roasters, tea packers, exporters, importers, brokers and agents, trade associations, related machinery and equipment suppliers, shipping and warehousing, research and academic, speciality gourmet suppliers.

**Job Functions:** the large majority are senior management positions, company owners, key specifiers/influencers, senior sales & marketing roles, research/academic, consultants and technical or production/engineering specific roles.

# WEBSITE STATISTICS

|                          |  |
|--------------------------|--|
| Website Geographic Reach | 200+   |
| Users per month:         | 11,551   |
| Sessions per month:      | 13,381   |
| Impressions per month    | 226,904  |
| Page Views:              | 17,488   |
| Top Page Views:          | News, Back issues, Blog, Events, Suppliers directory                                 |
| Top Core Topic:          | Blending, roasting and processing  |
| Top Geographic Regions:  | US, UK, India, China, Germany, Canada, Czechia, Philippines, Seychelles, Netherlands |

# ONLINE STATISTICS

|                               |                 |
|-------------------------------|-----------------|
| Newsletter Audience           | 4,357           |
| Average Newsletter Open Rate: | 26.7%           |
| Average eblast open Rate      | 30.7%           |
| LinkedIn page                 | 2,306           |
| LinkedIn group                | 434             |
| Twitter                       | 1,160 followers |



# CIRCULATION BY REGION, SEPT 2023



Europe:  
**43%**



Americas:  
**37%**



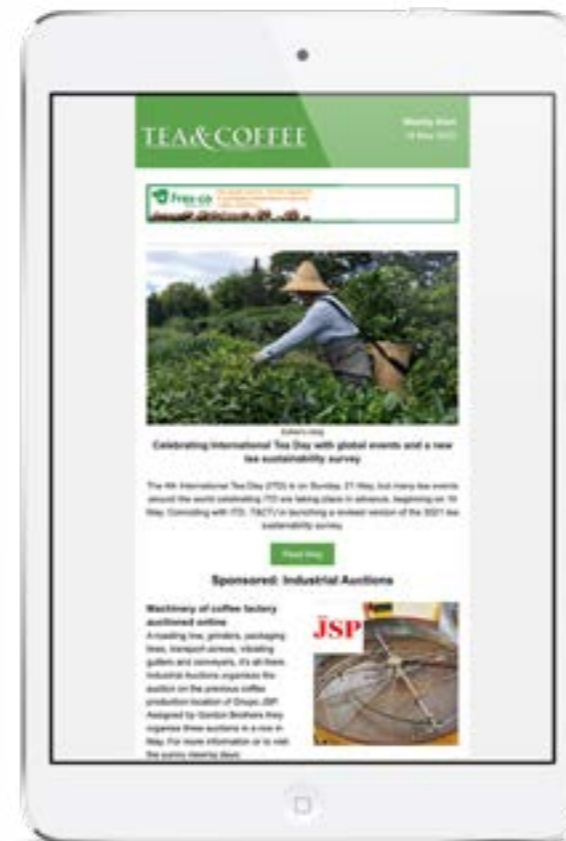
Asia:  
**12%**



Africa & Middle East:  
**7%**



Oceania:  
**1%**



## JANUARY/FEBRUARY

### Spotlight: Robusta

- Equipment, Packaging or Technology (EPT)\*
- New Teas/Non-Camellia Sinensis Teas
- Origin Highlight: Africa (Coffee & Tea)
- Soluble Coffee
- Special Report: Retail Coffee and Tea

**Bonus Distribution: National Coffee Association Convention, Coffee Fest New York**

## MARCH

### Spotlight: Collaborative Roasting

- Flavours & Ingredients
- Global Tea Report
- Logistics & Warehousing
- Origin Highlight: Mexico
- Premium Teas
- Specialty Coffee Association Expo Exhibitor Preview

**Bonus Distribution: World Tea Expo**

## APRIL

### Spotlight: South Korea

- Bubble Tea
- Cold Brew/Nitro Coffee
- Decaf Coffee
- EPT\*
- Single Serve

**Bonus Distribution: London Coffee Festival, SCA Expo**

## MAY

### Spotlight: Foodservice/HoReCa

- Co-Packaging/Private Label
- Flavours & Ingredients
- Green Tea
- Logistics & Warehousing
- Roasting/Grinding/Blending/Brewing/Processing (RGBBP)\*\*

## JUNE

### Spotlight: Scandinavia

- Botanical & Herbal Teas
- EPT\*
- Ready-to-Drink Coffee
- Soluble Coffee
- Special Report: China Import/Export Tea

**Bonus Distribution: World of Coffee Copenhagen, Fancy Food Show New York**

## SPECIAL EDITION

**Ukers' 2024 Tea & Coffee Global Directory & Buyers Guide**

## JULY/AUGUST

### Spotlight: 3rd Annual Sustainability Issue

- Biodegradable, Compostable, Refillable or Reusable Packaging
- Decaf Coffee
- Flavours & Ingredients
- Logistics & Warehousing
- Origin Highlight: Caucasus & Central Asia (Tea)
- Sustainable RGBBP\*\*

## SEPTEMBER

### Spotlight: Climate Change

- Black Tea
- Cold Brew/Nitro Coffee
- Co-Packaging/Private Label
- RGBBP\*\*
- Single Serve

**Bonus Distribution: North American Tea Conference, New York Coffee Festival**

## OCTOBER

### Spotlight: Green Coffee

- EPT\*: Advances in Transparency & Traceability
- Flavours & Ingredients
- Market Report: Turkey
- Matcha
- Origin Highlight: Central America (Coffee)

**Bonus Distribution: Triestespresso, Pack Expo International, Sintercafé**

## NOVEMBER

### Spotlight: Coffee, Tea and Cognitive Wellness

- Logistics & Warehousing
- Origin Highlight: South America
- RGBBP\*\*
- Ready-to-Drink Tea
- Soluble Coffee

## DECEMBER

### Spotlight: Supplier Profiles

- Co-Packaging/Private Label
- Decaf Coffee
- EPT\*
- Flavours & Ingredients
- Market Report: Middle East
- Oolong & White Tea

**Bonus Distribution: World of Coffee Dubai**

\*EPT: Equipment, Packaging or Technology

\*\*RGBBP: Roasting/Grinding/Blending/Brewing/Processing

Sustainability will be covered throughout individual issues even if not specifically stated.

Editorial is subject to change.

## CREATIVE EXAMPLES



# SUPPLIER PROFILES DECEMBER 2024

Tea & Coffee Trade Journal offers a unique presentation option for reaching our influential readers. **SUPPLIER PROFILES** offer high exposure and extremely good value with each advertisement booked receiving matching editorial space

**FREE OF CHARGE! - That's right... free space!**

So, if you book a page advertisement in this special section you will receive an editorial page opposite at no extra cost. You supply the editorial content and match it with your advert alongside.

- Book a half page advertisement and receive a half page of editorial on the same page at **no extra cost.**
- Book a full page advertisement and receive a full page of editorial next to it at **no extra cost.**



**To book your space now contact Sophia Freeman:**

**Tel: +44 1474 532202 or +44 79604 55225**

**Email: sophia@bellpublishing.com**

## Tailor-made technology, driven by innovation

Discover Brambati's experience and continuous research in complete installations for coffee processing.

BRAMBATI S.p.A. - Via Strada Nuova, 37 27050 Codavilla (PV) ITALY  
Tel: +39 0383 373100 | www.brambati.it | info@brambati.it

SUPPLIER PROFILE

### Brambati

**Brambati SpA**  
Via Strada Nuova, 37  
27050 Codavilla (PV), Italy  
Tel: +39 0383 373100  
Email: info@brambati.it  
Web: brambati.it

**Brambati presents the new BR22s Advanced Specialty managing software.**  
The new release of the now proven BR18 Advanced Specialty software, with its 20-step recipes, will be installed on all BR series roasters. New, higher-performance features, such as gas, water, air and electricity always managed by our software in all

its variables, make the roasting cycle even more precise and reliable. This new release has been developed to meet the increasingly demanding requirements of the roasting world and also the specific needs of our customers.

New safeties, adjustments and controls have been implemented. It is something truly unique with which to "create" roasting profiles, view all process values, KPIs (production, maintenance, consumption, etc.) and, of course, the cupping session. The recording of consumption data such as gas, water, air and electricity has been implemented.

The new software allows management of all parameters and data processed during the roasting process. BR22s does not mean only software, but also a mechanical and electrical upgrade to increase the efficiency of our roasting machines, reducing consumptions and also reducing emissions into the atmosphere. The environment is one of the priorities for Brambati SpA, which is investing in R&D to design its machines according to ISO 14006 Ecodesign standards, in order to reduce the environmental impact (waste, energy consumption, emissions, spare parts) throughout their useful life.

December 2022 | teaandcoffee.net | TEA & COFFEE TRADE JOURNAL 41

**WHOLE PAGE OPTION 1**  
Full page advert and full page editorial with images and logo

SUPPLIER PROFILE

### Descamex

**Descamex**  
Km. 341 Carrizosa  
Ciudad Guaymas S/N,  
Zona Industrial,  
Ciudad Guaymas, Ver. C.P. 94690  
Mexico  
Tel: +52 271 712 7357 ext. 115  
Fax: +52 271 712 7357 ext. 125  
Email: contact@descamex.com.mx  
Web: descamex.com.mx

Descamex has been producing a great tasting decaffeinated coffee since 1981, with the highest quality standards, through two different processes of caffeine extraction.

Since 2003, our Mountain Water Process has been certified as organic (under NOP, EU JAS, COI and SAGARPA regulations).

We are certified to handle and process coffee certified under the sustainability labels of RFA, UTZ, FLO, FT USA, and

**Bird Friendly.**  
Additionally, our facilities are FSSC22000 certified, as well as Kosher and Halal certified.

Descamex has been awarded the title of a Social Responsible Enterprise and the first Healthy Responsible Enterprise of the State of Veracruz by the Mexican Centre for Philanthropy and the Workplace Wellness Council in 2015. Our quality management extends to our logistics operations.

**Mountain water process**  
It all begins with a detailed physical/chemical analysis performed in order to determine optimal conditions, then we steam the beans and prepare them

before the extraction. We extract the caffeine under controlled conditions of flow, temperature, pressure and vacuum, using a water based saturated solution of solid soluble obtained from the coffee beans. After the extraction takes place we gently dry the coffee beans through our triple drying system, before finally polishing them.

**COFFEE Competitive Advantages, Better Taste:** Our decaffeinated coffee better preserves the unique characteristics of the regular green coffee beans than competitive processes. **Longer shelf life:** Our decaffeinated beans behave similarly to regular green coffee when stored for a longer period of time, unlike other decaffeination processes.

December 2022 | teaandcoffee.net | TEA & COFFEE TRADE JOURNAL 43

**HALF PAGE OPTION 1**  
Half page horizontal advert and half page editorial with images and logo

SUPPLIER PROFILE

### Zwirnererei an der Wutach

**Zwirnererei an der Wutach**  
Sundstrasse 6  
79780 Stuhlingen  
Germany  
Tel: +49 7744 9396-0  
Fax: +49 7744 9396-20  
Email: info@zwirnererei-wutach.com  
Web: zwirnererei-wutach.com

Zwirnererei an der Wutach is a family-owned company which was established in 1886. The company is located in Stuhlingen, South Germany, in the Black Forest area, close to the Swiss border.

Zwirnererei a.d. Wutach produces threads, which are supplied to the food, medical, disposable and packing industries. The factory is equipped with modern machinery which is regularly updated to accommodate the market requirements.

The company belongs to the leading producers worldwide of tea bag threads. Eighty percent of its production is exported to Europe, Far East, Africa and America. All its tea bag threads have excellent running properties on all the different types of tea packing machines.

The tea bag threads are available on cones up to 20,000m or more for certain machines in order to reach a high productivity. All threads are produced under hygienic conditions and are tested in accordance to the German/European legislations by accredited laboratories. The quality and the food management system are certified according to ISO 9001 and FSSC 22000.

Recently, they have established a complete new product line of biodegradable tea bag threads designed for use on the latest tea packing machines that produce biodegradable pyramidal tea bags.

The broad product portfolio covers tea bag threads made out of cotton, viscose, polypropylene, and PLA. Many decades of expertise make Zwirnererei a.d. Wutach the perfect partner for all your tea bag thread needs.

**Tea Bag Thread**  
for all types of teapacking machines

- ✓ German tea bag thread engineering at its best: Efficient, Reliable and Sustainable
- ✓ Outstanding quality for Single Chamber, Double Chamber and Pyramid tea bags
- ✓ All types of materials such as Organic-Cotton, Cotton, PLA, PP and others
- ✓ Food Safety Management System according FSSC 22000

December 2022 | teaandcoffee.net | TEA & COFFEE TRADE JOURNAL 45

**HALF PAGE OPTION 2**  
Half page vertical advert and half page editorial with images and logo

The image displays two pages from the 2024 UKERS' Tea & Coffee Global Directory and Buyers Guide. The pages are filled with company logos and contact information, organized into sections such as 'THE BUYERS GUIDE', 'EQUIPMENT SALES', 'EQUIPMENT', 'TEA AND COFFEE SUPPLIES', and 'TEA AND COFFEE TALKING'. Logos for companies like Fres-co, IMA, demus, COLOMBINI, KANEGRADE, and amcor are visible. The layout is clean and professional, with a focus on providing comprehensive contact details for industry players.

**2024 UKERS' Tea & Coffee Global Directory**

Published annually, the *UKERS' Tea & Coffee Global Directory and Buyers Guide* is the most important source of information for the global tea and coffee industries, both in print and online.

**Display Advertising Rates:**  
Same as magazine.

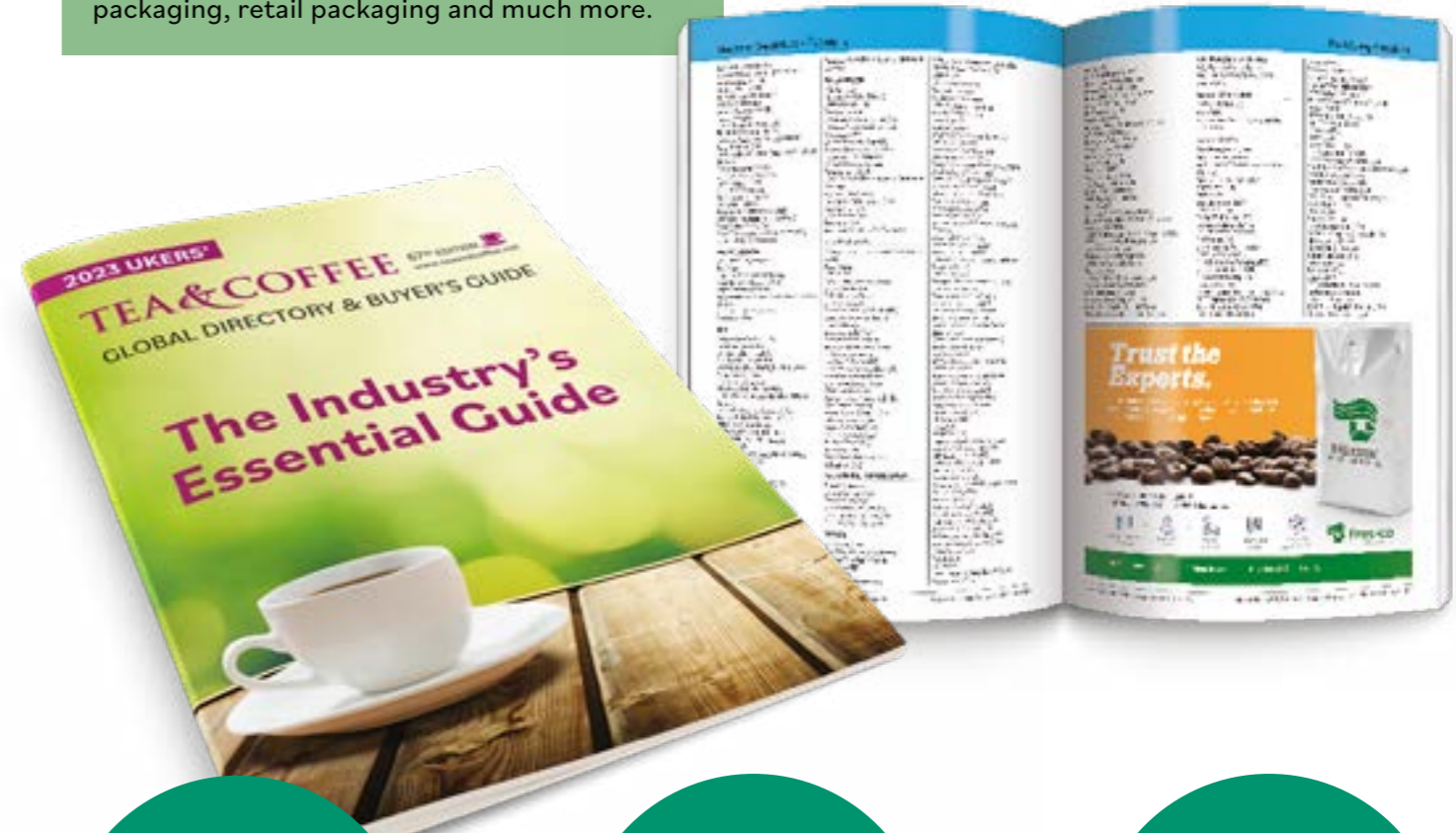
**Data includes:** coffee and tea agents/brokers, importers and exporters, roasters, packers, trade and industry associations, research institutes, shipping, warehousing/ports, insurance/law, manufacturers and suppliers of tea and coffee production equipment, accessories and ingredients, industrial packaging, retail packaging and much more.

**At over 200+ A4 pages, and over 5,000 individual company entries,** the UKERS' Directory is a vital data resource for your business. It's easy to upload entries at [www.teaandcoffee.net/ukers-directory/](http://www.teaandcoffee.net/ukers-directory/)

**Enhanced Logo Listing:** \$99 per logo, includes hyperlink for online version.

We aim to supply monthly, the definitive B2B guide for suppliers and buyers in the Tea and Coffee Trade.

| PRICES DOLLARS                                    |         |
|---|---------|
| 1x print listing + online listing (for 11 issues) | \$980   |
| 3x print listing + online listing (for 11 issues) | \$2,100 |
| 5x print listing + online listing (for 11 issues) | \$2,940 |



**200+**  
pages

**Over 5,000**  
entries

**Available**  
all year

| DOLLAR DISPLAY ADVERTISING RATES (MAGAZINE & UKERS) |         |         |         |
|---|---------|---------|---------|
| Four Colour   | 1x      | 6x      | 12x     |
| DPS   | \$8,025 | \$7,250 | \$6,400 |
| Full Page   | \$4,560 | \$3,980 | \$3,690 |
| Junior Page   | \$3,900 | \$3,390 | \$3,075 |
| 1/2 Page  | \$3,650 | \$3,215 | \$2,950 |
| 1/3 Page  | \$3,420 | \$3,010 | \$2,750 |
| 1/4 Page  | \$2,950 | \$2,600 | \$2,370 |
| 1/8 Page  | \$2,050 | \$1,850 | \$1,630 |
| Cover Positions                                     | 1x      | 6x      | 12x     |
| Inside Front  | \$5,810 | \$5,114 | \$4,705 |
| Inside Back   | \$5,580 | \$4,910 | \$4,515 |
| Outside Back  | \$6,020 | \$5,296 | \$4,872 |

**Inserts, Belly bands, Gatefolds and Reprints available - details on request**

| DOUBLE PAGE SPREAD (W x H) |           |
|----------------------------|-----------|
| Trim Size                  | 420 x 297 |
| Bleed Size                 | 426 x 303 |
| Safe Margin                | 400 x 277 |

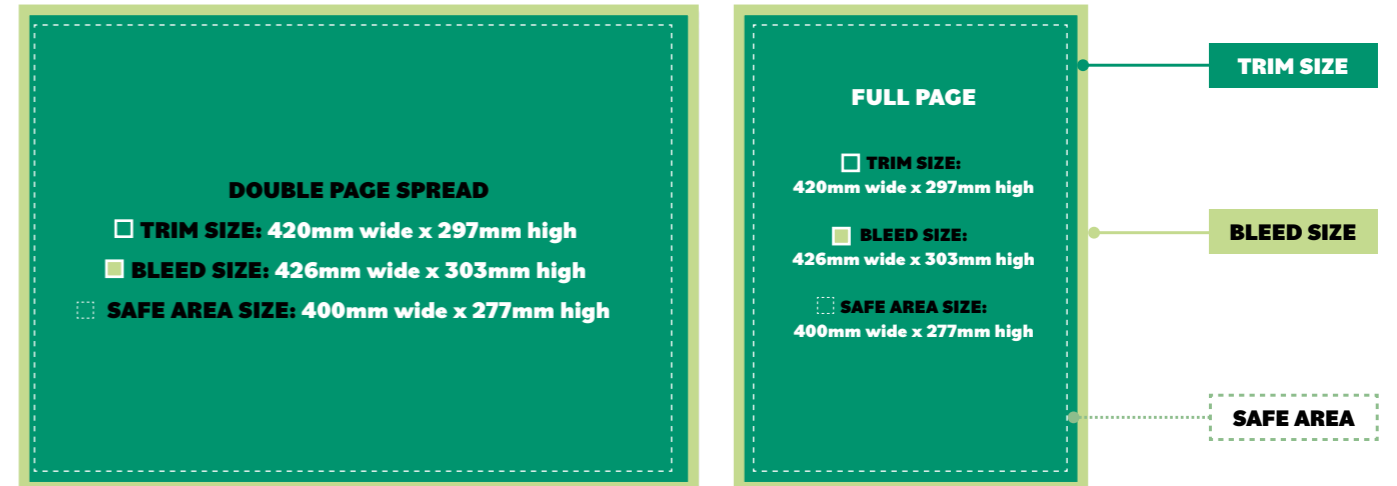
| FULL PAGE (W x H) |           |
|-------------------|-----------|
| Trim Size         | 210 x 297 |
| Bleed Size DPS    | 216 x 303 |
| Safe Margin       | 190 x 277 |

**THE FOLLOWING ADVERTS SIT WITHIN THE MAGAZINE MARGINS SO THEREFORE THERE IS NO NEED FOR SAFETY MARGINS OR BLEED**

| HALF PAGE - HORIZONTAL (W x H) |           |
|--------------------------------|-----------|
| Advert size                    | 185 X 125 |

| 1/4 PAGE (W x H) |          |
|------------------|----------|
| Advert size      | 90 X 125 |



**WHAT IS BLEED**

Adverts with images or backgrounds that meet at the edge of the page must include a **3mm extra content** on each side to avoid the risk of being trimmed in the printing process, and showing a white gap at the edge of your advert.

**WHAT IS THE SAFETY MARGIN**

All type and important information must be contained in a **10mm margin** around all edges of the page to avoid being trimmed off in the printing process.



**To book your space now contact Sophia Freeman:**  
 Tel: +44 1474 532202 or +44 79604 55225  
 Email: [sophia@bellpublishing.com](mailto:sophia@bellpublishing.com)

## The Website

As well as being visited by its core print magazine audience, the fully responsive website [teaandcoffee.net](http://teaandcoffee.net) taps into an additional global readership.

### DOLLAR ADVERTISING OPTIONS (ONLINE OR NEWSLETTER)

#### Leaderboard Banner - 90(H) x 728(W) pixels

|          |         |
|----------|---------|
| 1 month  | \$1,270 |
| 3 months | \$2,820 |
| 6 months | \$4,625 |

#### MPU - 250(H) x 300(W) pixels

|          |         |
|----------|---------|
| 1 month  | \$750   |
| 3 months | \$1,760 |
| 6 months | \$2,815 |

#### E-shots

Rent our full newsletter circulation list to reach key industry personnel.  
100% clean data so no wastage

|            |         |
|------------|---------|
| 1 x E-Shot | \$2,352 |
| 3 x E-Shot | \$1,840 |

#### SPONSORED TEXT

|         |       |
|---------|-------|
| 4 weeks | \$899 |
|---------|-------|



**If you would like to find out more about how you can promote your business through *Tea & Coffee Trade Journal's* multiple digital and online products, contact:**

**Tel: +44 1474 532202 or +44 79604 55225**

**Email: [sophia@bellpublishing.com](mailto:sophia@bellpublishing.com)**

# PRODUCTION REQUIREMENTS

## ADOBE ACROBAT PDF FILES (PRINT)

We support files generated by Adobe Acrobat Pro using the specific Distiller Job Options setting listed below.

- A PDF should be generated using the **BELL PUBLISHING PDF SETTING** on the opposite page.
- The **BELL PUBLISHING PDF SETTING** are available on email on request.
- All application files must be flattened before generating PDF files.

## ACCEPTABLE FORMATS (PRINT)

Adobe Acrobat PDF Files (**PREFERRED**).

Adobe InDesign, Illustrator, Photoshop CS6.

Applications & formats must be indicated.

All files should be **CMYK** and have a resolution of **300 DPI**.

## ACCEPTABLE FORMATS (ONLINE)

- All sizes in pixels, height x width. Artwork should be supplied as web safe JPG or GIF file formats.
- Files must be in **RGB colour mode and at 72dpi**.
- Leaderboard Banner (90 x 728 pixels).
- MPU (300 x 250 pixels).

Please include your chosen full web address link.

## TRANSMISSION

E-mail ads should be sent to: [sophia@bellpublishing.com](mailto:sophia@bellpublishing.com)

## REMOVABLE MEDIA

**CDs - Applications & formats must be indicated.**

## SEND DISCS AND PROOFS TO

Tea & Coffee Trade Journal,  
Bell Publishing Ltd  
The Maltings,  
57 Bath Street,  
Gravesend, Kent  
DA11 0DF, UK

## PROOFS

*Tea & Coffee Trade Journal* is NOT liable for final output of your ad if it is NOT a PDF and you do not send a proof at 100% with your file.

## STORAGE OF PRINTED PDFS

Advertisements running in *Tea & Coffee Trade Journal* will remain on file one year.

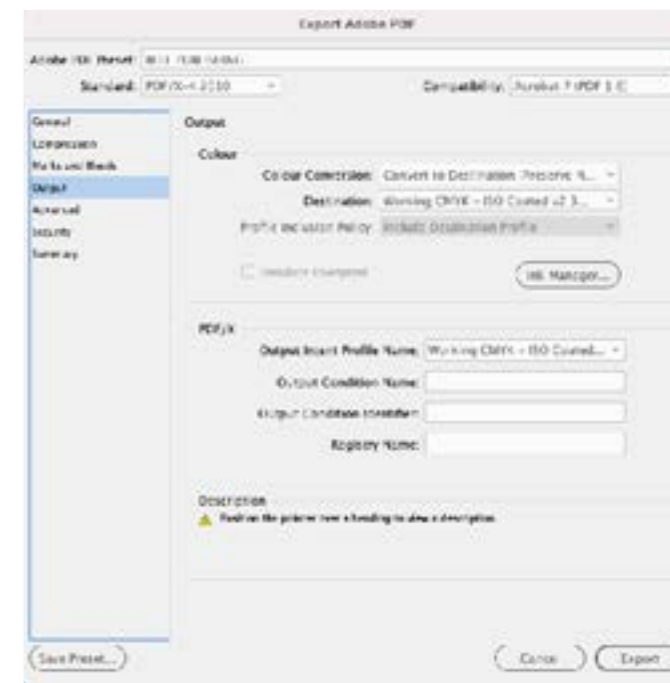
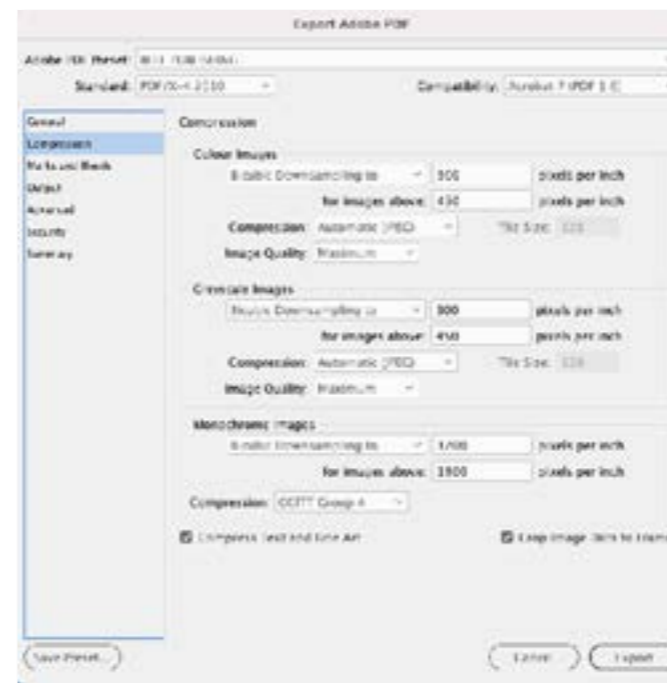
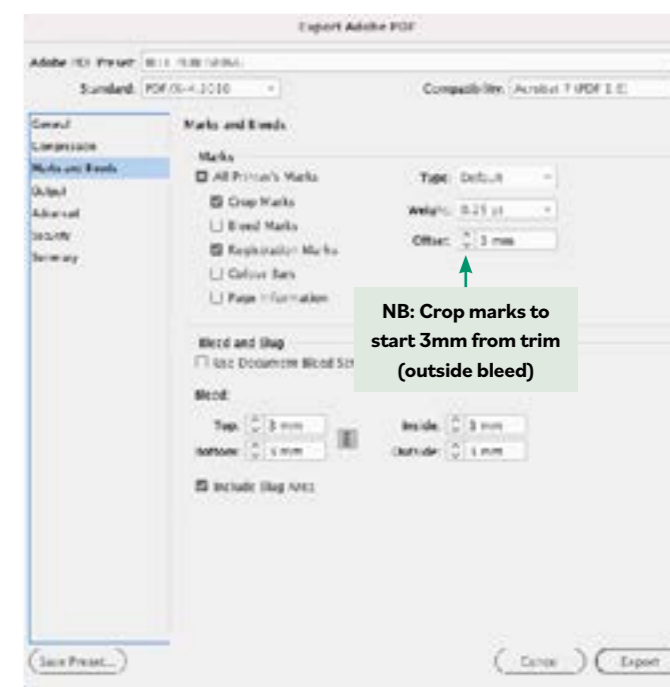
## PRODUCTION CHARGES

There will be a production charge to design/produce adverts if required.

## PRINTING & BINDING

Printing by sheet fed litho.

# ADOBE ACROBAT SETTINGS



**Please contact Sophia Freeman for these settings to be emailed to you.**

**Tel: +44 1474 532202 or +44 79604 55225**

**Email: [sophia@bellpublishing.com](mailto:sophia@bellpublishing.com)**



**Bell Publishing Ltd** is an international B2B media and events company. Specialists in our field, our niche titles, in the food, dairy, confectionery, tea and coffee and metal packaging sectors, are all highly respected leading journals in their marketplaces.

Our diverse portfolio of publications & websites ensure we are best placed for clients to reach all sectors within the food & beverage production and packaging sectors.

Our hard-working teams are firmly engaged in the industries they serve, and our presence at the major events for each sector puts us at the forefront of news and editorial coverage. Our digital platforms are constantly developing - each title has its own print journal, news-focused website (updated daily), weekly e-newsletter, digital issue and back issue archive, Twitter feed and private LinkedIn group.

Through our verified, named subscriptions our combined titles are read by over 100,000 key decision makers each month.

Each month over 105,000 page impressions are generated across our combined websites.

## OUR PUBLICATIONS



## OUR EVENTS



[www.bellpublishing.com](http://www.bellpublishing.com)