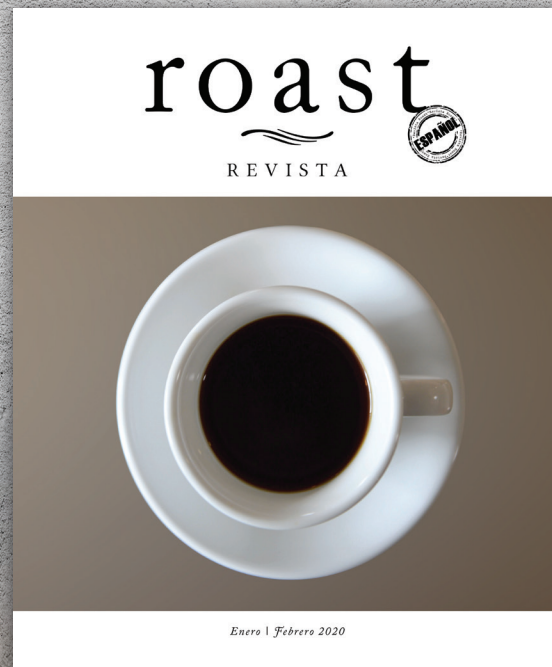
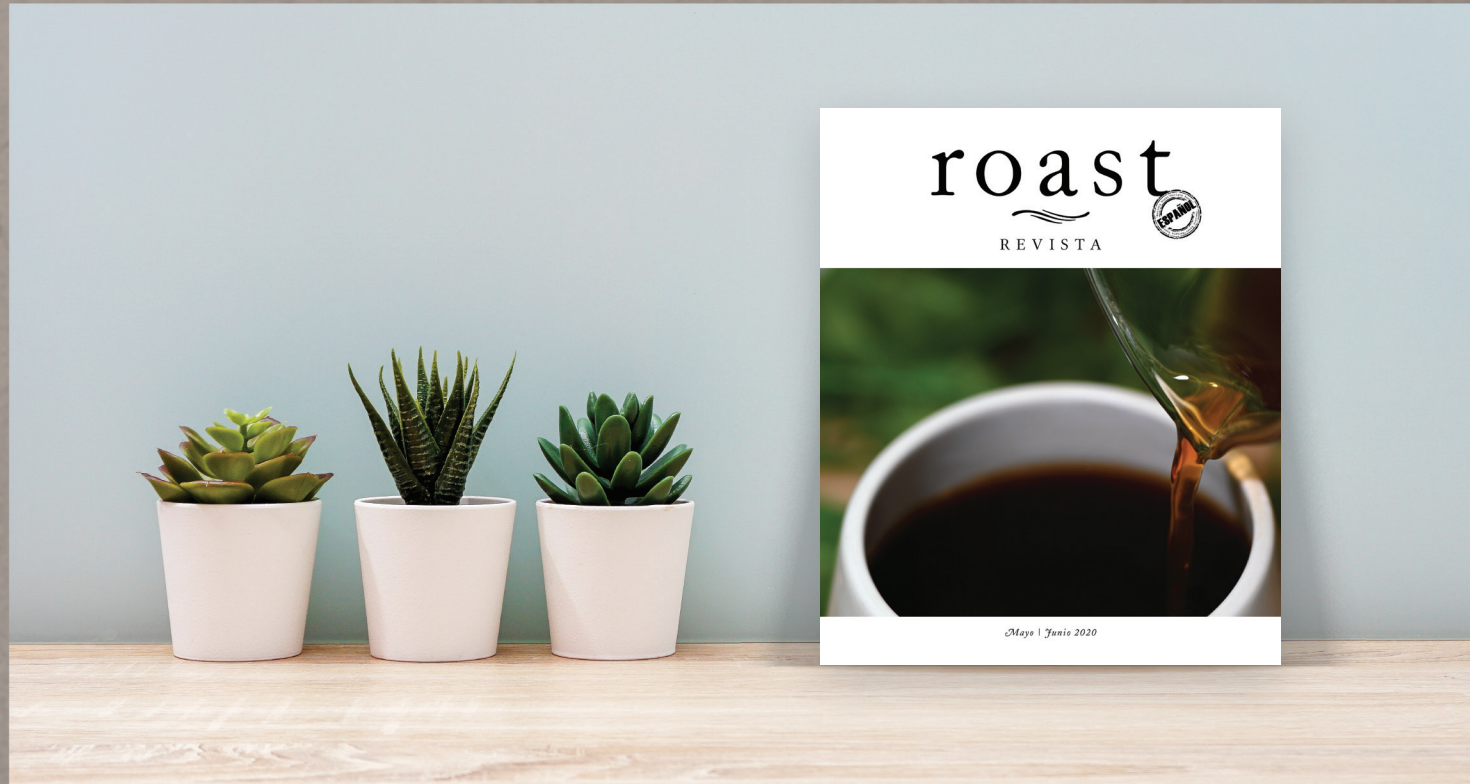


MEDIA KIT 2021





*From day one, we didn't want to be  
just another trade journal or the biggest trade journal;  
we wanted to be the best trade journal.*

THE  
ONLY  
TECHNICAL  
MAGAZINE  
FOR  
COFFEE



OUTSTANDING  
AWARD-WINNING  
EDITORIAL COVERAGE

- Green Coffee Production and Evaluation
- Roasting Techniques and Equipment
- Coffee Science and Standards
- Sustainability and Certifications
- Professional Training and Education
- Business Management and Marketing
- Coffee Brewing and Service

*“Roast is the best  
coffee trade magazine.  
Roast keeps the industry  
and aficionados up to date  
on what’s happening with  
coffee and new products.”*

ROBERT THURSTON  
OXFORD COFFEE CO.

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



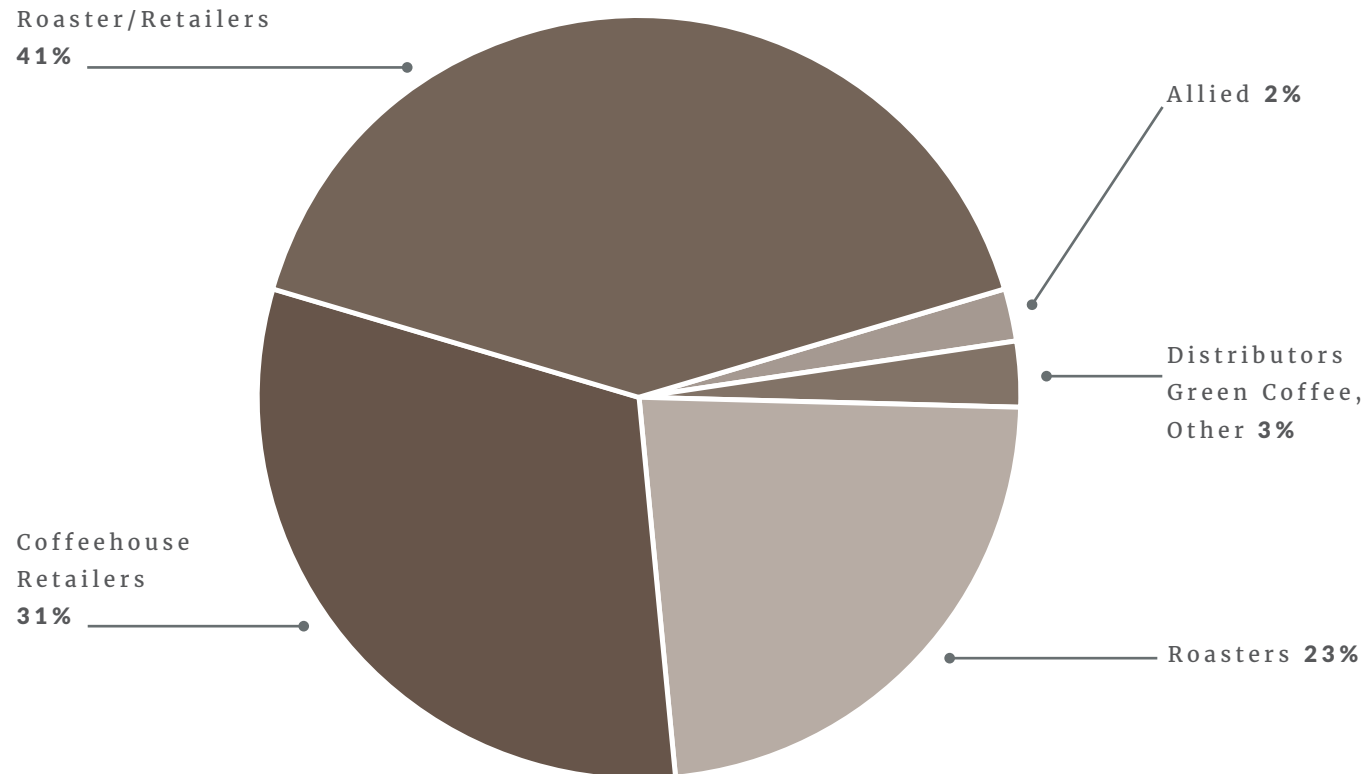
*“I am a subscriber to this magazine, and it is outstanding. Full of important articles and bona fide advertisers. Highly recommended for anyone who is interested in coffee.”*

**RUBEN SALAZAR  
SPECIALTY COLOMBIAN COFFEES**

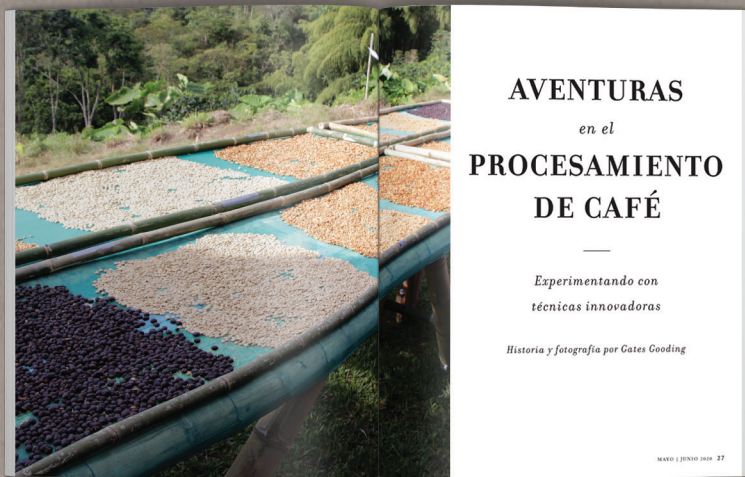
# CIRCULATION

PRINTED AND DIGITAL MAGAZINE 9,000

## CIRCULATION BREAKDOWN



*Award-winning technical editorial that captures readers' quest for knowledge and draws them back, issue after issue.*



## 2021 EDITORIAL CALENDAR

---

### JANUARY | FEBRUARY

- Best Practices in Sample Roasting
- The Meaning of Specialty Coffee
- Technically Speaking column
- First Crack—New Products Section

### JANUARY | FEBRUARY TRADE SHOWS

- January 20–21 | Roast Summit, Portland, Oregon
- .....

### MARCH | APRIL

- The Science of Instant Coffee
- Cultivating Diversity in the Workplace
- Technically Speaking column
- First Crack—New Products Section

### MARCH | APRIL TRADE SHOWS

- March 4–6 | National Coffee Association Convention, Nashville, Tennessee
- March 7–9 | Coffee Fest, New York

## MAY | JUNE

- Can You Taste the Roasting System? (Part II)
- An Analysis of the SCA Price Crisis Report
- Technically Speaking column
- First Crack—New Products Section

## MAY | JUNE TRADE SHOWS

- June 18–19 | Coffee Fest, San Antonio, Texas
- June 24–26 | World of Coffee, Athens, Greece

## JULY | AUGUST

- Preparing for the Next Pandemic
- Water Conservation and Management
- Technically Speaking column
- First Crack—New Products Section

## JULY | AUGUST TRADE SHOWS

- August 22–24 | Coffee Fest, Anaheim, California
- Date TBD | Roasters Guild Retreat

## SEPTEMBER | OCTOBER

- The Role of Coffee Exporters
- Should You Judge a Coffee by Its Package?
- Technically Speaking column
- First Crack—New Products Section

## SEPTEMBER | OCTOBER TRADE SHOWS

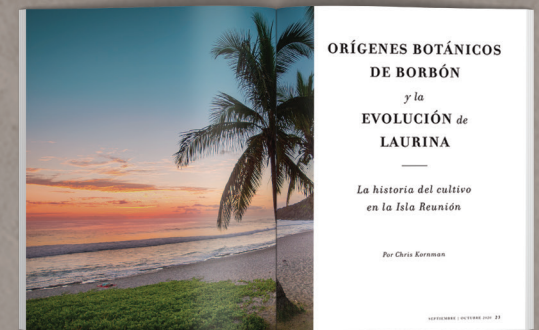
- September 30–October 3 | Specialty Coffee Expo, New Orleans, Louisiana
- Date TBD | Pacific Coast Coffee Association

## NOVEMBER | DECEMBER

- The Roaster Tool Kit
- Annual directory for roasters and suppliers, including a corporate profile section
- 18th Annual Roaster of the Year Announcement

## NOVEMBER | DECEMBER TRADE SHOWS

- November 5–6 | Coffee Fest, Portland, Oregon



# COMPETITIVE RATES FOR EXTRAORDINARY EDITORIAL AND READERSHIP

## 2021 ADVERTISING RATES

SIZE	1X	3X	6X
1/4 PAGE	\$220 USD	\$210 USD	\$200 USD
1/2 PAGE	\$560 USD	\$550 USD	\$540 USD
FULL PAGE	\$780 USD	\$765 USD	\$750 USD
BACK COVER	\$1,350 USD	\$1,300 USD	\$1,250 USD

## 2021 ISSUE CLOSING DATES AND DEADLINES

ISSUE	SPACE DEADLINE	MATERIALS DUE
January   February	February 12, 2021	February 19, 2021
March   April	April 16, 2021	April 23, 2021
May   June	June 18, 2021	June 25, 2021
July   August	August 13, 2021	August 20, 2021
September   October	October 15, 2021	October 22, 2021
November   December	December 5, 2021	December 12, 2021



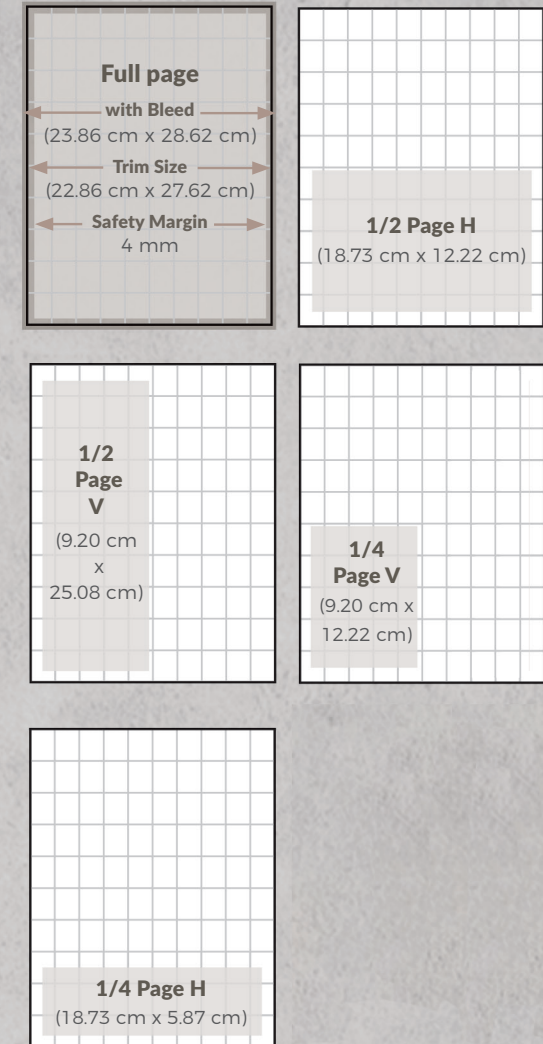


## 2021 AD SIZES AND FORMATS

SIZE	FORMAT	DIMENSIONS IN CMS	DIMENSIONS IN MM
Full page	Full bleed (5 mm)	23.86 cm x 28.62 cm	238 mm x 286 mm
	Without bleed	22.86 cm x 27.62 cm	228 mm x 276 mm
<p><b>What is “bleed” for full-page ads?</b> Ads with images or backgrounds that meet the page edge must include 5mm extra content on all sides to avoid the risk of being trimmed off in the printing process.</p> <p><b>What is the “safety margin” for full-page ads?</b> All essential elements must fit within 4mm from page edge to avoid the risk of being trimmed off in the printing process.</p>			
1/2 Page	Vertical	9.20 cm x 25.08 cm	92 mm x 250 mm
	Horizontal	18.73 cm x 12.22 cm	187 mm x 122 mm
1/4 Page	Vertical	9.20 cm x 12.22 cm	92 mm x 122 mm
	Horizontal	18.73 cm x 5.87 cm	187 mm x 58 mm

For more information on submitting your ad file, visit [revistarost.com/anunciate](http://revistarost.com/anunciate)

## 2021 AD SIZES VISUAL GUIDE



# DIGITAL ADVERTISEMENT

## WEBSITE ADVERTISING

Exclusive and high quality coffee stories and articles.

Monthly sessions  
**30,000+**

Monthly page views  
**50,000+**

Approximate  
monthly views per ad  
**5,000+**

*Monthly averages based on Google Analytics traffic data for the period of Sept. 1, 2019–Aug 31, 2020*

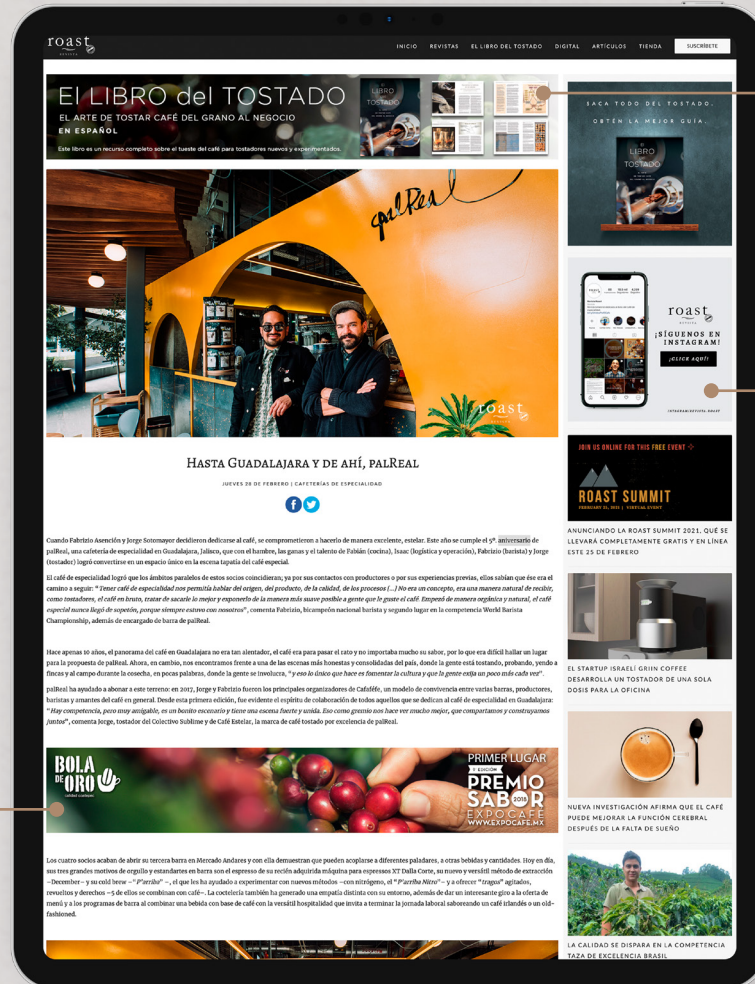
**SPECS:** File type JPG, PNG or GIF only. No animation allowed.

### INSIDE BANNER

\$125 USD /month

Desktop: 1200px X 200px

Mobile: 800px X 300px



### TOP BANNER

\$175 USD /month

Desktop: 1200px X 200px

Mobile: 800px X 300px

### LARGE RECTANGLE

\$100 USD /month

Desktop & Mobile:

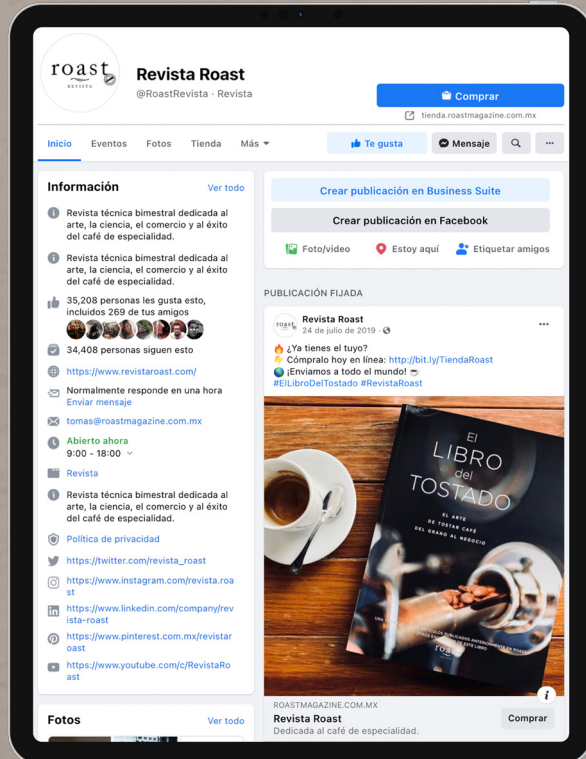
2000px X 2000px

# SOCIAL MEDIA



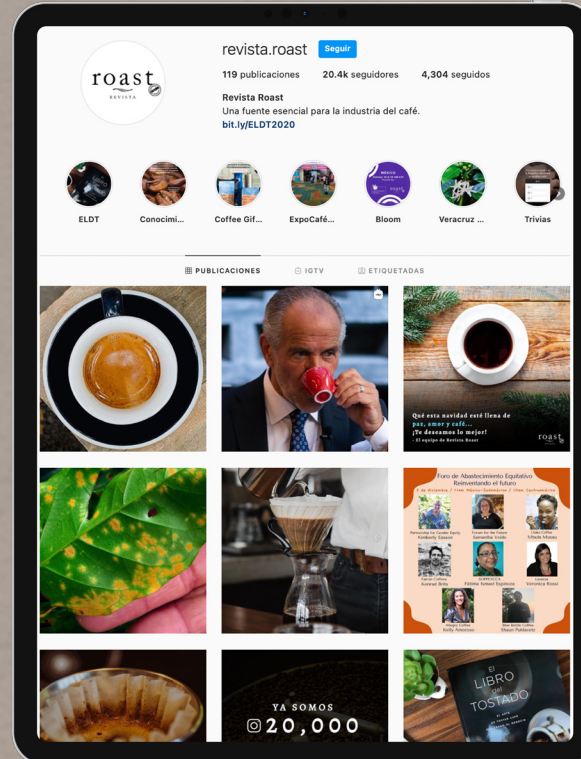
FACEBOOK @RoastRevista

35,000  
FOLLOWERS



INSTAGRAM @revista.roast

20,000  
FOLLOWERS



# SOCIAL MEDIA PARTNERSHIPS

---

## ADVERTISING RATES

**Dedicated Instagram, Facebook or Twitter Post** **\$125 USD**

*Instagram: High quality photos/video & caption  
Facebook/Twitter: Special release, news/content or classified ad*

**Instagram Giveaway or Contest** **\$75 USD**

*Series of posts developed in collaboration with Roast*

**Series** **\$300 USD**

*3 Dedicated Instagram, Facebook (2 Channel, 3 Posts)*

**Series +** **\$500 USD**

*6 Dedicated Instagram, Facebook (2 Channel, 6 Posts)*

ALL SOCIAL MEDIA ADS RUN ON THE SITE FOR 30 DAYS.

*“Roast is the most respected and informative magazine in the industry.*

*Readers are constantly rereading the articles.*

*It is my ‘go to’ for great articles that are truthful and accurate!”*

KEVIN KUYERS  
THETA RIDGE COFFEE



E. Pallares y Portillo # 139  
Colonia Parque San Andrés  
Coyoacán, CDMX  
CP. 04040 México

TO START ADVERTISING OR FOR MORE INFORMATION,  
PLEASE EMAIL TOMÁS URQUIJO AT [TOMAS@ROASTMAGAZINE.COM.MX](mailto:TOMAS@ROASTMAGAZINE.COM.MX) OR CALL +52 (477) 120 9595