THE SPECIALTY COFFEE CHRONICLE
A PUBLICATION OF THE SPECIALTY COFFEE ASSOCIATION OF AMERICA

MEDIA KIT 2016
The Specialty Coffee Chronicle is published four times per year by the Specialty Coffee Association of America (SCAA) as a forum for discussion and information on industry-related topics and issues. The Chronicle publishes articles, columns, and firsthand accounts of life in the specialty coffee industry authored by SCAA members, as well as pressing topics evaluated by industry experts. Our members take an active role in the association’s content and participate in discussions around topics raised in The Chronicle at SCAA events throughout the year, as well as online with The Chronicle digital edition and social media outlets.

FROM THE COMMUNITY

“I opened up The Chronicle to review over my morning coffee and was delighted to see an issue speaking about key sustainability issues facing our industry. As someone who does this work with the SCAA Sustainability Council and in my day job, I was delighted to hold something tangible that showed me the evolution of sustainability conversations in coffee. I look forward to continuing to link arms with you as we educate and empower our membership to make better decisions in their daily work.”

- Samantha Veide, Global Director, Corporate Sustainable Solutions for MARS DRINKS

CONTACT US

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VISIT THE DIGITAL EDITION AT:
SCAA.ORG/CHRONICLE
DISTRIBUTION & DEMOGRAPHICS

CIRCULATION NUMBERS

Each print issue of The Specialty Coffee Chronicle is sent to over 3,400 members and subscribers quarterly, with an additional 2,000 copies distributed at industry events.

WHO READS THE CHRONICLE?

Highlight your product or service in The Specialty Coffee Chronicle print edition to reach a targeted group of the most involved industry professionals, representing over 40 countries around the world with 14% subscribers outside of the U.S.

Cafes and offices proudly display their print edition of The Chronicle for visitors to enjoy, and issues are also distributed freely at all SCAA regional and annual events, as well as numerous food & beverage industry conferences throughout the year. By advertising in The Specialty Coffee Chronicle, you will have a unique opportunity to be visible to this highly engaged, dedicated group of professionals from all walks of the coffee industry.

GLOBAL DISTRIBUTION

North America 86%
Europe 3%
South America 2%
Asia 6%
Africa 1%
Oceania 2%
EDITORIAL CALENDAR

SPRING
Emerging Markets: A Global Specialty Coffee Culture
- Italy: Finding “Specialty”
- Southeast Asia Coffee Culture Blossoms
- Colombia: A New Landscape for Specialty
- Market Research: The Specialty Coffee Consumer
- Specialty Coffee Mindshare: A Global Phenomenon?
- Craft Culture in America’s Heartland

Space Reservation Deadline: February 1
Materials Due: February 10

SUMMER
Back to School: Coffee Education and Academia
- Specialty Coffee Education in Universities
- A New Take on the SCAA Flavor Wheel
- Sensory Science at Kansas State University
- Coffee in High Schools
- SCAA Educational Pathways
- UC Davis Coffee Lab

Space Reservation Deadline: May 1
Materials Due: May 10

FALL
Company Culture: Doing Good
- Going Around the “C” Market: Alternative Buying Models
- B Corps: Why Does it Matter?
- Building an Authentic Brand
- Giving Back: Where Does the Money Go?
- Scaling Specialty: Growth and Consolidation in Coffee Retail

Space Reservation Deadline: August 1
Materials Due: August 10

WINTER
What is Specialty Coffee?
- Quality Control: Coffee Tasting
- The SCAA Cupping Form Revisited
- What is a “Variety”? Industry vs. Science
- Investing in the Future: Quality and Quantity
- The Impact of Roasting on Flavor Development
- Coffee Preparation (and Service) Standards
- Signifiers of Specialty: The Cafe Environment

- SCAA Expo Supplement: The Daily Edition

Space Reservation Deadline: November 1
Materials Due: November 10
DIGITAL ADVERTISING

Portfolio is a digital sponsored content advertising opportunity that can help you take your relationship with The Chronicle reader—and potential or current client—to a new level. As a trusted voice in the industry for over 30 years, SCAA attracts professionals from a wide spectrum of industry categories and experience levels due to its comprehensive canon of industry intelligence and ongoing innovation in the digital arena.

PREMIER COLLABORATIVE CONTENT

As a Portfolio Collaborative Content partner, you are able to grow past a simple ad impression and develop an identity of industry thought leader, one who contributes to the success of your customers through creative knowledge sharing. This is a true content partnership that brings real value to Chronicle readers—your potential customers.

- 700-1000 word article developed by a subject matter expert within your company in conjunction with the SCAA editorial team
- Link back to your website
- High quality image to illustrate concept
- Placement at top of The Chronicle home page for 1 month
- Seamless integration in the grid of articles and home page story collection
- Lifetime listing under digital Portfolio collection
- Social media post through SCAA channels (Facebook, Twitter, Instagram)

ONLINE COMMUNITY

Readers of The Chronicle digital edition are interested in coffee industry topics such as:

- Consumer engagement
- Sustainability
- Better business practices
- Entrepreneurship
- Issues at Origin
- Collaboration
- Marketing
- Community Development

SCAA digital publications and information hubs are rapidly becoming some of the most highly trafficked web properties on the internet by coffee professionals.

Digital Chronicle
66,800 monthly impressions

Social Media
SCAA
184K+ fans and followers
Barista Guild of America
107K+ fans and followers
Roasters Guild
10K+ fans and followers
## ADVERTISING RATES

### PRINT EDITION

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<thead>
<tr>
<th>Ad Type</th>
<th>List Price</th>
<th>Size</th>
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<tr>
<td>Half Page Ad - 1 issue</td>
<td>$995</td>
<td>7.7&quot; (w) x 5&quot; (h)</td>
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<tr>
<td>Full Page Ad - 1 issue</td>
<td>$1695</td>
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<td>$1895</td>
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### DIGITAL EDITION

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<tr>
<td>Digital Leaderboard Ad - 1 month / 3 months</td>
<td>$1000 / $2400</td>
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<td>Digital Sidebar Ad - 1 month / 3 months</td>
<td>$550 / $1050</td>
<td>300 pixels (w) x 250 pixels (h)</td>
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<td>Portfolio (Premier Collaborative Content) - 1 Digital + 1 Social Post</td>
<td>$1500</td>
<td>700-1000 words + image</td>
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### PACKAGES

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<td>(List Price: $1550 / $3450)</td>
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<tr>
<td>Print Ad + Digital Banner Ad</td>
<td>$2300 / $3800</td>
<td>(List Price: $2695 / $4095)</td>
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<td>(1) full page print ad + leaderboard ad - 1 month / 3 months</td>
<td>$1700 / $3200</td>
<td>(List Price: $1995 / $3395)</td>
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<tr>
<td>(1) 1/2 page print ad + leaderboard ad - 1 month / 3 months</td>
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<td>Print Ad + Digital Sidebar Ad</td>
<td>$2000 / $2500</td>
<td>(List Price: $2245 / $2745)</td>
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<tr>
<td>(1) full page print ad + sidebar ad - 1 month / 3 months</td>
<td>$1300 / $1800</td>
<td>(List Price: $1545 / $2045)</td>
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<td>(1) 1/2 page print ad + sidebar ad - 1 month / 3 months</td>
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SCAA Members Receive 5% Off Standard Rates!

To purchase advertising, contact:

**Susan Gates | 206.818.2563 | SGATES@SCAA.ORG**

The Specialty Coffee Chronicle | Media Kit 2016
AD SPECIFICATIONS

Print Edition | The Chronicle has an 8.5 x 11 trim size. Please add a .125 inch bleed on all sides for full page ads and outside cover ads. We recommend a .125 inch safety from trim edge, or .25 inch from bleed edge. SCAA cannot edit or revise images, copy or html code—all deliverables must be sent sized exactly to specifications. Ad copy will not be reviewed or edited for misspellings, grammatical errors or punctuation. If an image is sent sized incorrectly, it will be returned to the sponsor for correction prior to addition to the sites. SCAA retains the right to refuse ads that are deemed inappropriate or offensive. Send files as hi-res PDF, CMYK, all fonts embedded.

(1) Full Page: Vertical, full color. Trim size 8.5” x 11”. Add 1/8 bleed to all sides.
(2) Outside Back Cover Half Page: Horizontal, full color. Trim size 8.5” x 5.5”. Add 1/8 bleed to all sides except for top.
(3) Interior Half Page: Horizontal, full color. 7.7” x 5”. No bleed. Files may be sent by email or contact SCAA representative for alternative uploading procedures.

Digital Edition | Please send digital artwork as a high resolution image file (.png, .jpg, or .tiff). For button ads, size artwork at 300 (w) x 250 (h) pixels. For banner ads, size artwork at 728 (w) x 90 (h) pixels.

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TERMS & CONDITIONS

The Specialty Coffee Association of America (SCAA) reserves the right to decline or reject any advertisement if the content of same is deemed inappropriate. The advertiser is solely responsible for supplying suitable copy (including any artwork which may be required to be reproduced appropriate to the printing process) to SCAA and its agents within a reasonable time before the publication date and prior to the copy deadline date. Reproduction quality is at the advertiser’s risk if specifications are not met or if material is received after the copy deadline. SCAA reserves the right to include an index to the advertisements in the publication and will not be responsible to any advertiser for any error or omission there from. SCAA reserves the right to position the advertisement as it sees fit notwithstanding any preferred position requested by the advertiser. SCAA does not accept liability for delays in publication. It is hereby agreed that delays in publication will not constitute a breach of this contract. Payment for any advertisement is to be made on receipt of invoice which will be issued by SCAA on receipt of order. Cancellations must be in writing and received prior to the ad copy deadline.