In 2019, Coffee Review readers will drink more than one billion cups of coffee and consume more than 25 million pounds of coffee.
About Coffee Review

Launched in 1997, *Coffee Review* introduced the first-ever 100-point, wine-style coffee reviews to the specialty coffee industry. Our mission is to help consumers identify and purchase superior quality coffees and, in the process, help drive demand and increase prices to reward farmers and roasters who invest time, passion, and capital in producing high quality coffee beans.

*Coffee Review* publishes a monthly tasting report with related reviews based on cuppings conducted by Editor in Chief Kenneth Davids and our editorial team. Mr. Davids has published three books on coffee in four languages, has traveled throughout the coffee growing world, and has given hundreds of presentations and trainings to coffee professionals and aficionados. Each month, we post additional reviews that are not associated with a tasting report.

Over the past two decades, *Coffee Review* has become one of the most respected, influential, and widely read coffee publications in the world. In 2019, nearly one million visitors are expected to visit [CoffeeReview.com](http://CoffeeReview.com). We have more than 65,000 email newsletter recipients and more than 75,000 Twitter followers (@coffeereview). Each year, we publish our list of the year’s Top 30 Coffees, which attracts more than 200,000 coffee lovers during the peak holiday shopping season.

In 2019, *Coffee Review* readers will drink more than 1 billion cups of coffee.
Testimonials

“We were blown away with orders in the first week [after a favorable review]. We love the Coffee Review effect. It can be very hard to compete against companies that have huge marketing budgets but Coffee Review is a great equalizer for the industry. It gives us a lot of clout in our local area.”

– Matt Campbell, Branch Street Coffee Roasters

“Coffee Review is the best way to reach the top 10% of coffee buyers.”

– Lee Patterson, Hula Daddy Kona Coffees

“It’s very exciting when you wake up and you get coffee orders from Portland, Oregon, or Seattle, Washington. These coffee meccas are coming to a website, to a roaster in New Hampshire.”

– Claudia Barrett, Flight Coffee Co.

“Barrington Coffee has been slammed with orders ever since the new review and ad banner went up.”

– Gregg Charbonneau, Barrington Coffee Roasting Company

“Coffee Review’s Top 30 List made a liar out of me. I told customers our Kenya Kikai would last through February. Then the list was published. Sales exploded and we sold out before Christmas.”

– Melissa Scholl, Lexington Coffee Roasters

Coffee Review readers consume more than 25 million pounds of coffee beans every year.
Worldwide “Distribution”

Coffee Review reaches more coffee lovers and industry professionals than any other coffee publication. Based on Google Analytics, in 2018, CoffeeReview.com hosted nearly one million visits from 223 countries and territories, which must be just about all of them. Nearly 2 out of 3 of readers reside in the United States or Canada. We have readers in all 50 states and every major metropolitan area.
Who Reads Coffee Review?

- **Coffee Lovers.** According to our latest reader survey, 80% of Coffee Review readers are coffee consumers and informed coffee lovers looking for advice with their coffee and equipment purchasing decisions. In 2019, nearly one million passionate coffee lovers will visit CoffeeReview.com for guidance on what coffees to buy.

- **Coffee Industry Professionals.** 20% of our readers are coffee roasters, farmers, or industry professionals who know that our credible, third-party reviews influence buyer behavior. Our reviews and tasting reports provide guidance to roasters and marketers who are looking to drive sales and improve their bottom lines.

- **Upscale Coffee Buyers.** The average Coffee Review reader is a 41-year old, college educated coffee lover who earns $144,000 per year and pays $14.67 per pound for coffee.*

![Age and Gender Graph]

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Our average reader is 41 years old, college educated, earns $144,000 per year, and pays $14.67 per pound for coffee.

*Source: Coffee Review online survey of more than 1,000 readers (January 2017).*
Large and Growing Following

Coffee Review is a web-only publication that made a conscious decision when it launched in 1997 to harness the power and reach of the Internet to engage coffee lovers, baristas, roasters, and farmers all around the world as efficiently and sustainably as possible.

In 2018, CoffeeReview.com hosted nearly one million visits. Our typical reader visits 12.6 times per year to learn about the world’s highest-rated coffees and make purchase decisions.

Coffee Review has expanded its social media efforts on Twitter, Facebook, and Instagram. We have nearly 80,000 Twitter followers, which puts our reach well ahead of other quality coffee publications such as Roast Magazine, Barista Magazine, Sprudge, and Coffee Geek.

In 2019, Coffee Review expectsto host roughly one million visitors from over 200 countriesand territories.
Online Advertising Placements

Coffee Review launched the first-ever 100-point, wine-style coffee reviews in 1997. Today, CoffeeReview.com is the most respected, influential, and widely read coffee guide in the world, hosting as many as one million visitors each year. Coffee Review advertising is effective and affordable because our passionate readers come to our website specifically for advice on purchasing coffee beans, equipment, and related products and services.

Ad Positions

CoffeeReview.com delivers more than 100 million banner ad impressions every year. We offer several ad formats and page locations to help advertisers achieve their goals.

Please refer to the yellow boxes on the image to the right for available ad positions. Ad types and positions are described in more detail on the next page.
Advertising Types

Ad banner types positions are available as described below and displayed in the image on the previous page.

**Shared Side Box #1 and #2**
Our most popular and affordable banner advertising options, we offer two sizes of shared side box banners that rotate a new ad banner every eight seconds. These ad positions are available on a monthly basis. Side Box #1 is 300x190 pixels and provides a minimum of 60,000 banner impressions per month. Side Box #2 is 300x250 pixels and delivers more than 75,000 impressions per month.

**Dedicated Side Box #3 and #4**
Do you want a larger ad that displays to 100% of Coffee Review visitors? If so, a dedicated side box banner ad is the perfect option. These ad positions are available on a weekly basis. All dedicated side box banners delivery more than 40,000 impressions per week. Side Box #3 is 300x250 pixels Side Box #4 is 300x190. Dedicated side box banners are popular because they deliver impressions more quickly than shared positions and click-through rates are typically higher than shared positions. Between Side Box #3 and #4, there is a shared position that is served by Google AdSense.

**Top Button**
Reach every visitor on CoffeeReview.com with our prominent run-of-site top button ad. This premium, high-profile placement offers a dedicated position that appears to all visitors on all pages of CoffeeReview.com. It provides a minimum of 175,000 highly visible impressions per month at a very affordable CPM. The ad position is available on a monthly basis. It is ideal for events, time-sensitive messages, and larger campaigns.

**Newsletter Banners**
Maybe you want to push your message to some of Coffee Review’s most loyal readers? For you, Coffee Review includes prominent banner ads in all of its email newsletters. Email banner ads are an efficient and affordable way to boost your message by putting it in front of nearly 70,000 coffee lovers and industry professionals each week.
Value-Added Benefits

Advertisers receive complimentary value-added benefits as part of their banner advertising campaigns.

Company Profile on Advertisers Page

All advertisers receive a company profile on the Advertisers page on CoffeeReview.com. The profile includes the company logo, up to a 100-word description, contact information, and a direct link to the advertiser’s website. The profile provides increased presence and impressions, drives clicks to the advertiser’s website, and improves SEO performance on major search engines.

JBC Coffee Roasters
Phone: 608-256-5282

JBC Coffee Roasters was founded in 1994 as Johnson Brothers Coffee Roasters and is a family-owned specialty coffee roastery located in Madison, Wisconsin. JBC Coffee Roaster’s vision is simple: let the coffee lead the way. Licensed Q grader and experienced international coffee judge/cupper Michael Johnson and his team share their knowledge of and passion for quality coffee with all of their customers. They trek up precarious mountain roads in pick-up trucks while in search of unique farms and growers and meticulously slurp and sniff coffee in their cupping lab in the effort to source and roast the best and most unique coffees available and reward the farmers who grow them with prices typically above and beyond fair-trade mandated rates.

Enhanced Review Listings for Roasters

We add advertisers’ company logo to each review and provide direct links to the advertisers’ websites. Enhanced review listings are available for non-advertisers starting at $99 per month. Email ron@coffeereview.com for more information.

95 Bird Rock Coffee Roasters
Panama Auromar Estate Geisha Pecanery
Review Date: Jan 2018
Price: $51.00/8 ounces

Resonantly bright, floral-toned. Jasmine, frankincense, cardamom, toffee, apricot in aroma and cup. Balanced, sweetly tart structure with juicy acidity; crisp, velvety mouthfeel. The deep, flavor-saturated finish leads with caramel-toned apricot in the short, with rich florals resurfacing in the long.

Read Complete Review >

Visit Bird Rock Coffee Roasters >

92 A.R.C.
Indonesia Emerald Mandeling
Review Date: Jan 2018
Price: HKD $140/227 grams

Deeply rich, spicy sweet. Pear, cedar, vanilla, grapefruit zest, cumin in aroma and cup. Tarty bittersweet in structure; full, syrupy though drying mouthfeel. Resonant finish consolidates around pear and a floral-toned vanilla.

Read Complete Review >
Editorial Calendar

We hold free cuppings almost every month for our tasting reports on specific topics. There is no charge for such published reviews. However, keep in mind that Coffee Review publishes reviews for a relatively small number of the submissions received each month.

2019 Cupping Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
<th>Submission Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Top 30 Coffees of 2018</td>
<td>No submissions</td>
</tr>
<tr>
<td>February</td>
<td>Coffees from Roasters of the New England States: CT, DE, ME, MA, NH, VT</td>
<td>January 5-20</td>
</tr>
<tr>
<td>March</td>
<td>Coffees of the Andes: Peru, Bolivia, Ecuador</td>
<td>February 5-24</td>
</tr>
<tr>
<td>April</td>
<td>Coffees of Sumatra</td>
<td>March 5-20</td>
</tr>
<tr>
<td>May</td>
<td>Coffees of Hawaii</td>
<td>April 5-20</td>
</tr>
<tr>
<td>June</td>
<td>Classic Espresso Blends</td>
<td>May 5-15</td>
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<tr>
<td>July</td>
<td>Coffees of El Salvador</td>
<td>June 5-20</td>
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<tr>
<td>August</td>
<td>Coffees Regularly Priced at $15.00 or Less per 12 Ounces</td>
<td>July 15-20</td>
</tr>
<tr>
<td>September</td>
<td>Celebrity Variety by any Name: Gesha/Geisha Revisited 2019</td>
<td>August 5-20</td>
</tr>
<tr>
<td>October</td>
<td>Coffees from New Roasters (companies founded within the last two years)</td>
<td>September 5-20</td>
</tr>
<tr>
<td>November</td>
<td>Wet-Processed Coffees of Ethiopia</td>
<td>October 5-20</td>
</tr>
<tr>
<td>December</td>
<td>Holiday Blends</td>
<td>November 5-20</td>
</tr>
<tr>
<td>December</td>
<td>Top 30 Coffees of 2019</td>
<td>No submissions</td>
</tr>
</tbody>
</table>

For more information about review services available from Coffee Review, please visit: www.coffeereview.com/review-services.

Please contact Kim@CoffeeReview.com prior to submitting samples for tasting reports or other review services.
Ad Rates and Specifications

CoffeeReview.com ad rates are very affordable and highly cost-effective relative to other online and print advertising options in the coffee industry. The following rates apply:

<table>
<thead>
<tr>
<th>Standard Positions</th>
<th>Side Box #1</th>
<th>Side Box #2</th>
<th>Newsletter</th>
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</thead>
<tbody>
<tr>
<td>Shared v. Dedicated</td>
<td>Shared</td>
<td>Shared</td>
<td>Dedicated</td>
</tr>
<tr>
<td>Dimensions (pixels)</td>
<td>300x190</td>
<td>300x250</td>
<td>300x250</td>
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<td>% of page views</td>
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<td>~ 40%</td>
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<tr>
<td>Time period</td>
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<td>1 month</td>
<td>1 issue</td>
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<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Side Box #3</th>
<th>Side Box #4</th>
<th>Top Button</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared v. Dedicated</td>
<td>Dedicated</td>
<td>Dedicated</td>
<td>Dedicated</td>
</tr>
<tr>
<td>Dimensions (pixels)</td>
<td>300x250</td>
<td>300x190</td>
<td>195x90</td>
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<tr>
<td>% of page views</td>
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<td>100%</td>
<td>100%</td>
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<tr>
<td>Time period*</td>
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<td>1 week</td>
<td>1 month</td>
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<td>Est. Min. impressions</td>
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<td>Price*</td>
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<tr>
<td>Est. CPM</td>
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<td>$5.00</td>
<td>$7.14</td>
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</tbody>
</table>

*10% discount for six month campaigns; 20% discount for 12 month campaigns

Value added benefits — All advertisers receive:
- Company profile on Advertisers page
- Social media support on Twitter, Facebook, and Instagram
- All roasters’ reviews include company logo and website links

For more information about online advertising contact Ron Walters at Ron@CoffeeReview.com or 503-593-3102
Special Offer for New Advertisers

Coffee Review offers an affordable and effective way for roasters and other coffee companies to reach more than one million coffee lovers and industry professionals each year. We’re pleased to offer two deeply discounted starter packages to show new advertisers just how fast, effective, and affordable Coffee Review advertising can be.

3-Month Starter Package
Includes 3 months of shared banner advertising in Side Box #1, one newsletter banner placement, and a company profile on our Advertisers page. If you are a roaster, your logo and web links will be added to each of your reviews. The 3-month starter package, valued at $1,425 is just $695.

3-Month Roaster Package with Reviews
Includes 3 months of shared banner advertising in Side Box #2, two newsletter banner placements, a company profile on our Advertisers page, and two commissioned reviews of a roaster’s coffees*. Commissioned reviews provide roasters with an objective, expert assessment of their coffees. Favorable reviews drive a significant increase in exposure on CoffeeReview.com and increase traffic and orders to roaster websites. This Roaster Package, valued at $2,725, is just $995.

* Coffees for commissioned review are tested blind, as are all coffees tested at Coffee Review. After seeing a finished review, a roaster has the option of having it posted on CoffeeReview.com and shared with nearly 80,000 Twitter followers.

To become an advertiser, contact Ron Walters at Ron@CoffeeReview.com or 503-593-3102