



AUSTRALIAN CAFÉ SUPPLIER DIRECTORY MEDIA KIT

THE ANNUAL GUIDE

HELPING YOU TO SECURE BUSINESS DIRECTLY FROM
THE CAFÉ DECISION MAKERS...

DISTRIBUTED
TO OVER
15,000
CAFÉ BUSINESSES

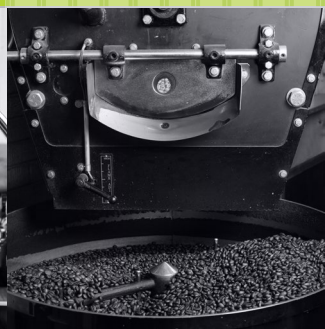


CAFÉ culture.

MAGAZINE

FEATURED IN CAFÉ CULTURE MAGAZINE
ISSUE 43 JULY 2016

WWW.CAFECULTURE.COM





EXPOSE YOUR BUSINESS TO A \$30 BILLION MARKET WITH THE AUSTRALIAN CAFE SUPPLIER DIRECTORY

Café Culture magazine is **Australia's most comprehensive Café Industry magazine** that has been delivered to thousands of cafes across the country since 2003. The team behind Café Culture magazine specialise in the business of cafés.

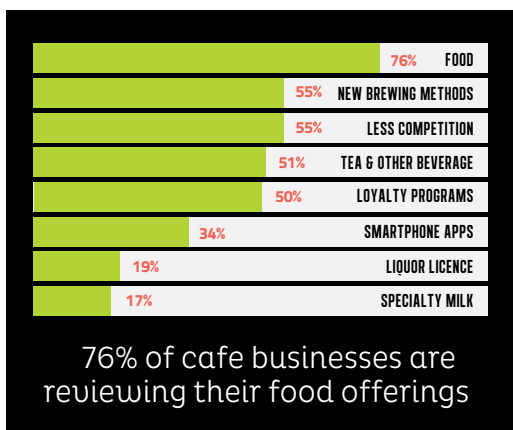
Our expertise has been gained through years of industry involvement. By being fully immersed in the industry - owning our own cafes, café and barista consulting and coaching, creating industry events, competitions and expos and travelling worldwide to gain knowledge and insight into the industry on a 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.

Published on a quarterly basis, **Café Culture prints over 12,000 copies** every issue. Our magazine is known for its intelligent content, exceptional quality, expansive photo library and strong educational component. To ensure we bring our readers useful and relevant content, we rely on contributors who are expert knowledge who provide knowledge from their own business experiences.

Café Culture magazine gives café 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 and industry news.

A great tool, introduced via Café Culture magazine in 2012 is the Australian Café Supplier Directory, a comprehensive directory of businesses offering products and services specific to the café industry. This once a year publication is distributed to over 15,000 café businesses nationwide.

Now in its 5th year, this supplier directory has become the go-to tool for café owners and franchise/chain stores. Businesses participating in the 2016 Australian Café Supplier Directory will benefit from promotion via Café Culture magazine, www.cafeculture.com and Café Culture Enews. The packages outlined in this media kit provide efficient engagement for café suppliers to connect with decision makers. Complete the booking form to secure your position within this year's supplier directory or talk to our team about your individual business needs.



AUSTRALIAN CAFE INDUSTRY FACT

—★—
The Australian café market is made up of 200+ coffee franchise chains, 600 coffee roasters and 30,000+ end user customers. However there are more than 150,000 coffee service points across the full food service market.

CAB AUDIT SINCE SEPTEMBER 2013



CIRCULATIONS
AUDIT BOARD

Average Net Distribution
12,416

CONTACT THE TEAM AT CAFÉ CULTURE MAGAZINE

ADVERTISING | 02 6583 7163 | info@cafeculture.com



AUSTRALIAN CAFE SUPPLIER DIRECTORY

CONNECT DIRECTLY WITH THE DECISION MAKERS



Release date: Café Culture Issue 43 – AUGUST 2016

Content Deadline: MONDAY 17 JUNE 2016

Directory Listing Includes: Company logo, 100 words describing your business/product, business contact details.

NOTE: Suppliers will be listed by category/alphabetically

THE CAFE SUPPLIER DIRECTORY

- **Bumper** Annual Issue.
- Distributed to **15,000** café related businesses Australia-wide.
- An excellent resource of **products and services** directly related to the café industry.
- **Easy access** to quality products and services that will simplify daily purchasing decisions.
- **Improving** the business lives and acumen of café owners.
- Café Culture **website directory** annual listing and feature in online flipbook magazine.

ADVERTISING CATEGORIES

Dairy
Technology
Beverage
Branding
Professional services
Packaging
Equipment

Machinery
Supply chain
Cleaning/hygiene
Foodservice Supplies
Education
Health Food

Click to Submit Business Directory ✓

MACHINERY & MAINTENANCE

BOEMIA
1. 02 9511 1111
2. www.boemia.com.au

COVAPAK **COMPAK COFFEE GRINDERS**
1. 08 8356 0400
2. www.covapak.com.au

CAPSULE EQUIP
1. 08 8356 0400
2. www.capsuleequip.com.au

COMPLETE CAFE SERVICES
1. 08 8356 0400
2. www.completecafe.com.au

ESPRESSO COMPANY AUSTRALIA
1. 08 8356 0400
2. www.espressocompany.com.au

COFFEE WORKS EXPRESS
1. 08 8356 0400
2. www.coffee-works.com.au

Complete CAFE Services
WWW.CAFESERVICES.COM.AU
ADelaide's Independent
COFFEE MACHINE Specialists
SALES TOOLS TRAINING HERE FREE
08 8356 0400

THIRD
PAGE
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PROFESSIONAL SERVICES

CAFE CLOUD SOLUTIONS
1. 08 8356 0400
2. www.cafecloud.com.au

CAFE PULSE
1. 08 8356 0400
2. www.cafepulse.com.au

JUST COFFEE INSURANCE
1. 08 8356 0400
2. www.justcoffee.com.au

SILVER CHEF LIMITED
1. 08 8356 0400
2. www.silverchef.com.au

SPRING INSURANCE
1. 08 8356 0400
2. www.springinsurance.com.au

IBERITAL
iberital, the coffee universe
Spare Parts Service
Online Ordering 24 hours, 365 days
20 Dundas Drive, Port Melbourne, VIC 3207
Phone +61 3 9481 7327
Email info@iberital.com.au
www.iberital.com.au

HALF
PAGE
ADVERT

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ARTWORK EXAMPLES



AUSTRALIAN CAFE INDUSTRY FACT

—★—
If each commercial machine in Australia increases usage by 100g per week, it equates to collective growth of 8 million kgs of coffee or \$131 million in cups sold.

advertising 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.

artwork assistance.

With a catalogue of industry knowledge and a design team with a combined experience of over 40 years, we can offer our services in marketing your product from graphic design through to promotional ideas and marketing campaigns.

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 must be supplied in high resolution or at the highest possible file size.

artwork assistance is charge at \$100/hr at the completion of the job. minimum 2 hours

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BOOK YOUR SPACE NOW

COMPANY DETAILS

First Name: _____
 Surname: _____
 Company Name: _____
 Street: _____
 Town: _____ State: _____
 Postcode: _____
 Telephone: () _____ Fax: () _____
 Email: _____
 Website: _____

CATEGORIES Please tick the category (ONE BOX ONLY) you wish to be listed under:

- | | |
|---|---|
| <input type="checkbox"/> Food (Dairy, Bakery - Cakes, Biscuits, Food Service) | |
| <input type="checkbox"/> Beverage (Coffee, Tea, Milk, Alcohol/Liquor) | |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Machinery & Maintenance |
| <input type="checkbox"/> Equipment & Supplies | <input type="checkbox"/> Professional Business Services |
| <input type="checkbox"/> Training & Education | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Green Bean Suppliers | <input type="checkbox"/> Distributors |
| | <input type="checkbox"/> Health Food |

COSTS Please select your advert type:

- ☐ Directory Listing \$500 +GST (Print and Online)
☐ Third Page Advertisement \$1,980 + GST
☐ Half Page Advertisement \$2,852 +GST
☐ Full Page Advertisement \$4,250 +GST
☐ Double Page Advertisement/Advertorial \$6,680 +GST

Do you require artwork assistance?

- ☐ Yes please
 (artwork is charged upon completion)

PAYMENT OPTIONS

Value: \$_____ +GST

PAYMENT BY CREDIT CARD: ☐ Visa ☐ Mastercard ☐ Amex

Name on card: _____

Card Number _____ Exp: __ / __

Signature: _____

DIRECT DEBIT BANKING DETAILS:

Account Name:
 Cafe Culture International Pty Ltd
 St George Bank BSB: 112879
 Acc No: 486 185 374
 Swift Code: SGBLAU2S

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