

CAFE
culture.
I N T E R N A T I O N A L
MORE THAN JUST A MAGAZINE • MEDIA • EVENTS • TRAINING • CONSULTING

Providing a complete range of business services to help your business grow.

[EXPOSE YOUR BUSINESS TO A
\$30 BILLION DOLLAR INDUSTRY.]

Services

MEDIA • EVENTS • TRAINING • CONSULTANCY

MEDIA

Cafe Culture Magazine: Print & Digital

info@cafeculture.com | www.cafeculture.com

EVENTS

Golden Bean – Australia/NZ & US

info@goldenbean.com | www.goldenbean.com.au

TRAINING

Australasian Cafe School

info@cafeschool.com.au | www.cafeschool.com.au

CONSULTANCY

Cafe Culture International

info@cafeculture.com

DIRECTORY

Australian Cafe Suppliers Directory

www.cafeculture.com/australian-cafe-supplier-directory



Industry Expertise

- Over 15 years in the industry
- Global industry involvement
- Forefront of industry news
- Tools for success
- Exception quality
- Leader in media communications
- Print and digital distribution
- Industry knowledge and insight
- Offices in Australia, USA & China



Pulse Report

What Shapes Your Industry Report

Café Pulse is an independent research company providing a unique resource for Australian Café businesses & industry suppliers, whether that is in the Independent Grocery, Cafe Channels and/or across many small businesses in general. Talk to Cafe Culture to find out more.

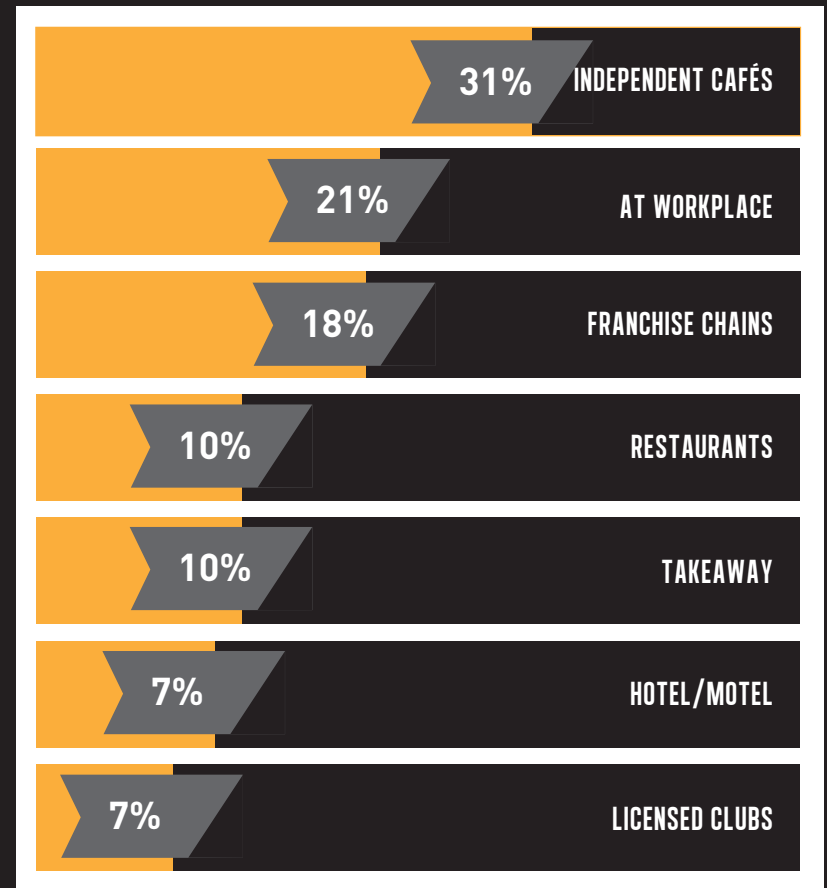
CURRENT MARKET LANDSCAPE



4.4 BILLION
PER ANNUM AND GROWING



49%
OF
**OUT OF HOME
COFFEE
IS CAFÉ**



CONTACT

kevin@cafeculture.com 0410 504 059

Consultancy

Utilize our experience and expertise to help yur business grow.
Contact us to find out how.



Sean Edwards

Director

- Involved in the Australian café industry for over 20 years.
- Passionate about the growth of the world coffee and Australian cafe industries.
- Committed to the development of the Australian Barista Standards
- Research of global trends and emerging markets.
- Sharpening the focus on the profitable and sustainable business side of the Cafe industry.

CONTACT

sean@cafeculture.com 0419 287 608



Connor Fox

Sales/Marketing

- Connor is an energetic café industry professional who has worked on the front lines of the coffee industry in the United Kingdom for several years. He's now keen to ply his skills making inroads in the Australian café market as a Business Development Manager. In addition to this, Connor is a proficient trainer with protégées as far as Taiwan. His aim is to help Cafe Culture International develop a truly global presence and to partner with industry suppliers to implement successful new product launches and promotional campaigns.

CONTACT

connor@cafeculture.com 0410 504 059

Training

AUSTRALASIAN CAFE SCHOOL



Gain a comprehensive understanding of the retail café industry and the confidence to open your own successful café.

The Australasia Cafe School offers a 5 day course for new and existing business owners. Our objective is it to define and explain what it takes to have a successful cafe. For existing cafe owners the course will provide you a business health check up. So take a week away from the daily grind

of your current business, or the idea of your new venture, and focus wholly on your future aspirations.

Coffee is a big part of the café business, and our expert barista trainers will give the latest industry techniques in café coffee presentation. The school is fitted out with the latest café equipment supplied from the world's leading agents and machine manufacturers, which will all be used in practical lessons during the training program.

Our small class size allows for personalised communication with our experienced instructors. The school is located in the CBD of Port Macquarie, NSW, and is close to shops, cafés and accommodation houses.

CONTACT

www.cafeschool.com.au

info@cafeschool.com.au

(02) 6583 7163

Events

Golden Bean Coffee Roasters Competition and Conference



The world's largest coffee roasting competition.

Coffee companies submit their entries and the coffees are judged through a blind tasting format, in 10 different categories and brew methods. The coffees are judged by roasters that attend the event to participate and enjoy the four-day competition and conference.



The competition invites roasters to not only send in their entries but also to participate in the seminars and fun sponsored evenings. This creates a valuable opportunity for roasters and associated suppliers to network with each other and form great alliances within the industry.

CONTACT

www.goldenbean.com.au

info@goldenbean.com

(02) 6583 7163

Directory

Australian Cafe Supplier Directory

Printed in Annual Cafe Culture Magazine (August) & Published online cafeculture.com

Expose your business to a \$30 billion market with the Australian Café Supplier Directory.

- Australia's most comprehensive Café Industry magazine delivered to thousands of cafes across the country since 2003.
- The go-to tool for café owners and franchise/chain stores.
- Benefit from promotion via Café Culture magazine, www.cafeculture.com and Café Culture Enews.
- Engagement for café suppliers to connect with decision makers. Complete the booking form to secure your position or talk to our team about your individual business needs.



FROM \$500^{+GST}

Includes:

- Company logo + business contact info
- 100 words describing your business/product

660⁺

VISITS/MNTH

CAFECULTURE.COM/DIRECTORY

DIGITAL

21,000⁺

VISITS/MNTH

CAFECULTURE.COM

PRINT

15,000⁺

READERSHIP
CAFECULTURE MAG

New directory listings are featured on the home page of the website for 1 month and via enews and are published in our annual print issue.

CONTACT

www.cafeculture.com

info@cafeculture.com

(02) 6583 7163

Best of both worlds

Cafeculture digital - A monthly publication online
Cafe Culture Magazine - An annual print publication



Annual Print Publication

- Direct into the hands of decision makers via extensive our database.
- Long life cycle increases advertising exposure

Monthly Digital Publication

- High frequency
- Online readership
- Global distribution
- Multi platforms/devices
- Instant traffic

@cafeculture.com

Facebook / Instagram / Twitter

- Rich customer experiences
- High conversion rates
- Open 24/7
- Engagement

Social engagement

Engaging with audiences globally via our social media strategy.
Facebook - Twitter - Instagram - You tube



INSTAGRAM

3127+ followers (MAR/18)

AUDIENCE:

43% women/55% men. Age 25 -34 year olds

INSTAGRAM MONTHLY STATS:

4,350+ Reach

25,700+ Impressions

750+ Actions

**1,000,000+
total reach**

(facebook +
instagram + twitter
/month)



FACEBOOK

9204+ followers (MAR/18)

AUDIENCE:

38% 25-34 year olds . 43% women/55% men

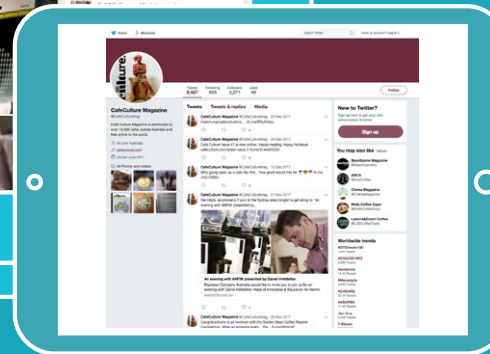
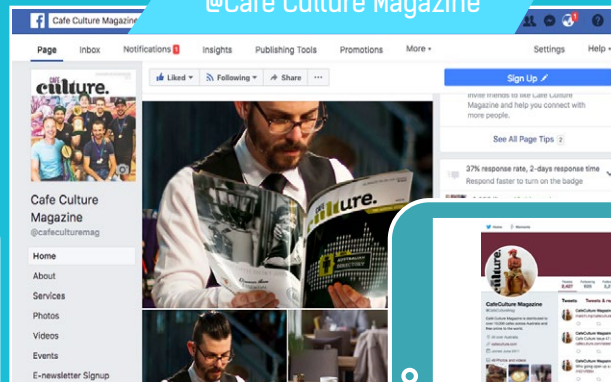
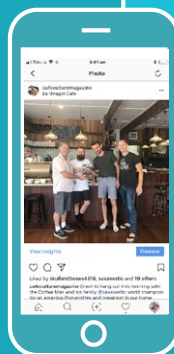
FACEBOOK MONTHLY STATS:

169,000+ Organic reach

920,000+ Impressions

28,000+ Actions

SOCIAL
@Cafe Culture Magazine



/cafeculturemag



/cafeculturemagazine



/cafeculturemag



Cafe Culture International

*stats from facebook / instagram insights

Media

Cafe Culture Magazine – Intelligent content – Exceptional quality – Educational resource



Industry news – New products – Regional produce – Origin articles – People – Cafe reviews – Technology

CAFE
culture.
M A G A Z I N E



PRODUCERS

ROASTERS

CAFE' OWNERS

BARISTAS

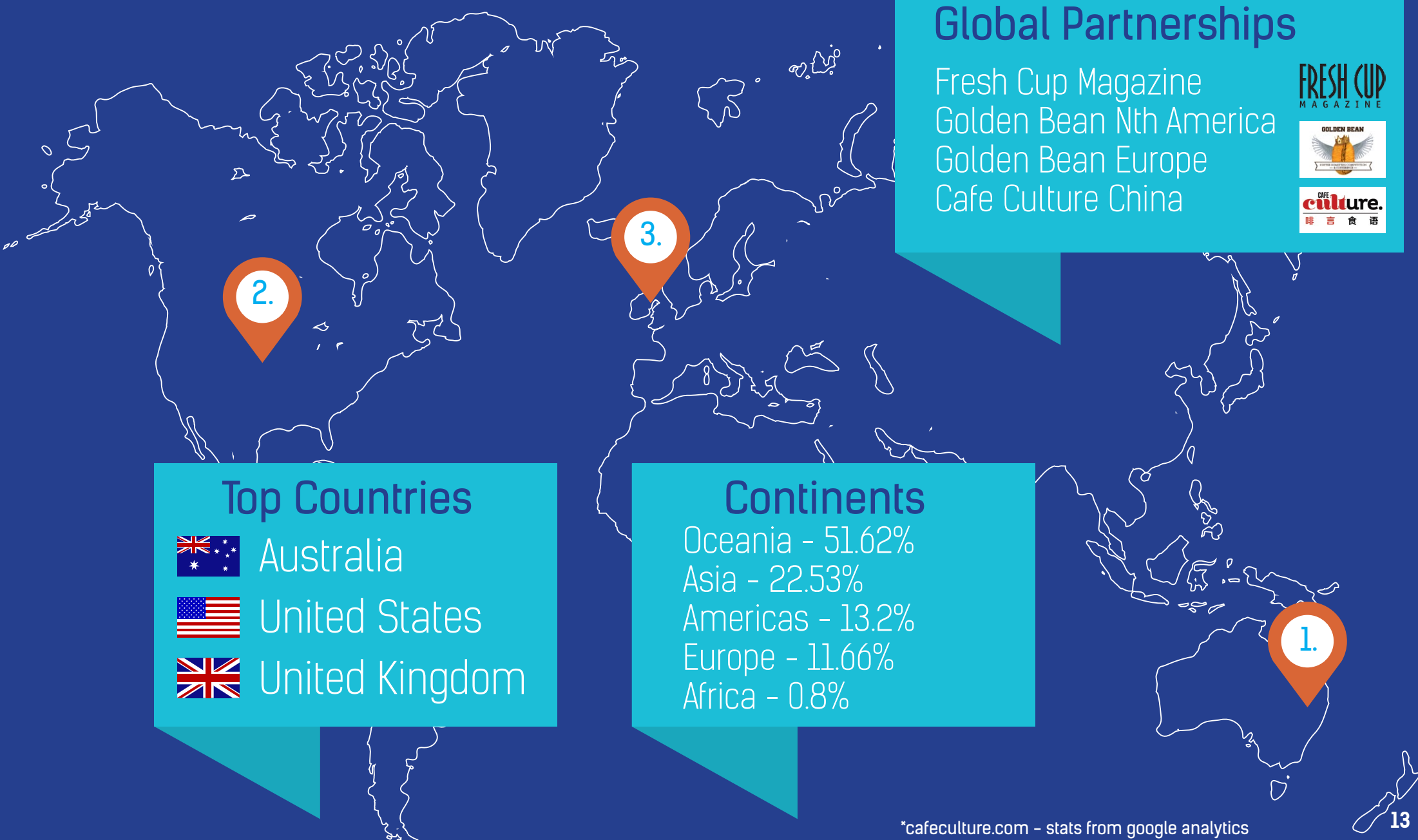
CONSUMERS

233,000+ page views
for 2017

*cafeculture.com - google analytics

61% of our readership
are aged between 18 -34

Global Content for Global Readers



Top Countries



Australia



United States



United Kingdom

Continents

Oceania - 51.62%

Asia - 22.53%

Americas - 13.2%

Europe - 11.66%

Africa - 0.8%

Global Partnerships

Fresh Cup Magazine

Golden Bean Nth America

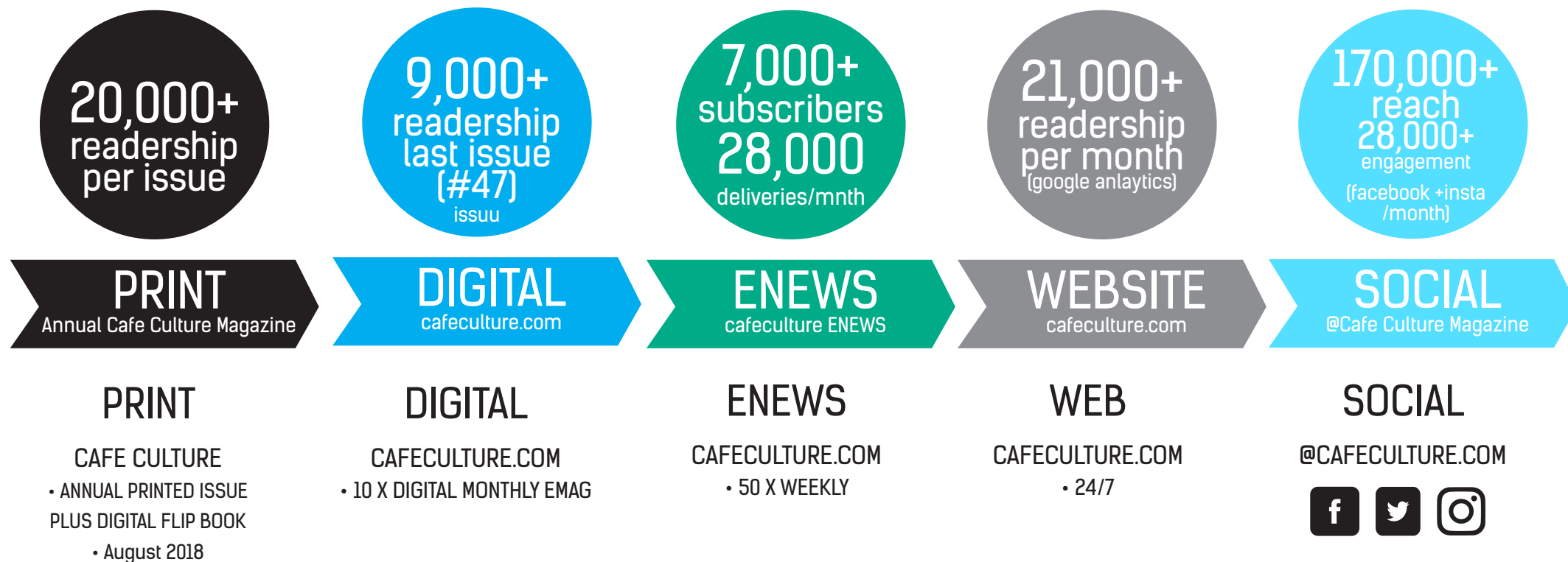
Golden Bean Europe

Cafe Culture China



Effective exposure to decision makers

Benefit from our reputation as the leading resource for Cafe owners and professionals across many platforms



Digital Enews

Delivered weekly to our extensive database of 7000+ subscribers



7,000
subscribers
28,000
deliveries/mnth

ENEWS
cafeculture ENEWS

CAFECULTURE.COM

• 50 X WEEKLY

SUBSCRIBE TODAY



345,000 delivered
in the last year



21.5% open rate
(industry average 21.2%)



4.7% click-through rate
(industry average 4%)

*based on December 2017 enews

Digital Enews Specifications

LARGE



Large 600x200 px

\$1000 p/m

MEDIUM



Medium 600x100 px

\$500 p/m

SMALL



Small 300x300 px

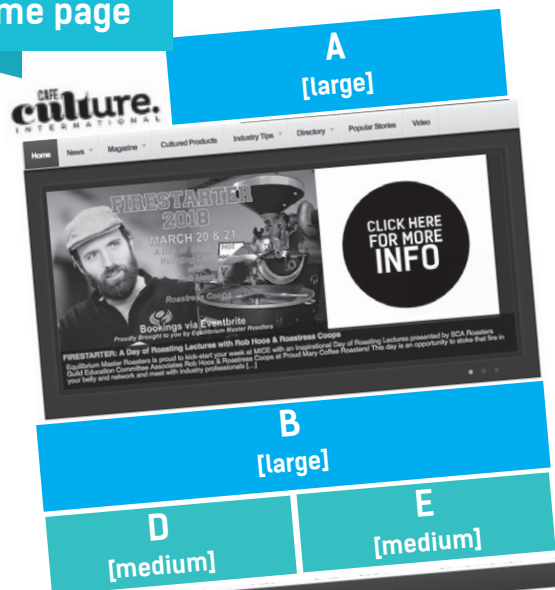
\$300 p/m

what you get

Targeted marketing campaigns direct to decision makers
Includes link to your preferred URL or e-news story uploaded to cafeculture.com
Contact Cafe Culture for full specs.

Website specifications

Home page



A
[large]

B
[large]

D
[medium]

E
[medium]

Sub pages



A
[large] 622 X 155

I [small] J

C
[large]

F
[medium]

G
[medium]

H
[medium]

B
[large]

21,000+
readership
per month
(google analytics)

WEBSITE
cafeculture.com

Specs

- A 622x155 - on all pages - \$1000/mnth
- B 952x150 - on all pages - \$1000/mnth
- C 300x420 - on all pages - \$1000/mnth
- F 274x207 - sub pages - \$500/mnth
- G 470x125 - sub pages - \$500/mnth
- H 470x125 - sub pages - \$500/mnth
- D 470x125 - home page - \$300/mnth
- E 470x125 - home page - \$300/mnth
- I 125x125 - sub pages - \$300/mnth
- J 125x125 - sub pages - \$300/mnth

Supply RGB jpg/png or gif and URL

what you get

650+ visits daily
Brand recognition
Complimentary e-news

Print Magazine Artwork Specifications

Annual printed publication delivered into the hands of decision makers – also available online
– features Cafe Supplier Directory & Product Showcase

SUPPLIED

Supplied artwork specifications

- High resolution (300dpi) images
- PDF press ready

ASSISTANCE

Professional Graphic Design & Marketing Services (POA)

- Word document and contact information
- High res images and logo

EDITORIAL

Editorial / Advertorial requirements

- Contact Information and word document
- High resolution images / logo
- Approx 600 words half page – 1200 words full page

20,000+
readership
per issue

PRINT

Annual Cafe Culture Magazine

Odio si consequuntur id qui
odipisibus recti cuscilatum
qui quatata liskibus repra
nonserenibus simod modipis
ei inerum et vel idio eictur
moluptosi acis dolum quibus
molul volent fugita doluptio. Ut
es net accum consequ eali
odigent ant accum ea volorum
quam vent voluptur altitatem
expersperum, seque sequi

optas et autem di doluptate
rechilquis estion consene
solutur am aut licipsam, qui
ut evenelitis est et qualur,
inulpa denticia ne volupti
nomilgent dolum aliatem
volorererci ut molorem. Agnim
hictas voluptatem autatur?
Ximus pos etuscusdus deni
conecabo. Nemi quo ipidi
corpos etur? Qui sant

Half page

[#P3] \$2,852

190mm x 125mm

Full page

210mm x 270mm

[#P2] \$4,250

+ 5mm bleed

Double page spread

[#P1] \$6,680

420mm x 270mm + 5mm bleed

what you get

All print advertisements include
a directory listing
+ Bonus online flipbook

Digital Magazine Artwork Specifications

Monthly Digital Publication - Distributed via website - enews and social media.

SUPPLIED

Supplied artwork specifications

- High resolution (300dpi) images
- PDF or high quality JPG

ASSISTANCE

Professional Graphic Design & Marketing Services (POA)

- Word document and contact information
- High res images and logo

EDITORIAL

Editorial / Advertorial requirements

- Contact Information and word document
- High resolution images / logo
- Approx 600 words half page - 1200 words full page

9,000+
readership
last issue
[#47]
issuu

DIGITAL
Monthly @cafeculture.com

Odis si consequo id qui
odipistibus recti cuscitatum
qui qualata tesquibus repra
nonsereribus simod modipis
et inerum et vel idio eictur
moluptasi acis dolum quibus
molut volent fugita doluptio. Ut
es net accurm conseqe eati
odigint ant accurm ea velorum
quam vent volupitur alitatem
expersperum, seque sequi

optas et autem di doluptate
rerchilquis estion consene
scluntur am aut licpsam, qui
ut evendelis est et quatur,
inulpa dendicia ne volupiti
ncrimilgent dolum aliatem
voloreerci ut molorem. Agnim
hidas voluplatem autatur?
Ximus pos etusodius deni
conecabo. Nem quo ipidi
corpos etur? Qui sant

Half page

[#D3] \$650

190mm x 125mm

Full page

210mm x 270mm

[#D2] \$1,000

Double page spread

[#D1] \$1,800

420mm x 270mm

what you get

Advertisement in digital magazine
with clickable link
+ Promoted further online

Directory / Cultured Product Specifications

DIRECTORY

- Printed in Annual Cafe Culture Magazine (August)
- Published online
- cafeculture.com



Specs

Advertising Options Include

Option 1. Directory Listing (per listing).....\$500 +gst

Includes:

- Company logo + business contact info
- 100 words describing your business/product

Option 2. Half Page Magazine Advertisement.....\$2,850 +gst

Includes complimentary: Directory Listing

Option 3. Full page Advertisement.....\$4,250 +gst

Includes complimentary: Directory Listing + New Product Feature

SUBSCRIBE TODAY

CULTURED PRODUCT

Regular feature

- Features in digital monthly Cafe Culture Magazine
- Published online
- cafeculture.com
- Shared on social media & Enews

\$500+gst



ANNUAL PRODUCT SHOWCASE

Once a year special feature

- Printed in Annual Cafe Culture Magazine (August)
- Published online
- cafeculture.com
- Shared on social media & Enews

\$1000+gst

SPECS: Supply high res image, contact details and product description and we do the artwork for you.

www.cafeculture.com/cafe-product-submission-form



ADVERTISING packages

1. MAGAZINE

PRINT

Annual Cafe Culture Magazine

+

DIGITAL

cafeculture.com

BONUS

SOCIAL

@ Cafe Culture Magazine

ADVERTISE
for 12 months
Cafe Culture digital
&
RECEIVE A
FREE PRINT AD
ASK US HOW

2. ONLINE

ENEWS

cafeculture ENEWS

+

WEBSITE

cafeculture.com

BONUS

SOCIAL

@ Cafe Culture Magazine

Group
advertising
together and
extend your
budget.

ASK US HOW

3. MAGAZINE + ONLINE

PRINT

Annual Cafe Culture Magazine

+

DIGITAL

cafeculture.com

+

ENEWS

cafeculture ENEWS

+

WEBSITE

cafeculture.com

BONUS

SOCIAL

@ Cafe Culture Magazine

CONTACT

www.cafeculture.com

kevin@cafeculture.com

0410 504 059

Looking for something else?

We can create a package that is right for you

Contact Cafe Culture to discuss your needs and
find out how we can help your business grow.

CONTACT

connor@cafeculture.com 0410 504 059

Sponsors



Café Culture international are the proud creators, designers and managers of the following products & events



CAFE CULTURE INTERNATIONAL

☎ (02) 6583 7163 @ info@cafeculture.com

🌐 www.cafeculture.com f facebook.com/cafeculturemag

📷 @cafeculturemagazine