

BARISTA
MAGAZINE

2025 MEDIA KIT

CELEBRATING
20
YEARS!

SERVING
PEOPLE
SERVING
COFFEE
SINCE 2005



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Celebrating 20 Years of *Barista Magazine*



WHEN WE LAUNCHED OUR MAGAZINE TWO DECADES AGO, we believed baristas were the future of the specialty coffee industry. We made a choice to focus on the people serving coffee, the café owners, reflecting

their dedication to the beverage, connecting the stories of coffee growers with consumers. The response we received to the magazine in 2005 was overwhelmingly positive—clearly, a publication that served the needs of café owners was in demand.

Framed covers from every issue we've printed line the walls of our office, and it astounds us repeatedly how many of those we have featured are continuing their original mission to drive the industry forward. Their work over these decades has propelled the growth of the global coffee industry.

Consider 2024 World Barista Champion Mikael Jasin of Indonesia, whose commitment to his home country's progress in specialty coffee has not only challenged the industry to rethink Indonesian coffees but has attracted global conventions to its capital city of Jakarta.

We have long been captivated by Mikael's mission, so much so that we featured him on our cover before he had even won the WBC back in 2022. When he earned the global title in 2024, we were ecstatic to showcase him again: Mikael is proof that baristas can change the coffee world for the better.

On a near parallel to Mikael's triumphs are those of regional café owners progressively advancing specialty coffee in often underserved markets. Consider Lisa Lawson of Scotland, whom we celebrated on the cover of the February + March 2024 issue, who founded her Glasgow company, Dear Green, more than a decade ago upon seeing the dearth of options for great coffee in her city.

We love sharing these stories of drive, acumen, and insight with our global audience of coffee

professionals. We print six issues of *Barista Magazine* a year, and you'll find them in the best cafés in the world. We also strive to keep our magazine accessible, so we create a digital edition of each issue, which is free to read at baristamagazine.com. We also publish daily content on our website to keep our readers updated and informed between issues.

And as our magazine and specialty coffee community has grown over the years, so too has our social media presence. Our channels keep the coffee community connected. Regardless of whether they find it in print, online, or on Instagram, our readers seek us out for the latest in tech and trends, business and training, coffee people, places, and more.

We invite you to join us for what's next in the exciting future of *Barista Magazine*. One thing's for sure: We're as committed as ever to serving people serving coffee as we have been since 2005.

Cheers,

A handwritten signature in cursive script that reads 'Sarah'.

Barista Magazine Team

KENNETH R. OLSON
Publisher

SARAH ALLEN
Editor-in-Chief

DEMITRI FREGOSI POWERS
Art Director

J. MARIE CARLAN
Online Editor

VASILEIA FANARIOTI
EMILY JOY MENESES
TANYA NANETTI
Senior Online Contributors

CHRIS RYAN
Managing Copy Editor

CHERYL LUEDER
Business Manager

Editorial Calendar 2025

DECEMBER 2024 + JANUARY 2025

- Nonalcoholic Coffee Cocktails
- Tech Talk
- Building Team Culture
- Stuff: The Latest Tools + Products

FEBRUARY + MARCH 2025

- Kombucha Is Cool
- Canning + Bottling for Everyone
- Get Cold Drink Ready
- So You're Ready to Roast?

APRIL + MAY 2025

- Bar Flow Basics
- Planning for Fall Drinks
- Matcha Everywhere
- Filter Coffee: Batch Brewed to Manual



JUNE + JULY 2025

- Annual Equipment Care + Maintenance
- Holiday Menu Planning
- Plant Milk Latte Art
- Inventory Management

AUGUST + SEPTEMBER 2025

- Café Retail Software Solutions
- Cross Promotion Through Collaborations
- Signature Drinks That Work
- Your Online Marketplace

OCTOBER + NOVEMBER 2025

- The Latest in Social Media Success
- Energy Efficient Equipment
- Menu Design Big + Small
- Accessible Coffee Education

DECEMBER 2025 + JANUARY 2026

- Limited Time Offers
- Visibility Through Collaborations
- The Era of Energy Drinks
- Broadening Your Offerings

BARISTA

MAGAZINE ONLINE

Barista Magazine Online keeps our community engaged and informed with original daily content curated by our five-person Online Team. Led by Online Editor J. Marie Carlan, Barista Magazine Online presents curated articles covering essential coffee-industry news, all of which is available to anyone anywhere in the world to read for free.

Since its debut in 2007, Barista Magazine Online has been a destination for coffee professionals looking for the latest on news, event coverage, interviews with industry leaders, and more—the tens of thousands of readers we welcome to our website each month reflects that.

Under Online Editor J. Marie Carlan’s leadership and supported by Senior Online Contributors Vasileia Fanarioti (based in Athens, Greece); Emily Meneses (based in Los Angeles, Calif.); and Tanya Nanetti (based in Amsterdam, Netherlands); as well as veteran coffee journalist Chris Ryan, who serves as *Barista Magazine’s* Managing Copy Editor, Barista Magazine Online keeps our readers connected and educated every day of the week.



Emily Meneses



J. Marie Carlan



Vasileia Fanarioti



Tanya Nanetti



Chris Ryan



BARISTA

MAGAZINE *digital edition*

Since 2012, *Barista Magazine* has offered **free access to our digital edition library** for readers on their desktops, laptops, and mobile devices.

Built on an HTML5 interface, the *Barista Magazine* digital edition is a complete replication of our print issue, with some exciting new features. And since readers have access to the same edition in print as well as on whatever hardware they're using, **it's easier than ever to read *Barista Magazine* from anywhere in the world.**

Every url—including those in your ads—is a live link, and with a touch of the finger or a click of the mouse, readers are sent directly from your ad to your website. **The possibilities for how we can promote your products in creative, unique ways are endless:** We can embed video in your ad in the digital edition to demonstrate the use of your product. We can highlight limited-time specials with a temporary ad in the digital edition. Let us dream up an inspired solution to communicate your message to *Barista Magazine's* worldwide readership.

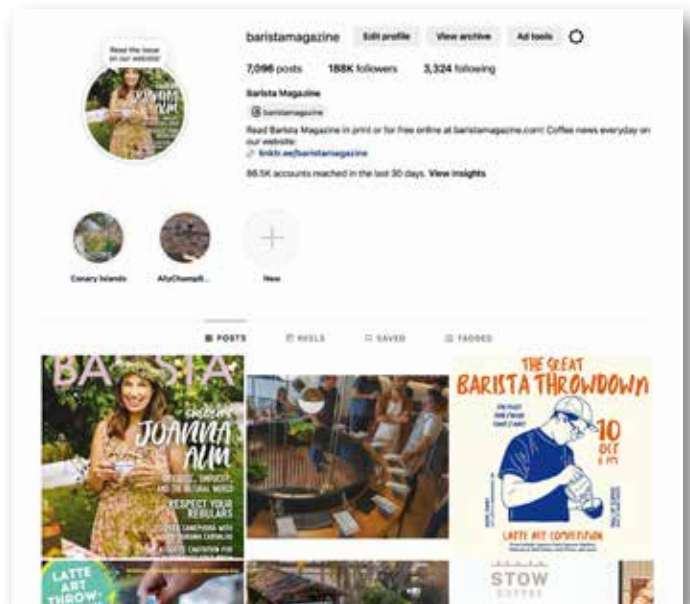


Social Media

Barista Magazine leads the industry on social media period—we have to. We know our readers are extremely active on Instagram, Threads, and Facebook, and therefore, we are, too. And it shows in our numbers: **With more than 188,000 Instagram followers, we lead coffee trade media on this growing and most used social media platform.** And as they have been from the start, our Threads and Facebook accounts are among the most well-followed throughout the coffee industry.

We have found social media to be an invaluable way to engage with our readership on a daily basis.

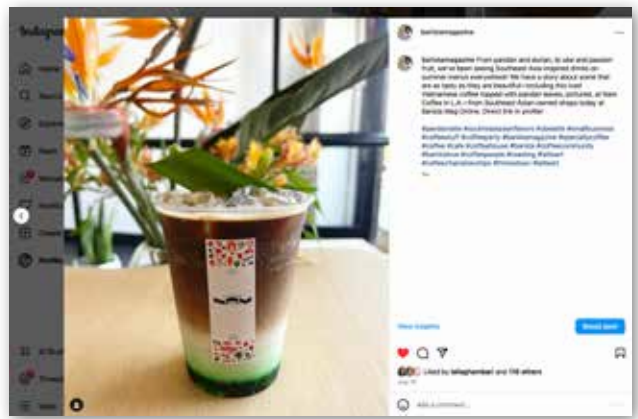
Advertisers can benefit from our social media reach, as well. Ask us about custom posts for your company and products!



Custom Campaigns

An engaging new way for our advertisers to reach *Barista Magazine's* readership was born in 2020 in the form of custom campaigns. Partnering with an advertiser, we create a special promotion in the form of a contest in one case, a stage for another. *Barista Magazine* staff plans, oversees, communicates with participants, and executes each project, with input and approval from the advertiser, and the results have been phenomenal. These campaigns have served to increase the numbers of social media followers for participating advertisers to great success.

Ask today how you can use our website and social media to create a custom campaign for your company!



Circulation & Distribution



We continue to be proud of the caliber of readers that seek out *Barista Magazine*: They are quality-driven, artistic and creative, whip-smart, and motivated build on success for their entire careers. Comprising the cutting edge of the specialty-coffee community, our readership of roasters and retailers build dynamic businesses, seek exceptional experiences, and won't settle for anything but the coolest and preminent products and services on the market.

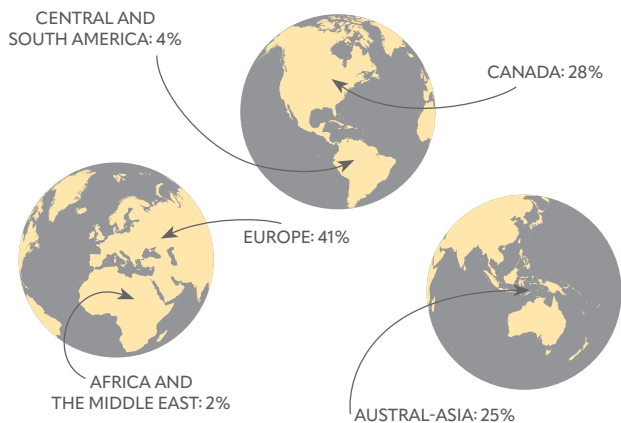
In a recent survey, we found that four out of five of our readers identify as business owners and/or managers with purchasing power.

We print tens of thousands of copies of *Barista Magazine* to ship directly to subscribers, to distribute at coffee events of any size—from a local throwdown to SCA Expo—as well as to new shop owners who receive free copies via our wholesale roaster partners who include them with shipments.

Subscriber breakdown:

Inside the United States: 83% • In other countries: 17%

Percent of subscribers outside the U.S. by geographic region



Testimonials

WHAT OUR ADVERTISERS ARE SAYING . . .

"We have seen sales soar since we started advertising in *Barista Magazine*!"

Anna Gutierrez
Barista 22
Seattle, Washington

"*Barista Magazine* is a stand out in delivering customer leads. Thanks for being awesome!"

Alden Kelley
Hollander Chocolate
New York, New York

"*Barista Magazine* is top of the line in the coffee industry. They treat everyone—and I mean everyone—with respect and kindness, and they truly go out of their way to not only make the experience of advertising with them amazing, but they also do all they can to ensure your success, whether it's helping with a promotion or event, including us in relevant articles, all sorts of things. It's a fantastic and successful relationship."

Matt Milletto
American Barista & Coffee School,
Portland, Oregon

WHAT OUR READERS ARE SAYING . . .

"I grew up with *Barista Magazine*—I came across my first copy in a café job at age 18. I'm 32 now and I own three cafés in the tri-state area of Ohio, Michigan, and Indiana. I turn to *Barista* first when looking for the coolest trends and latest products. And of course, the coffee movers and shakers."

Jonah Sawyer
Centerville, Ohio

"*Barista Magazine* provides a space for all of us to enjoy the fruits of the coffee community and, like a neighborhood coffeehouse, helps to encourage, inspire, and hold us together as colleagues in coffee."

Chris Deferio
Louisville, Kentucky

"Every issue and every year, *Barista Magazine* gets better and better. I started subscribing in 2010 when I opened my first shop, and it was as invaluable to me then as it is now, and I have five shops today. I find the business information I need, accurate trend forecasting, education for me and my staff, and also plenty of fun, colorful articles about the people who make our industry special and keep us all inspired."

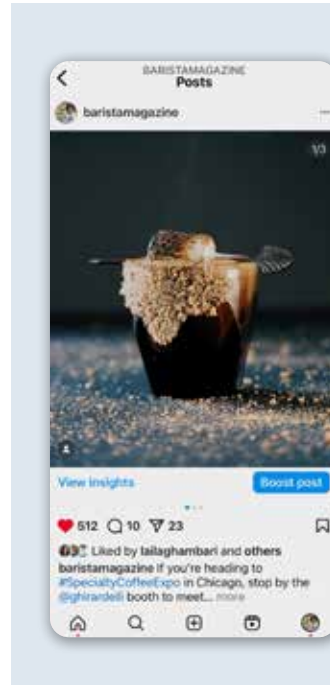
Kimm St. George
Los Angeles, California

Advertiser Benefits



YOUR PRODUCTS IN OUR HIGH-PROFILE SHOWCASE

We want to help you show off your cool new product, your latest syrup, your amazing plant milk, grinder, website, and more—and we do in our sophisticated and comprehensive product showcase, "Stuff." As an advertiser, you get a complimentary position in the "Stuff" section of every issue in which you place an ad. Best of all, "Stuff" falls in the first one-third of the magazine, where most readers turn first.



YOUR NEWS ON OUR SOCIAL MEDIA

Continuing to lead the industry with our social media presence and followers, *Barista Magazine's* Instagram has become the community's most influential online forum. We have options to help you share company news, new products, openings, awards, and more with our global social media audience.



EXPOSURE AT AT ALL THE BEST EVENTS

Barista Magazine's staffers and contributors travel all over the world to bring the magazine to new and emerging coffee communities, distributing thousands of copies of each issue at the most relevant coffee shows, conferences, competitions, and more, all over the world.



YOUR COMPANY IN OUR EDITORIAL

Whether you would like us to introduce a new product with an in-depth article or announce your company news in the front-of-the-book section, "Takeaway: What We're Loving In Coffee Right Now," *Barista Magazine* has myriad solutions for weaving your announcements into our editorial. Ask us about custom editorial options!

2025 Submission Calendar

ISSUE	RESERVE BY	MATERIALS DUE
Dec 2024 + Jan 2025	October 11	October 18
Feb + March 2025	December 13	December 20
April + May 2025	February 14	February 21
June + July 2025	April 11	April 18
Aug + Sept 2025	June 13	June 20
Oct + Nov 2025	August 15	August 22
Dec 2025 + Jan 2026	October 10	October 17

PLEASE NOTE: Submissions of product images and text for the "Stuff" section are due the same day as the space reservation deadline.

Layout Specifications

**FULL-PAGE
(INCLUDING BACK AND INSIDE COVERS)**
8.375" x 10.875"

1/2-PAGE
VERTICAL → W 3.5486" x H 9.562"
HORIZONTAL → W 6.9375" x H 4.5487"

ISLAND
W 4.6425" x H 7.0828"

1/3-PAGE
VERTICAL → W 2.2805" x H 9.5625"
HORIZONTAL → W 6.9375" x H 2.9556"
SQUARE → W 4.6086" x H 4.5495"

1/4-PAGE
VERTICAL → W 3.427" x H 4.5495"
HORIZONTAL → W 6.9375" x H 2.1753"

1/6-PAGE
VERTICAL → W 2.207" x H 4.5442"
HORIZONTAL → W 3.4283" x H 2.9556"

On full-page ads please use a .5" margin on all sides (safety). This keeps important information from being printed into the spine. Please add a .125" bleed on full-page ads only. Ads submitted that do not meet size requirements may be "floated" upon authorization of advertiser and at the discretion of the production staff. Any ads that require size changes done by Barista Magazine may incur production charges.

2025 Ad Rates

	1 time	3 times	6 times
1/6-PAGE	\$885	\$840	\$796
1/4-PAGE	\$1,125	\$1,068	\$1,012
1/3-PAGE	\$1,370	\$1,301	\$1,233
1/2-PAGE	\$1,705	\$1,619	\$1,534
1/2-PAGE ISLAND	\$2,115	\$2,009	\$1,903
FULL PAGE	\$2,585	\$2,455	\$2,326
PAGES 3, 5, 7, 9, 11, 13, 15, 17, 19	\$2,820	\$2,679	\$2,538
INSIDE COVER	\$3,070	\$2,916	\$2,763
BACK COVER	\$3,435	\$3,263	\$3,091
2-PAGE SPREAD	\$4,615	\$4,384	\$4,153

Online Ad Submissions

Barista Magazine's online ad program is unique in that our ads never rotate—advertisers own the ad space 24 hours a day, seven days a week, on every page of Barista Magazine's website, for the duration of the month they purchased. Most websites rotate ads in and out every time you hit refresh, resulting in minimal exposure for your ad.

Because of the exclusivity of our online ad program, we have fewer ads to sell, so the message behind your ad will get more exposure than ever. It also means that online ad space typically sells out far in advance, so we encourage you to make space reservations for Barista Magazine Online ads as soon as you're able.

We offer banner ads (the boxes down the right side of the webpage), and one leaderboard ad (the horizontal bar at the top of the webpage), and one showcase ad, per month. For a detailed illustration of the online ad sizes and location, please inquire.

ONLINE AD SIZE SPECIFICATIONS

Leaderboard ads → 728 x 90 pixels
Showcase ads → 600 x 250 pixels
Banner ads → 300 x 250 pixels

ONLINE AD PRICES

Leaderboard → \$1,980 per month
Showcase ad → \$1,705 per month
Banner ad → \$1,045 per month
* Discounts may be available for purchases of multiple months.

ONLINE AD DEADLINES

Online ads must be submitted at least 10 business days prior to the first of the month of the run cycle.

**Advertising information for the digital version of Barista Magazine is available upon request.*

A close-up photograph of a person's hands holding a clear glass filled with dark coffee. The person is wearing a dark green corduroy jacket over a blue and white horizontally striped shirt. The background is dark and out of focus.

BARISTA

MAGAZINE

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