

roast

MAGAZINE

2009 Media Kit



The background is a light gray color with a dark, ornate border. The border features intricate floral and scrollwork designs, particularly prominent in the corners and along the sides. The text is centered and written in a white, elegant cursive font.

More
than just
a
Pretty
Cover

roast

MAGAZINE

July 2008



More.



roast



MAGAZINE

More for Readers More for Advertisers

FROM DAY ONE, we didn't want to be just another trade journal; we wanted to be the *best* trade journal.

Roast magazine dedicates its pages to the quality-minded coffee professional who reads a trade journal for education, technical know-how and well-written, timely information. *Roast* addresses the art, science and business of coffee roasting and retailing by covering topics such as:



- Distribution
- Green coffee
- Importing
- Marketing
- Roasting techniques
- Roasting and brewing equipment
- Training, certifications and standards

Over the past five years, *Roast* has succeeded in capturing the interest of not only the roasting community but the entire coffee industry. With the demand for technical education from all segments of the industry, *Roast* has expanded its readership from roasters to retailers to all coffee professionals, providing high-quality editorial that readers cannot find anywhere else.

Roast is proud to share the same passion and commitment that drives the roasting community. I hope you'll join us in recognition and celebration of this dynamic segment of the coffee industry.

Connie Blumhardt
PUBLISHER
ROAST MAGAZINE

Quality Editorial

**Quality-driven editorial attracts
the quality-minded coffee professional.**

If it's not quality editorial, no one is going to read it.

—Our awards—

- American Society of Business Press Editors

Annual Directory Issue—*November/December 2007*

Cover Photo—*May/June 2007*, designed by Jeremy Leff, photo by Connie Blumhardt

Cover Photo—*September/October 2006*, designed by Jeremy Leff

Cover Photo—*November/December 2006*, designed by Jeremy Leff

Technical Column—*Diary of a Roastery 2004*, written by Terry Ziniewicz

Feature Article—*Seal of Approval: A Certification Primer, 2004*, written by Trina Kleist

Opening Spread—*Reviving Rwanda 2004*, designed by Jeremy Leff

Cover Photo—*January/February 2004*, designed by Jeremy Leff

Cover Photo—*November/December 2004*, designed by Jeremy Leff

- Western Business Publications Maggie Award

Best Specialty Trade Journal—*2007 Finalist*

Best Media Kit—*2007 Finalist*

Best Specialty Trade Journal—*2006 Finalist*

Best New Trade Journal—*2004 Finalist*

Best Specialty Trade Journal—*2004 Finalist*



- Best New Educational Product Award—

2004/2005 Specialty Coffee Association of American Conference Awards

—Our commitment to the industry—

- Distinguished Publisher—Specialty Coffee Association of America 2008
- Coffee Fest Presenter
- Co-founder of the Northwest Roasters Group
- Publisher of the Specialty Coffee Association of America Official Conference Guide, 2004 to 2009
- Specialty Coffee Association of America Presenter
- Specialty Coffee Association of America Allied Committee Member
- Specialty Coffee Association of America Conference Committee Member
- Sponsor of the Davis Demitasse Poetry Contest
- Sponsor of the Zephyr Essay Writing Contest
- Supporter of the Café Femenino/Coffee Can Project

2009 Editorial and trade show calendar

JANUARY | FEBRUARY

- How to roast around defects
- Marketing—Advertising strategies and tactics
- Firestarters—Roaster Q & A
- First Crack—New products and news
- Flamekeeper—A publication of the Specialty Coffee Association of America's Roasters Guild

JAN|FEB TRADE SHOWS

- January 18–20 | Fancy Food Show, San Francisco, CA
February 20–22 | Coffee Fest, Chicago, IL

MARCH | APRIL

- Training and mentoring new roasters and employees
- Minimizing rates of staling and just roasted coffee
- SCAA Show preview
- Firestarters—Roaster Q & A
- First Crack—New products and news
- Flamekeeper—A publication of the Specialty Coffee Association of America's Roasters Guild

MARCH|APRIL TRADE SHOWS

- April 15–19 | Specialty Coffee Association of America Annual Conference and Tradeshow, Atlanta, GA | *Advertise in the May/June issue to receive trade show distribution at the SCAA show*

MAY | JUNE

- Sample Roasters
- Changes in estate coffees from year to year and how to roast around the changes
- Roasting on a fluid bed roaster
- History of roasting equipment
- Firestarters—Roaster Q & A
- First Crack—New products and news
- Flamekeeper—A publication of the Specialty Coffee Association of America's Roasters Guild

MAY|JUNE TRADE SHOWS

- May 16–19 | National Restaurant Show, Chicago, IL
May 2–4 | World Tea Expo, Las Vegas, NV
June 12–14 | Coffee Fest, Las Vegas, NV
June 28–30 | Fancy Food Show, New York, NY

JULY | AUGUST

- Maximizing packaging and new options available today
- Coffee buying explained (contracts, spot, auctions, c-market, technical indicators, open interest, notice days)
- Roasters Guild Retreat Preview
- Firestarters—Roaster Q & A
- First Crack—New products and news
- Flamekeeper—A publication of the Specialty Coffee Association of America's Roasters Guild

JULY|AUGUST TRADE SHOWS

- August 11–16 | Roasters Guild Retreat

SEPTEMBER | OCTOBER

- New tools for roasting
- The importance of a roasting log
- Firestarters—Roaster Q & A
- First Crack—New products and news
- Flamekeeper—A publication of the Specialty Coffee Association of America's Roasters Guild

SEPT|OCT TRADE SHOWS

- September 25–27 | Coffee Fest, Seattle, WA
October 23–27 | SIC International, Milan, Italy

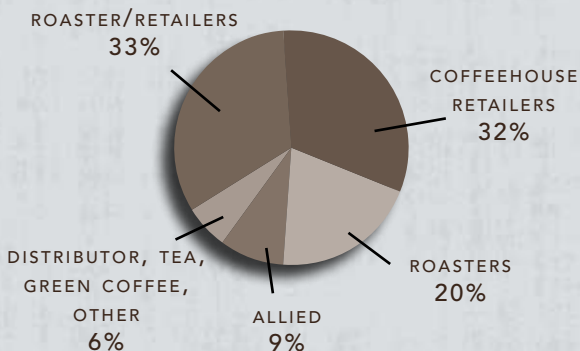
NOVEMBER | DECEMBER

- Annual Directory for roasters and suppliers including a corporate profile section
- Roaster of the Year announcement

Circulation

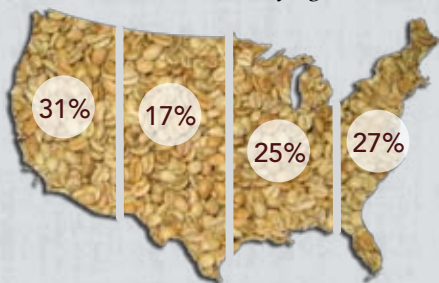
Get your message
to the most serious coffee
professionals in the industry

Roast circulates an average of 7,000 copies of the magazine every other month. Our distribution is targeted to roasters, roaster/retailers, coffeehouse retailers, distributors and importers.



roast's Distribution

Broken down by percentage of copies distributed in the U.S. by region



Roast is proud to circulate over 500 copies internationally to more than 70 countries.

2009 Ad Rates

Competitive rates for extraordinary editorial and readership

| Black & White | 1X | 3X | 6X |
|--------------------------|-----------|-----------|-----------|
| 1/8 page | \$346 | \$315 | \$283 |
| 1/6 page | \$456 | \$404 | \$341 |
| 1/4 page | \$630 | \$603 | \$572 |
| 1/3 page | \$745 | \$719 | \$656 |
| 1/2 page | \$866 | \$834 | \$687 |
| 1/2 island | \$918 | \$866 | \$834 |
| 2/3 page | \$1036 | \$981 | \$955 |
| Full Page | \$1533 | \$1449 | \$1417 |

| 4 Color | 1X | 3X | 6X |
|-----------------|-----------|-----------|-----------|
| 1/8 page | \$462 | \$435 | \$395 |
| 1/6 page | \$572 | \$519 | \$456 |
| 1/4 page | \$750 | \$719 | \$687 |
| 1/3 page | \$861 | \$834 | \$813 |
| 1/2 page | \$981 | \$955 | \$918 |
| 1/2 island | \$1086 | \$1165 | \$1023 |
| 2/3 page | \$1254 | \$1202 | \$1139 |
| Full Page | \$1755 | \$1705 | \$1656 |
| Page 2, 3, 5, 7 | \$1985 | \$1945 | \$1885 |
| Back Cover | \$2194 | \$2136 | \$2079 |
| 2-page spread | \$2984 | \$2899 | \$2816 |

Issue Closing Dates

Space

Materials

| | | |
|-------------------|----------------|----------------|
| January/February | Nov 17th, 2008 | Nov 24th, 2008 |
| March/April | January 16th | January 23rd |
| May/June | March 16th | March 23rd |
| July/August | May 15th | May 22nd |
| September/October | July 17th | July 24th |
| November/December | September 16th | September 23rd |

2009 Ad Specs

| SIZE | FORMAT | DIMENSIONS | DECIMAL |
|------------------|-------------------|-------------------|------------------|
| Full page | Without bleed | 8 3/8" x 10 7/8" | 8.375" x 10.875" |
| | With bleed (1/8") | 8 5/8" x 11 1/8" | 8.625" x 11.125" |
| Two-thirds page | Vertical | 4 7/8" x 9 7/8" | 4.875" x 9.875" |
| | Horizontal | 7 3/8" x 6 1/2" | 7.375" x 6.5" |
| One-half page | Vertical | 3 5/8" x 9 7/8" | 3.625" x 9.875" |
| | Horizontal | 7 3/8" x 4 13/16" | 7.375" x 4.8125" |
| | Island | 4 7/8" x 7 7/16" | 4.875" x 7.4375" |
| One-third page | Vertical | 2 1/3" x 9 7/8" | 2.333" x 9.875" |
| | Horizontal | 7 3/8" x 3 1/8" | 7.375" x 3.125" |
| | Square | 4 7/8" x 4 13/16" | 4.875" x 4.8125" |
| One-quarter page | Vertical | 3 5/8" x 4 13/16" | 3.625" x 4.8125" |
| | Horizontal | 7 3/8" x 2 5/16" | 7.375" x 2.3125" |
| One-sixth page | Vertical | 2 1/3" x 4 13/16" | 2.333" x 4.8125" |
| | Horizontal | 3 5/8" x 3 1/8" | 3.625" x 3.125" |
| One-eighth page | Horizontal | 3 5/8" x 2 5/16" | 3.625" x 2.3125" |

PREFERRED FORMATS

- 300 dpi Flattened TIFF
- 300 dpi EPS
- 300 dpi PDF

OTHER FORMATS

- Quark 6, InDesign 3 or CS, Illustrator, Photoshop
- Please include all working files and fonts if submitting in one of these formats. We only accept Macintosh platform fonts. If font files cannot be provided, please convert all text to paths.

TIPS FOR MAKING PDFS

- The PDF format is making life easier for everyone, but PDF files are often exported incorrectly. When exporting your PDF, please embed all fonts and images, and make sure you export at high resolution (Press quality, 300 dpi).

SUBMITTING YOUR AD

- Via Disk: Make sure to include all necessary support files, including fonts and images. Disks will not be returned unless specifically requested.
- Via FTP: Please collect all necessary files in one folder before uploading via FTP. For our FTP server login information, please contact Connie at connie@roastmagazine.com or Jeremy at jeremy@roastmagazine.com.
- Via E-mail: Please e-mail your ad only if the total file size is less than 10 MB. We recommend placing all your files in one folder, then compressing the folder with Stuffit or Zip before e-mailing.

WE'RE HERE TO HELP

- Our knowledgeable and friendly staff is ready to answer any questions about your ad.

SCAA Conference guide

**A complete advertising package
for the biggest coffee event of the year**

Roast magazine is proud to partner with the Specialty Coffee Association of America to produce the Official SCAA Show Conference Guide. With an all new format for the trade show, a new symposium and attendee registration fee, the Atlanta 2009 show is not to be missed. The Conference Guide is an indispensable take-home guide for attendees to use as a reference for years to come.



SCAA Conference Guide Rates

**Save 40% off Conference Guide rates
when you advertise in both *Roast*
and the SCAA Conference Guide**

| Size | Price | Size | Price |
|---------------|--------|-----------------------------------|--------|
| Full pg | \$1995 | Full pg | \$1197 |
| 2/3 pg | \$1675 | 2/3 pg | \$1005 |
| 1/2 island | \$1360 | 1/2 island | \$816 |
| 1/2 pg | \$1150 | 1/2 pg | \$690 |
| 1/3 pg | \$1005 | 1/3 pg | \$603 |
| 1/4 pg | \$940 | 1/4 pg | \$564 |
| 1/6 pg | \$525 | 1/6 pg | \$315 |
| 1/8 pg | \$420 | 1/8 pg | \$252 |
| Back Cover | \$3500 | Back Cover | \$2100 |
| Inside Covers | \$2700 | Inside Covers | \$1620 |
| | | Any requested special position | \$1500 |
| | | Belly Band | \$5000 |
| | | Pull-out Floor Plan | \$2500 |

**For more information on the Conference Guide,
please contact *Roast* magazine at 503.282.2399 or
email roast@roastmagazine.com**