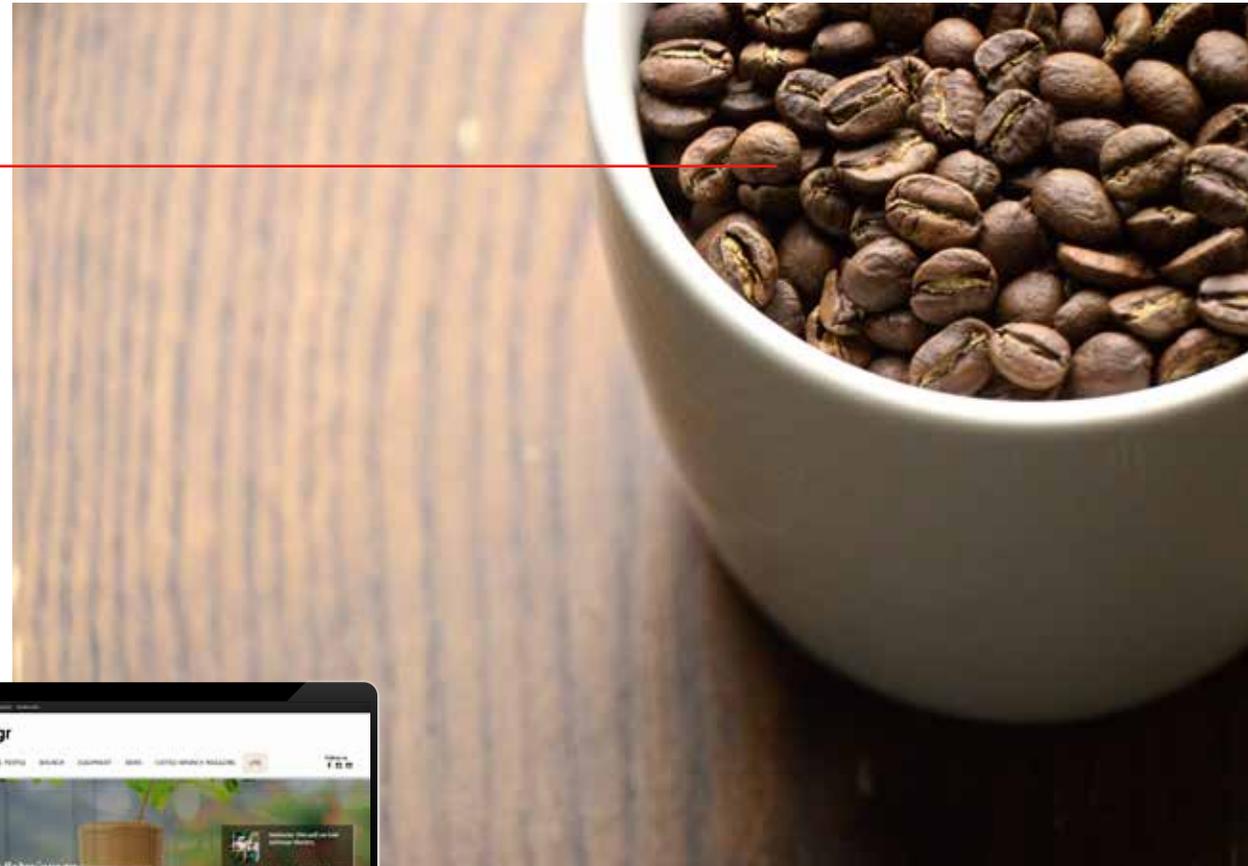


All about coffee
& coffee business world





A tasteful journey around the world of coffee flavours

Coffee and Brunch Magazine, the ultimate magazine for the world of coffee, coffee shops and brunch, is available on newsstands twice per year (June and December), aiming to guide readers to a trip through a universe filled with different blends and aromas, as well as present trends and introduce professionals of the coffee sector.

Topics Overview

Creative coffee recipes by award-winning baristi: top professionals of the sector mix coffee with various favourite ingredients to produce unique combinations.

Recipes and ideas for brunch: chefs, professionals involved in the restaurant industry, intriguing business ideas and brands are the material of our “delicious” articles.

Features on coffee shops which stand out in the vast coffee market, following international standards.

Interviews with professionals of the sector who talk about trends and new developments in the coffee market and share views on the demanding coffee consumers.

All the latest coffeetips for savvy coffee enthusiasts.

Original news

Special equipment and gadgets



Follow us

coffeebrunchmagazine





EDITION DETAILS



2015 – First year of circulation
Available on newsstands all over Greece
twice/year (June-December)



180.000
Readers, subscribers, followers & fans



2.000
Cooperating businesses in the coffee shop sector

Distribution points

- Selected coffee exhibitions
- F&B trade shows (Horeca, Food Expo,etc.).
- 2,000 cooperating coffee shops all over Greece
- The Coffee Business Awards ceremony



E-BOOK

Coffee+Brunch magazine's online edition is sent for free to the subscribers.



Reades' profile

Who are the readers of Coffee+Brunch magazine and the visitors of coffeemag.gr portal?

Everyone in the world of coffee and coffee business!

Targeted audience:



Baristi



Roasters



Coffee shop owners



Importers-retailers of coffee products and professional equipment



Coffee lovers & brunch addicts





Ad placements in Coffee+Brunch Magazine

POSITION	DIMENSION	PRICE
SPREAD	42X28 cm	1.500 €
FULL-PAGE	21X28 cm	900 €
HALF-PAGE	21x14 cm	450€

Special Placements

POSITION	PRICE
Special Spreads (pages 2-13)	1.900 €
Cover Sponsorship	3.000 €
Back cover	1.500 €
Full-page special (contents-identity-editorial-news-last page-Cover C')	1.200 €

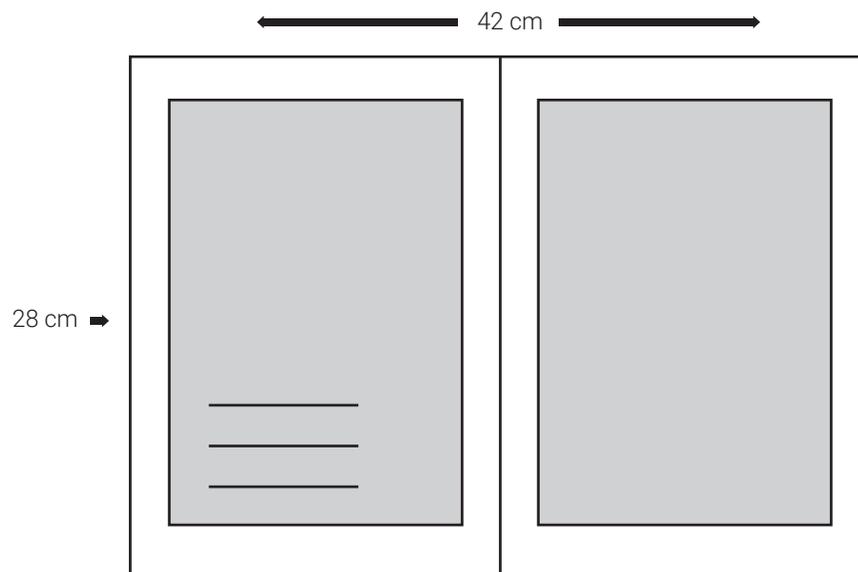
Publi publishing	900 € full-page 1.500 € spread
Coffee shop presentation spread (includes professional photo shoot)	900 € (two-page presentation)

Print supplements

Up to 8 pages	3.000 €
Up to 16 pages	4.500 €
Over 16 pages	6.000 €



The above prices do not include VAT 24%.
Advertising agencies are entitled to 20% discount on list prices



Technical specifications

- Dimension: 21x28
- Print: Colour Offset
- Cover paper: 250 gr bristol
- Paper of inside papers: 115 gr
- Binding: Back, section-sewn binding





Coffeemag.gr

It is the online “twin” of the successful Coffee+Brunch Magazine, with a wide range of topics guaranteed to take its' visitors on a journey around the world of coffee and favourite flavours. An indicative list of its sections includes: presentations of coffeeshops with rich photographic material, interviews with professionals of the sector, views from baristi, recipes for coffee lovers and anyone who seeks unique brunch ideas. Topics include even more, such as specialized presentations with professional equipment and all the latest news from the coffee market.



Topics overview

Coffeeplaces

City cafés that offer an unparalleled coffee experience to their customers.

Baristi

The “coffee magicians” reveal their secrets in exclusive interviews-features.

Recipes for coffee & brunch

Delicious ingredients are mixed to create original recipes.

Coffee shop equipment

All coffee tools and equipment that modern cafe owners must have in their shops.

Coffee news

Trends, events and all the latest developments in the coffee sector.

Coffee professionals

Professionals share success stories and special tips for all those who wish to stand out in the coffee and coffee shops sectors.

coffeemag.gr at a glance



2015
Creation of
coffeemag.gr



180.000
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The visitors of coffeemag.gr



Coffee lovers



Baristi



Roasters



Coffee shop owners



Importers-retailers of coffee products and professional equipment



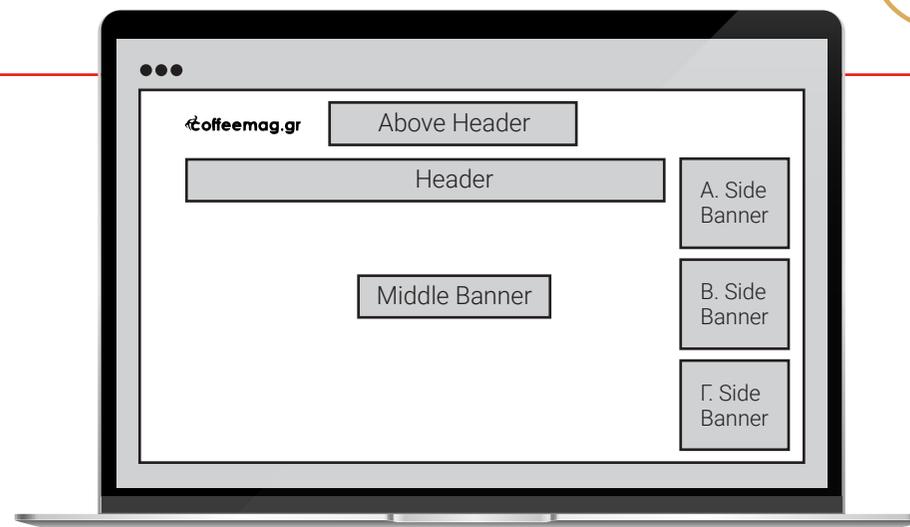
Coffee lovers & brunch addicts





Advertising - portal coffeemag.gr

Duration	Dimensions	3-months	6-months	1-year
Header	728x90 pixels (mobile 320x100)	900 €	1.650 €	3.000 €
Above Header	970x250 pixels	1.200 €	2.200 €	4.000 €
Middle Banner / Position A'	728x90 pixels (mobile 300x250)	600 €	1.100 €	2.000 €
Right Column / Position A'	300x250 pixels	450 €	825 €	1.500 €
Right Column / Position B'	300x250 pixels	360 €	660 €	1.200 €
Right Column / Position C'	300x250 pixels	270 €	500 €	900 €



Place your advertisement on coffeemag.gr

Site Skin*	Price
1-year	5.000 €
6-months	2.750 €
3-months	1.500 €

*specifications: file types: jpg, png, size 250kb max, visible points: 170 pixels right, out of 1165 pixels width.

Publication of articles (native content)

Price per article: 200 €

(including photograph)

- Material is provided by promoted company Max word-count / article: 250
- The article will remain on site's 1st page for 5 business days
- The article will be published as 3rd to 6th news item (depending on availability) on the site's Newsletter for 2 business weeks. Backlink publication is allowed.

Notes

Banners supported by: JPEG, GIFs, FLASH animation, Rich media banners, HTML banners (banners do not support sound, unless user-initiated). Banner size up to 60 kb.

For expanding banners there is a surcharge on list prices: 50% for Front Page, 30% for Inside Pages.

For promotion through special creative there is additional cost, to be determined by mutual agreement.

Creatives should open with mouseover and close with mouseout. Check of creatives by the technical department of coffeemag.gr is an essential condition for the finalization of the cooperation agreement.

coffeemag.gr has the right to refuse promotion of a client if the latter's banner does not comply with the specified technical requirements or causes technical problems or its content is not compatible with the company's policy.

coffeemag.gr guarantees availability of advertising space only after reception of ad placement order.

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ethosGROUP

