

Caffeine

THE AWARD WINNING
COFFEE-LOVER'S MAGAZINE

MEDIA PACK 2023





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Caffeine magazine is the trusted guide to the speciality coffee world - we champion artisan roasters and cafes that are the beating heart of the UK's premium coffee business.

Our aim is to interact directly with engaged consumers and industry professionals in learning more about speciality coffee. We aim to educate a public that maybe less confident, and help them get the most out of their cafe and home coffee experience. This audience is also interested in artisanal food, homewares and design, leading to associated content and advertising opportunities.

We present our readership with original and authentic stories written exclusively for *Caffeine*. Our attention to detail and consistent high quality copy and photography was recognised by International coffee website, *Sprudge* where *Caffeine* won the first ever 'Magazine of the Year' award in 2016.

Caffeine will enable you to achieve maximum value across print and digital advertising by targeting an already highly engaged audience..

Testimonials

"The past few years has seen us partner up for some fantastic events, including Out of the Box, which saw over 1000 people attend. Promotion in Caffeine Magazine as well as their social media channels helped make the event a successs."

Dan Harvey, La Marzocco UK

"Super-slick service from the whole team at Caffeine. Their intricate knowledge of the speciality coffee scene and willingness to really understand their partners makes for a great advertising experience."

**Gemma Screen, Marketing Manager,
Extract Coffee Roasters**

"To have our 90 Plus selected by industry experts as the coffee of the season is a great privilege. We've seen a huge increase in sales in all coffees but in particular the 90 Plus which just goes to show readers heavily rely on its content to choose their next batch of coffee."

**Amani Kiflemariam, Founder of
Amatte Coffee**

"Being featured in Caffeine Mag helped Manumit Coffee to be considered as a serious contender in the coffee scene in the UK. We saw an increase in sales, social media following and business inquiries following our features, which we are so grateful for!"

**Esther Gibbs, Co-Director of
Manumit Coffee**



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Why print?

Despite what you might have heard, print is not dead! Moving into its tenth year *Caffeine* has strengthened its position as the market leading magazine with a readership of over 120,000 humans per issue and zero bots.

The award winning title is a free distribution magazine circulated through quality focused coffee shops. We have stockists throughout the UK and a syndicated publication in Australia.

Published quarterly, *Caffeine* encourages its readers to try new brew techniques and coffees, develop their skills and expand their understanding and experiences.

We are media partners for all of the major speciality coffee festivals including The London Coffee Festival, Manchester Coffee Festival, Edinburgh and Glasgow Coffee festivals to name just a few.

Caffeine is run by a dedicated team of specialists with years of experience in coffee and publishing, we are a small tightly run UK business.

Spending with Caffeine

The mass availability and consumption of digital content in the past decade has elevated the printed magazine to become a collectible premium product which cuts through the digital noise – something customers look forward to receiving with a heightened sense of anticipation.

In the era of digital advertising, bots cost companies nearly \$17 billion a year by generating billions of fake clicks on ads. (Source: JPMorgan Chase and WhiteOps)

Since Apple's app tracking policy took effect it has reportedly cost social media platforms nearly \$10 billion (Source: The Financial Times), a clear signal that users do not like the invasive nature of digital tracking and targeted advertising.

Print signals quality: ***'The printed magazine reflects similar brand values found within luxury companies – a high benchmark of quality, craft, care and professionalism.'***

Ryan Battles, Dialogue



Caffeine

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Promotions

Caffeine offers bespoke creative solutions with our in house design and editorial team, tailored to your specific requirements. We offer a comprehensive service from brief to fulfilment. Advertorials are more authoritative than advertising.

We have worked with many of the leading brands in the industry including, Faema, Selfridges, Alpro and Extract, Almond Breeze, Allpress to name a few.



Creative Services

Bentley Creative is the full service design agency that creates *Caffeine Magazine*. The team is perfectly placed to offer your company bespoke advertising and marketing services. Our expertise covers print and video creation as well as social media marketing. We have successfully worked with companies such as: Mr Black Spirits, Faema, Conti Espresso, Birchall Tea, Pact and many more.



8 part video series for Faema



Social media videos for Mr Black Spirits



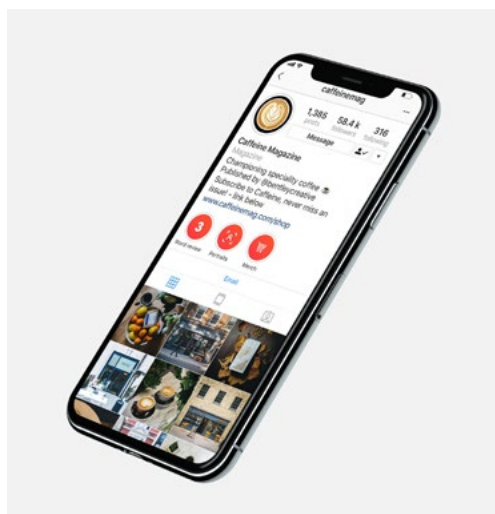
Photography for Mr Black Spirits



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Digital

Caffeine has a highly engaged social media audience which organically grow daily. Our Instagram page is highly curated to showcase the very best cafes, coffees and gadgets we find. Our twitter feed is where we engage most with our audience!

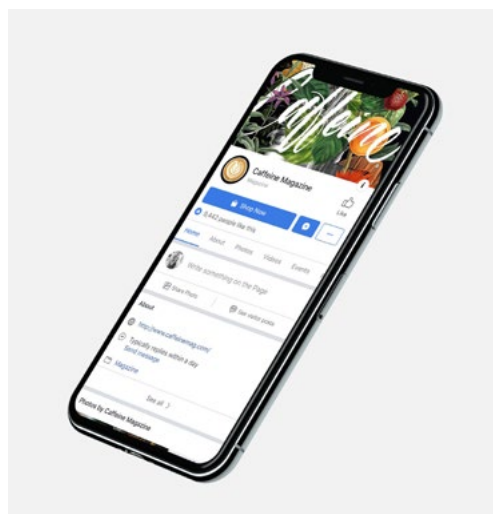


Instagram

Followers 64,900

51% Male, 49% Female
75% are between 25-44 yrs

Ave. accounts reached per mth: 50,000
Ave. reach per mth: 33,000
Ave. interactions per mth: 4,000

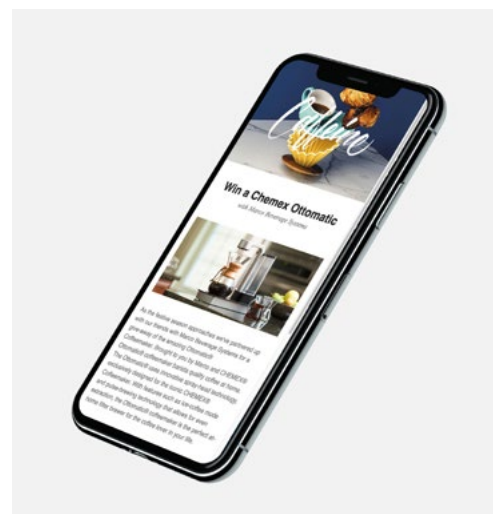


Facebook

Followers 11,300

55% Male, 45% Female
71% are between 25-44 yrs

Average reach per post: 1,100
Average reach per month: 15,860
Average page views per month: 489



Newsletter

Followers 895

55% Male, 45% Female
71% are between 25-44 yrs

Ave. Open Rate 61%
Ave. Click through 7.86%



Previous successes

Caffeine is able to provide sponsored posts to our highly engaged audience of speciality coffee lovers. Previous partners are: La Marzocco, Faema, Frank Green, Klean Kanteen, Loveramics to name just a few.

Marco Beverage Systems

To showcase their Pour'd product
19,000 accounts reached
1000+ interactions
47 saves

London Coffee Festival (+ad spend)

To encourage followers to buy tickets
43,000 accounts reached
247 link clicks
252 interactions

ALL FIGURES CORRECT AS OF MAY 2022

For print advertising opportunities call James Harper +49 157 7701 5034 advertising@caffeinemag.com



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Meet the team



Phil Wain
Editor

London's Best Coffee map originator, Phil is a stalwart of the speciality coffee scene in London. Before joining *Caffeine* Phil was the editor of London's Best Coffee app. He brings a wealth of contacts and knowledge to the team.



Scott Bentley
Founder &
Art Director

With over 20 years editorial experience on Britain's top magazine titles such as: Men's Health, GQ, Esquire, FHM, Harper's Bazaar, Glamour and many more. Scott founded Caffeine in 2013 through a frustration at the lack of good coffee related media.



Jo Williams
Chief Sub Editor

Jo has spent over 20 years in the publishing industry, working across a huge variety of publications from health and fitness titles, real-life magazines and the BBC website. With her partner Chris they make sure all the t's are crossed and i's are dotted.



Abi Greenwood
Digital Marketing
Manager

Abi takes care of all things social and digital, with over 12 years' experience in growing brands and creating engaging content that people actually care about. Previously working with Premier League, Tincture London, Creative England and The Sepsis Trust.



Michael Chinnery
Print Production

Michael has over 25 years of combined publishing and management experience. He's been responsible for delivering in-house and contract production, printing, circulation and distribution from publishing giants like Trinity Mirror to niche independents.



James Harper
Advertising Director

James has over 15 years commercial experience with some of the world's best known coffee brands including The Barn Berlin. James has proven how to align the strategic and branding needs of businesses with opportunities in coffee media.



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Print Advertising Rate Card

Special Positions

Outside back cover	£2760
Inside back cover	£2100
Inside front cover	£2200
Inside front cover spread	£3250
Fold out front cover	£8000
4 page cover wrap	£15000

ROP Positions

Double page spread	£2650
Full page	£1650
Half page	£935
Quarter page	£535

Inserts

Loose: per 1000	from £90
Bound in: per 1000	from £115

Advertorials

These are POA based on pagination, photography and writing required by the editorial team. Please get in touch for a discussion about your needs and goals.

Multiple Bookings

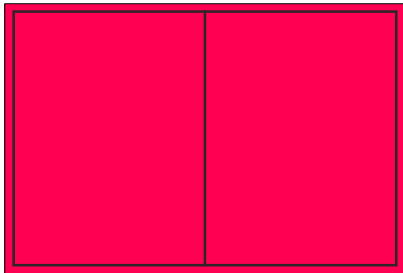
We are able to give discounts based on the package of support. Speak to James regarding the discounted rates.

Technical Specs

Material sent digitally must be supplied in PDF format to the PPA Pass4Press specifications: Information is available at www.pass4press.com

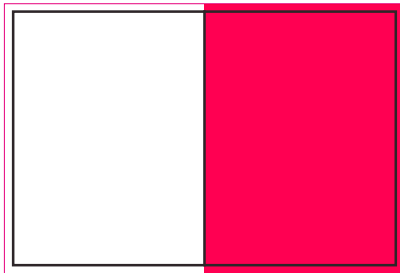
Please ensure no live matter is within 10mm of the trim size as this may result in matter being trimmed

Microsoft Word, Powerpoint and Excel files cannot be accepted as final artwork



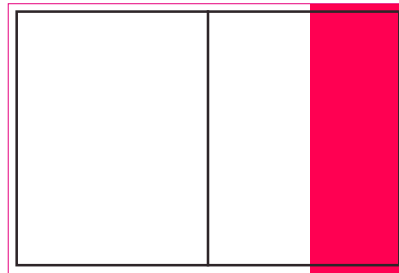
Double-Page Spread

Trim: 400mm x 275mm (w x h)
Bleed: 406mm x 281mm (w x h)



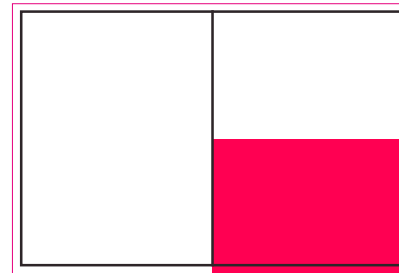
Full Page

Trim: 200mm x 275mm (w x h)
Bleed: 206mm x 281mm (w x h)



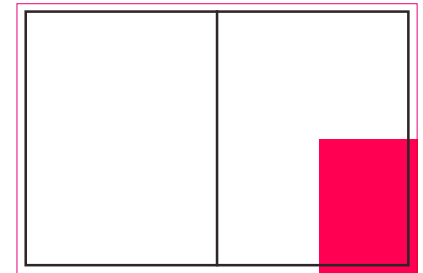
Half-Page Vert.

Trim 100mm x 275mm (w x h)
Bleed 106mm x 281mm (w x h)



Half-Page Horiz.

Trim 200mm x 138mm (w x h)
Bleed 206mm x 144mm (w x h)



Quarter Page

Trim 100mm x 138mm (w x h)
Bleed 106mm x 144mm (w x h)



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Social Media Advertising Rate Card

These packages and prices detail organic social media options, they are exclusive of content, imagery and video, all assets will need to be supplied by brand. Appropriate hashtags, formatting and sub editing are included within the packages.

Espresso	£600	Cortado	£850	Flat White	£1200
1 x dedicated post on the main feed of Instagram and Facebook with a CTA (<i>Call to Action</i>)		1 x dedicated post on the main feed of Instagram and Facebook with a CTA		1 x dedicated post on the main feed of Instagram and Facebook with a CTA	
2 x dedicated Instagram stories with a CTA		5 x dedicated Instagram stories with a CTA		5 x dedicated Instagram stories with a CTA	
An insights report delivered after 30 days		An insights report delivered after 30 days		1 x reel on the main feed of Instagram and Facebook with a CTA	

All posts can be boosted! 🚀

We work with you to identify your target audience to encourage them to gain more traction. Minimum boost is £20 per day for 5 days. Prices are the boost cost +20%.

Payment for Social Media posts need to be made in advance and post timings are discussed and dependent on schedules. All prices quoted are + VAT

Additional Services

Prices for these services are upon application and will be discussed with you by your dedicated Account Manager.

Copywriting - If writing isn't your thing we can craft a message in Caffeine Mag's tone that will resonate with our audience. Our tone is friendly, authoritative and accessible. It always encourages interaction in our community.

Product photography - We can provide premium photography services, our team have a wealth of contacts to make your product or cafe harmonise with the Caffeine aesthetic. We know what works with our audience and we can bring the same sparkle to your product or cafe too.

Paid campaigns -

Work with our marketing experts and your dedicated Account Manager to craft a bespoke social media campaign. We will devise a bespoke campaign to introduce a new audience to your brand and encourage them to engage with your particular CTA. We work to your budget

Giveaway management -

We are able to lead on all possible giveaway opportunities, whether that is a social media or email-driven competition. This includes designing assets, managing the entrants, announcing the winners and reporting on the success of the campaign.