



CAFE **culture.**

MAGAZINE

2012 MEDIA KIT.

the cafe industry's
premier trade
magazine.

100,000 READERS 10,000 COPIES PER ISSUE



CAFÉ CULTURE ARE THE PROUD CREATORS, DESIGNERS AND MANAGERS OF THE INDUSTRY'S **LEADING CAFÉ PUBLICATION AND EVENTS** IN AUSTRALIA.



CAFE
culture.



WHAT WE DO.

industry expertise.



Established in 2003, Café Culture Magazine is Australia's most comprehensive Café Industry magazine delivered to thousands of cafes across the country. The team behind Café Culture Magazine specialise in the **business of cafés**. We know all the players; we have established relationships at all levels from industry suppliers to café owners, baristas and roasters.

Published on a quarterly basis, Café Culture prints 10,000 copies every issue. Our magazine is known for its intelligent content, exceptional quality, expansive photo library and strong educational component. We don't have time for waffle...do you? So to ensure we bring our readers useful and relevant content our contributors are industry leaders who provide knowledge from their own business experiences. We also feature stories by Publisher and owner of Café Culture, Sean Edwards. Sean is the 'go to man' for all things café in Australasia.

Café Culture Magazine gives business owners in the industry the tools to succeed in a fickle and competitive environment. We include tips from the pros, road tests, new products, regional produce, competitions, tutorials, supplier's guide and industry news.

WHY ADVERTISE?

gain effective exposure.

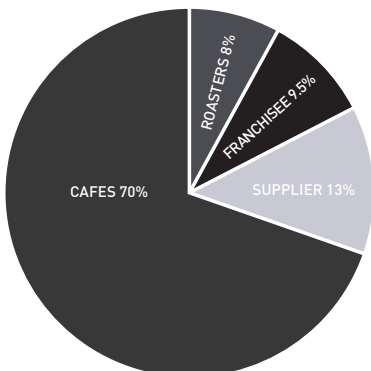
Each issue of **Café Culture** goes directly into the hands of the decision makers and café owners via our extensive database. As a quarterly publication the magazine has a long life cycle that in turn increases your advertising exposure through reaching further into untapped opportunities.

Café Culture's advertisers benefit from our reputation as the leading resource for café owners and professionals. "We're not just a magazine" Our expertise has been gained through years of industry involvement. By being **fully immersed in the industry** - owning our own cafes, café and barista consulting and coaching, creating industry events, competitions and expos and **travelling worldwide to gain knowledge and insight** into the industry on a global level. This **involvement and research** is an integral part of our commitment to the industry ensuring that we stay at the forefront of industry news, trends, resources and marketing ideas.

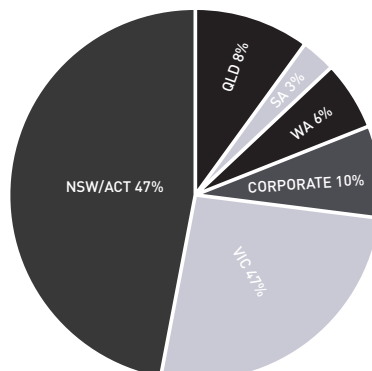


INDUSTRY DATA.

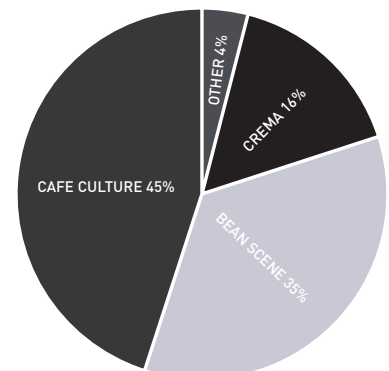
industry sectors.



distribution sectors.



readers choice*.



100,000 READERS 10,000 COPIES PER ISSUE

*Source: Caffe Pulse Survey

THE ARTWORK

supplied artwork.

If you are supplying your own artwork to Cafe Culture Magazine please be sure to make note of the specifications below to comply with our standards.

1. High resolution PDF ready
2. 5mm bleed on Full Page advertisements only
3. All fonts to be embedded or converted to outlines
4. Images are to be supplied at High resolution
5. CMYK colour mode at 300dpi

we design your advert.

If Cafe Culture magazine is designing your advertisement please be sure to make note of our requirements in order to complete your design.

1. Wording must be finalised and emailed in a text document
2. Images and logos are to be supplied in high resolution or at the highest possible file size

editorial/advertorial.

If you are supplying editorial or advertorial to Cafe Culture magazine please be sure to make note of our requirements in order to include your text.

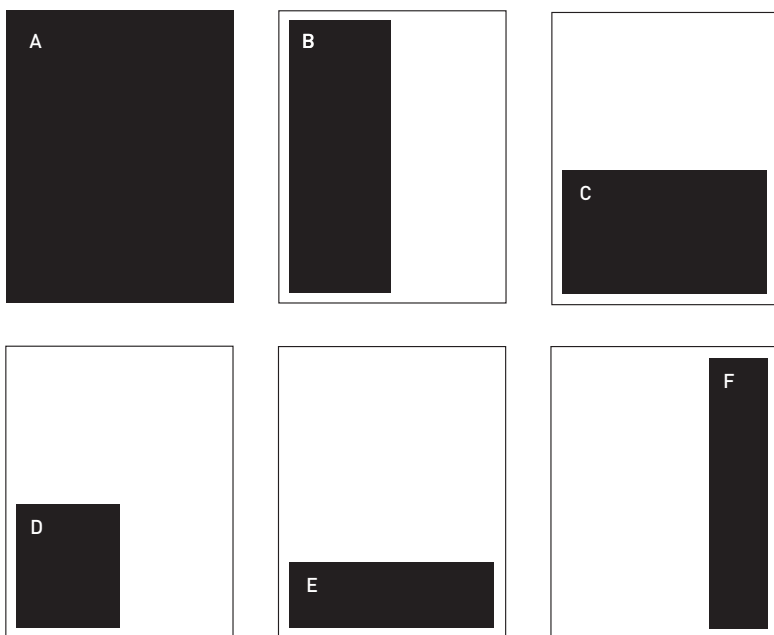
1. Wording must be finalised and emailed in a text document

Please email your content through to Justeen at
✉ justeen@cafeculture.com





MAGAZINE SPECIFICATIONS



advertising spaces.

- A. Full Page**
210mm x 270mm + 5mm bleed
- B. Half Page Portrait**
92mm x 245mm
- C. Half Page Landscape**
190mm x 125mm
- D. Quarter Page Portrait**
92mm x 125mm
- E. Third Page Landscape**
190mm x 79mm
- F. Strip Portrait**
50mm x 245mm

advertising rates.

Strip	\$1,425
Quarter Page	\$1,425
Third Page	\$1,725
Half Page Landscape	\$2,480
Half Page Portrait	\$2,480
Full Page	\$3,695
Double Page	\$5,810

* All prices exclude GST, no admin fees

premium position rates.

Inside Cover Double Page	\$5,950
Inside Back Cover	\$3,995
Back Cover	\$4,450
Suppliers Guide Listing (incl. logo, contact details + 80 word bio)	\$580
Early Page Position	\$POA
Inserts	\$POA

* All prices exclude GST, no admin fees

circulation dates.

Issue 28 release	Feb 2012
artwork due	Mon 16 January
Issue 29 release	May 2012
artwork due	Mon 9 April
Issue 30 release	August 2012
artwork due	Mon 9 July
Issue 31 release	November/ December
artwork due	Mon 15 October

10% DISCOUNT FOR A 4 ISSUE BOOKING CONDITIONS APPLY.

PLUS Creative design department also available to hire for ad design.

CONTACT THE TEAM AT CAFÉ CULTURE MAGAZINE

ADVERTISING | **Kevin Chilvers** ☎ 0410 504 059 ✉ kevin@cafeculture.com
 PRESS RELEASES & EDITORIAL | **Justeen Single** ☎ 0404 837 608 ✉ justeen@cafeculture.com