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

OUT OF HOME COFFEE IS CAFÉ

49% OF

31% INDEPENDENT CAFÉS
21% AT WORKPLACE
18% FRANCHISE CHAINS
10% RESTAURANTS
10% TAKEAWAY
7% HOTEL/MOTEL
7% LICENSED CLUBS

CONTACT kevin@cafeculture.com 0410 504 059
Consultancy

Utilize our experience and expertise to help your 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 café 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 Café 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
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 café. For existing café 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.
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.
Exposé 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.
- 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.

Contact: www.cafeculture.com info@cafeculture.com (02) 6583 7163

FROM $500+GST

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

15,000+ READERSHIP
3076+ VISITS/MNTH
www.cafeculture.com/directory

21,000+ VISITS/MNTH
www.cafeculture.com

660+ VISITS/MNTH
www.cafeculture.com/directory

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

Best of both worlds
8 DIGITAL PRINT

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.
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 - YouTube

**FACEBOOK MONTHLY STATS:**
- 9204+ followers [MAR/18]
- AUDIENCE: 38% 25-34 year olds. 43% women/55% men

**INSTAGRAM MONTHLY STATS:**
- 3127+ followers [MAR/18]
- 169,000+ Organic reach
- 28,000+ Actions

**SOCIAL @Cafe Culture Magazine**

**MEDIA AUDIENCE:**
- 38% 25-34 year olds. 43% women/55% men

*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
233,000+ page views for 2017

61% of our readership are aged between 18 -34

*cafeulture.com - google analytics
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

*cafeculture.com – stats from google analytics
Effective exposure to decision makers

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

PRINT
Annual Cafe Culture Magazine

CAFE CULTURE
- ANNUAL PRINTED ISSUE
- PLUS DIGITAL FLIP BOOK
- August 2018

DIGITAL
cafculture.com

CAFE CULTURE.COM
- 10 X DIGITAL MONTHLY EMAG

ENEWS
cafeculture ENEWS

CAFE CULTURE.COM
- 50 X WEEKLY

WEBSITE
cafculture.com

CAFE CULTURE.COM
- 24/7

SOCIAL
@CAFE CULTURE.COM

facebook + insta

170,000+
reach
28,000+
engagement

(facebook + insta
/month)

21,000+
readership
per month

( google analytics)

7,000+
subscribers
28,000
deliveries/mnth

9,000+
readership
last issue
(#47)
issuu

20,000+
readership
per issue

14,000+
readership
per issue

170,000+
reach
28,000+
engagement

( facebook + insta
/month)
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

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 207 eNews
Digital Enews Specifications

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.

LARGE
- 600x200 px
- $1000 p/m

MEDIUM
- 600x100 px
- $500 p/m

SMALL
- 300x300 px
- $300 p/m
Website specifications

Specs

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>Position</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>622x155</td>
<td>home page</td>
<td>$1000/mnth</td>
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<tr>
<td>B</td>
<td>952x150</td>
<td>home page</td>
<td>$1000/mnth</td>
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<td>C</td>
<td>300x420</td>
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<td>I</td>
<td>125x125</td>
<td>sub pages</td>
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<td>J</td>
<td>125x125</td>
<td>sub pages</td>
<td>$300/mnth</td>
</tr>
</tbody>
</table>

Supply RGB jpg/png or gif and URL

what you get

- 650+ visits daily
- Brand recognition
- Complimentary e-news

21,000+ readership per month (google analytics)

WEBSITE cafeculture.com

Supply RGB jpg/png or gif and URL
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

what you get

All print advertisements include
a directory listing
+ Bonus online flipbook

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**PRINT**

Annual Cafe Culture Magazine

- 20,000+ readership per issue

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**SUPPLIED**

- Full page
  - 210mm x 270mm
  - 5mm bleed
  - [#P2] $4,250

- Double page spread
  - 420mm x 270mm + 5mm bleed
  - [#P1] $6,680

- Half page
  - 190mm x 125mm
  - 5mm bleed
  - [#P3] $2,852
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

what you get

Advertisement in digital magazine
with clickable link + Promoted further online

9,000+ readership last issue (#47)

DIGITAL
Monthly @cafeculture.com

Full page
210mm x 270mm
[#D2] $1,000

Half page
190mm x 125mm
[#D3] $650

Double page spread
420mm x 270mm
[#D1] $1,800
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

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**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

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**SUBSCRIBE TODAY**
ADVERTISING packages

1. MAGAZINE
   PRINT + DIGITAL + BONUS SOCIAL
   Annual Cafe Culture Magazine
   cafeculture.com
   @ Cafe Culture Magazine

2. ONLINE
   ENEWS + WEBSITE + BONUS SOCIAL
   cafeculture ENEWS
   cafeculture.com
   @ Cafe Culture Magazine

3. MAGAZINE + ONLINE
   PRINT + DIGITAL + ENEWS + WEBSITE + BONUS SOCIAL
   Annual Cafe Culture Magazine
   cafeculture.com
   cafeculture ENEWS
   cafeculture.com
   @ Cafe Culture Magazine

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

Group advertising together and extend your budget.
ASK US HOW

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
Looking for something else? We can create a package that is right for you.

CONTACT connor@cafeculture.com  0410 504 059

CAFE CULTURE INTERNATIONAL

CAFE CULTURE INTERNATIONAL are the proud creators, designers and managers of the following products & events

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