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About the SCA

The Specialty Coffee Association (SCA) is a nonprofit membership-based association that represents thousands of coffee professionals, from producers to baristas, all over the world. Built on foundations of openness, inclusivity, and the power of shared knowledge, we act as a unifying force within the specialty coffee industry, invested in creating a worldwide circle of like-minded professionals.

A Collaborative Approach

Working with us can be as simple as booking a space and supplying your artwork - if you already know exactly what you want! - but we’re also excited to work with you to achieve your goals. Our editorial and creative teams are ready to work directly with your company to collaborate on a campaign unique to your company’s messaging objective or find new ways to integrate your brand message or name into a custom content activation designed to maximize your brand’s visibility and impact within our print and digital publications and across our many platforms. It’s up to you!
Our Platforms: 25 Magazine

Named in honor of the 25 million coffee-producing families around the globe, the SCA's quarterly publication, 25 Magazine, connects people from our specialty coffee community around the world through stories, research, and insights.

MEMBERSHIP
SCA Members and World Coffee Championship participants opt-in to their complimentary subscription of 25 Magazine's print edition, ensuring that every copy we print and ship is valued by its audience. This reach grows an average of 12.6% per issue, year on year.

EVENTS
25 Magazine is available at the SCA's events throughout the year, including Specialty Coffee Expo and World of Coffee (WOC). It's also made available to attendees at guild, community, and partnership events like Barista Camp, CRG Retreat, AFCA, and HOST throughout the year.

DIGITAL
Released in eight languages across SCA News, each issue enjoys an extensive digital reach:

- 14k average unique pageviews per issue
- 15k average social media engagements per issue
- 16k monthly newsletter recipients* per issue
  - 36% open rate**
  - 6.6% click rate***

* All SCA newsletters are compliant with GDPR
** Nonprofit industry average is 21.9%.
*** Nonprofit industry average is 2%.
Our Platforms: Discover

Offered only at the SCA’s two biggest events, Specialty Coffee Expo (US) and World of Coffee (EU), Discover (formerly Daily Edition) is a publication focused on maximising attendees’ experience and daily enjoyment of the events.

SPECIALTY COFFEE EXPO
The largest coffee event in North America, Specialty Coffee Expo attracts more than 14,000 attendees from more than 75 countries every year.

- 400k+ pageviews per event
- 163k+ unique visitors per event
- 11k event newsletter recipients

WORLD OF COFFEE
Europe’s biggest coffee event, World of Coffee is the essential event for coffee professionals, drawing a loyal audience of nearly 12,000 from the global specialty coffee community.

- 388k+ pageviews per event
- 146k+ unique visitors per event
- 3.5k event newsletter recipients
Our Platforms: SCA Podcast

The SCA Podcast features talks and interviews from SCA events around the world. Released every Monday, the podcast is available to advertisers as 4 different 8-15 episode series, divided by event content type.

RE:CO SYMPOSIUM SERIES
Premiere content with simultaneous video release, featuring audio recordings of Re:co talks and panels offered with written transcripts. 15 Episodes, released September-December.

EXPO LECTURES SERIES
Audio-only episodes of the most popular lectures from Specialty Coffee Expo. 14 Episodes, released May-August.

WOC LECTURES SERIES
Audio-only episodes of the most popular lectures from World of Coffee. 12 Episodes, released January-March.

COMMUNITY EVENTS SERIES
Audio-only episodes of the most popular and engaging talks from SCA Community Events like Access, Avance, or CRG Camp. 8 Episodes, released April-May.

DEMOGRAPHICS & REACH

Soundcloud (Hosting Platform)
17.5k+ monthly listens
55% US, 6% UK, 6% AUS, 33% ROW

SCA News
14k+ total pageviews annually

Youtube (Re:co Series Only)
490k+ impressions annually
46.9k views annually
4k+ subscribers

Subscribe to the #SCAPodcast on iTunes, Spotify, Anchor, Stitcher, Soundcloud, Pocket Cast, or RadioPublic.
Our Platforms: Websites & Newsletters

SCA News

SCA News is a living collection of valuable content that reflects the SCA's mission, work, and membership.

W E B S I T E
275k annual visitors
573k annual impressions
62% US, 9% UK, 29% ROW

M O N T H L Y  N E W S L E T T E R
28k monthly recipients*
38.3% open rate**
3.2% click rate***

* All SCA newsletters are compliant with GDPR
** Nonprofit industry average is 21.9%
*** Nonprofit industry average is 2%

Barista Guild

The Barista Guild is the global trade guild made up of members dedicated to the craft of coffee preparation and service.

1.5k+ monthly visitors to baristaguild.coffee
19k+ monthly recipients of the BG newsletter*

Coffee Roasters Guild

The Coffee Roasters Guild (CRG) is the global trade guild dedicated to inspiring a diverse coffee roasting community through the development and promotion of the roasting profession.

1k+ monthly visitors to crg.coffee
15k+ recipients of CRG news*

Coffee Technicians Guild

The Coffee Technicians Guild (CTG) is dedicated to supporting the coffee industry through the development of professional technicians.

2.5k+ monthly visitors to baristaguild.coffee
17.5k+ monthly recipients of the CTG newsletter*
Placements: 25 Magazine

**PRINT ONLY**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price (US$)</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Page</td>
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</tr>
<tr>
<td>Full Page</td>
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**Placement Booked**

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<tr>
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<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
<td>US$2750</td>
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<td>Outside Back Cover</td>
<td>US$3000</td>
<td>€2650</td>
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<td>Double Page Spread</td>
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<td>€3600</td>
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<td>Bespoke Placement</td>
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**PRINT & DIGITAL**

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<thead>
<tr>
<th>Placement</th>
<th>Price (US$)</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature Partner</td>
<td>US$2500</td>
<td>€2000</td>
</tr>
<tr>
<td>Issue Sponsor**</td>
<td>US$5000</td>
<td>€4300</td>
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**DIGITAL ONLY**

<table>
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<tr>
<th>Placement</th>
<th>Price (US$)</th>
<th>Price (€)</th>
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</thead>
<tbody>
<tr>
<td>25 Newsletter Main Banner**</td>
<td>US$1500</td>
<td>€1300</td>
</tr>
</tbody>
</table>

* Prices listed per issue; discounts available for multiple issue bookings.
**Exclusive placement

**SPONSOR BENEFITS - PRINT & DIGITAL**

**Feature Partner**
- Full page print ad, running within a particular feature
- "Supported by" graphic at the top of each language's digital release with hyperlink
- "Supported by" message in feature's newsletter release
- Two mentions in 25 social media at launch

**Issue Sponsor**
- Double page editorial spread, designed in 25 style
  - 650-700 words with editorial support
  - A selection of hi-res photographs
  - Subject to SCA House Rules & Style Guide
- Released digitally in all eight languages
- Two mentions in 25 social media at launch
- Two mentions in 25 social media promoting feature

Placements: 25 Magazine | Media Kit 2020
Placements: 25 Magazine

Inside Front Cover

Outside Back Cover

Digital Release on SCA News

Drinking Local – 25 Magazine, Issue 10

It's time to reconsider what opportunities coffee producers have to reach specialty coffee consumers in their own countries.

Logo Recognition

25 Monthly Newsletter

Highlights and Trends from Design Lab 2019

Connecting Our Community

Supported by SCA

Placements: 25 Magazine | Media Kit 2020
Placements: Discover

PRINT ONLY

Run of Page*
- Full Page: US$1500 / €1250
- Half-page (Horizontal): US$1000 / €850
- Half-page (Vertical): US$1250 / €1000
- Quarter-page (Vertical): US$300 / €250

Placement Booked
- Front Cover Photo: US$4000 / €3750
- Back Cover: US$2500 / €2250
- Exhibitor of the Day: US$2500 / €2250
- Front Cover Banner: US$6000 / €5400

PRINT & DIGITAL

Show Floor Map**
- "Supported by" graphic across print and digital release
- "Supported by" message in Table of Contents
- Two mentions in Discover social media

Café Map**
- "Supported by" graphic across print and digital release
- "Supported by" message in Table of Contents
- Two mentions in Discover social media

News from Our Partners
- Feature designed in Discover style
- 600-700 words + selection of hi-res photos
- Subject to SCA House Rules & Style Guide
- Hyperlink in digital release
- Two mentions in Discover social media at release

City Guide**
- "Supported by" graphic on digital feature page
- "Supported by" message in Event Newsletter release
- Five mentions in Discover social media at release

DIGITAL ONLY

City Guide**
- US$5000 / €4750

* Price listed for one issue/day; discount available for multiple issues/days.
** Exclusive placement
Placements: Discover

Inside Back Cover, Show Map

Café Map
Placements: SCA Podcast

**AUDIO ONLY SPONSOR BENEFITS**
“Brought to you by” message at start of every podcast
“Brought to you by” graphic at the top of SCA News release
Two mentions in podcast social media promo at launch
Two mentions in podcast social media promo at close

- Expo Lecture Series (14 Episodes)
  - US$14000 / €13000
- WOC Lecture Series (12 Episodes)
  - US$12000 / €11000
- Community Events Series (8 Episodes)
  - US$8000 / €7500

**VIDEO & AUDIO SPONSOR BENEFITS**
Benefits also include:

- Logo placement at the start of each video
- “Brought to you by” graphic at the top of SCA News video post, event site
- Text mention in video upload notes

- Re:co Symposium (15 Episodes)
  - US$20000 / €18000
Placements: SCA News

Pricing and placement listed per month (30 days)

SCA NEWS MAIN PAGE

- Main Page Banner: US$1500 / €1300
- Mid-body Banner: US$1250 / €1075
- Button Ad (Exclusive): US$750 / €650
- Sponsored Content (Exclusive): US$2000 / €1750

SCA NEWS ARTICLE PAGES

- Button Ad: US$500 / €450

MONTHLY MEMBER NEWSLETTER

- Main Banner (Exclusive): US$1500 / €1300
# Placements: Guilds

*Pricing and placement listed per month (30 days)*

**BARISTA GUILD**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price (USD)</th>
<th>Price (EUR)</th>
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<tbody>
<tr>
<td>Website</td>
<td>US$750</td>
<td>€650</td>
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<tr>
<td>Newsletter</td>
<td>US$750</td>
<td>€650</td>
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</table>

**COFFEE ROASTERS GUILD**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price (USD)</th>
<th>Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>US$650</td>
<td>€600</td>
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</tbody>
</table>

**COFFEE TECHNICIANS GUILD**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price (USD)</th>
<th>Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>US$650</td>
<td>€600</td>
</tr>
<tr>
<td>Newsletter</td>
<td>US$750</td>
<td>€650</td>
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</table>
# 2020 Submission Deadlines

## 25 MAGAZINE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Submission</th>
<th>Advertising Booking</th>
<th>Artwork Submission</th>
<th>Published</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>December 13</td>
<td>January 20</td>
<td>January 23</td>
<td>March 2</td>
<td>Expo, Re:co Symposium, Guild Events</td>
</tr>
<tr>
<td>13</td>
<td>March 20</td>
<td>April 3</td>
<td>April 16</td>
<td>May 25</td>
<td>World of Coffee, CRG Retreat, Guild Events</td>
</tr>
<tr>
<td>14</td>
<td>June 12</td>
<td>July 6</td>
<td>July 9</td>
<td>August 17</td>
<td>HOST, Barista Camp, Guild Events</td>
</tr>
<tr>
<td>15</td>
<td>September 11</td>
<td>October 5</td>
<td>October 8</td>
<td>November 16</td>
<td>AFCA, Sensory Summit, Guild Events</td>
</tr>
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</table>

## DISCOVER

<table>
<thead>
<tr>
<th>Expo/WOC</th>
<th>Editorial Submission</th>
<th>Advertising Booking</th>
<th>Artwork Submission</th>
<th>Printing</th>
<th>Published</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo</td>
<td>March 13</td>
<td>March 20</td>
<td>April 3</td>
<td>April 20-25</td>
<td>April 23-26</td>
</tr>
<tr>
<td>WOC</td>
<td>May 8</td>
<td>May 15</td>
<td>May 29</td>
<td>June 15-19</td>
<td>June 18-20</td>
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## WEBSITE & NEWSLETTERS

<table>
<thead>
<tr>
<th>Sponsored Content</th>
<th>minimum 2 weeks before booked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Ads</td>
<td>minimum 2 weeks before booked</td>
</tr>
<tr>
<td>Web Ads (SCA or Guild)</td>
<td>minimum 1 week before booked</td>
</tr>
</tbody>
</table>
April 24-26, 2020
Portland, OR, US

Planning to join us at Specialty Coffee Expo in 2020? Leverage our platforms and enhance your reach in Portland.

Not sure which will work best for you or your business? Tell us more about your goals for the event - we’re happy to provide guidance or craft a unique bundle based on your needs.

Get in touch:
Susan Gates (US Office)
susang@sca.coffee

PRINT & DIGITAL

25 Magazine, Issue 12
Booking deadline: January 20, 2020

- Feature Partner
- Issue Sponsor

Discover: Expo
Booking deadline: March 20, 2020

- Show Floor Map
- Café Map
- News from Our Partners

PRINT ONLY

25 Magazine, Issue 12
Booking deadline: January 20, 2020

Discover: Expo
Booking deadline: March 20, 2020

DIGITAL

Event App Sponsor
US$20000
Logo & recognition across app & promo

Event Newsletter

- Exclusive (10)
  - US$10000
- Single
  - US$1500

Discover: Expo City Guide
US$8000

25 Newsletter

- Issue Exclusive (3)
  - US$3750
- Single
  - US$1500

App Upgrade
US$250

Button Ad
US$500

Instagram Giveaway Partnership
US$2500 (four available)

PHYSICAL & DIGITAL

Please email advertising@sca.coffee or visit coffeeexpo.org to learn more about physical sponsorship opportunities.

These include: Official Event Host Sponsor, Official Portrait Country, Roaster Village Underwriting Sponsors, Attendee Bag Sponsor, Lanyard Sponsor, Design Lab Title Sponsor, and more.
Make the most of your time and effort at World of Coffee 2020 in Warsaw by maximizing your reach with print and digital activations available at this year’s event.

Not sure which will work best for you or your business? Tell us more about your goals for the event - we’re happy to provide guidance or craft a unique bundle based on your needs.

Get in touch:
James Shepherd (UK Office)
jamess@sca.coffee
Artwork & Content Specifications

ARTWORK

The SCA cannot edit or revise images or copy in advertising artwork. All deliverables must be sent sized to specifications and will be returned to the advertiser to adjust should an incorrectly-sized file be sent.

Ad copy will not be reviewed or edited for misspellings, grammatical errors, or punctuation.

Ads with a larger word count will be labeled as “Advertisements” and may be subject to a price increase as well as updated artwork and content specifications. If you’d like to run a single-page advertorial, let us know - we’d be happy to discuss a bespoke design.

The SCA retains the right to refuse ads that are deemed inappropriate or offensive.

CONTENT

The SCA reserves the right to edit sponsored content to bring it in line with the SCA's House Rules and the SCA Style Guide. In cases where this would require a significant re-working of the content, it will be returned to the advertiser to adjust.

Submitted images need to comply with the SCA Style Guide.

All Sponsored Content pieces, including “Advertorials,” will be clearly marked as such.

The SCA retains the right to refuse content deemed inappropriate or offensive.
Artwork Specifications: 25 Magazine

ACCEPTABLE FILE FORMATS
Print-resolution PDF only. Please ensure all fonts, images, and linked files are fully embedded.

Please send your artwork to advertising@sca.coffee with editor@sca.coffee in copy.

TECHNICAL SPECIFICATIONS
All color images should be supplied CMYK (no RBG or PMS).

Four color images 300dpi at 100% placement (EPS, TIFF, or JPG only).

PRINT SPECIFICATIONS
All sizes listed in millimeters (mm).

<table>
<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>Full Page (IBC)</th>
<th>Double Page Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed (w) x (h)</td>
<td>196 x 246</td>
<td>196 x 246</td>
<td>386 x 246</td>
</tr>
<tr>
<td>Trim (w) x (h)</td>
<td>190 x 240</td>
<td>190 x 250</td>
<td>380 x 240</td>
</tr>
<tr>
<td>Safe Area (w) x (h)</td>
<td>170 x 220</td>
<td>165 x 215</td>
<td>366 x 220</td>
</tr>
</tbody>
</table>

FILE PREPARATION NOTES
The document size should be set to the trim size above. (The trim size is the size to which the printer will cut the page.) It is recommended that all important text remains in the safe copy area.

The bleed size is larger than the trim size, to ensure that any extra effects (colors, continuation of graphics, etc.) do in fact cover the trim size and reach the edge of the page once cut.

Please ensure your high resolution PDFs are properly formatted with a 3mm bleed. Please ensure all keylines representing visual sizes are removed - failure to do this may result in a keyline being printed.
Artwork Specifications: Discover

**ACCEPTABLE FILE FORMATS**

Print-resolution PDF only. Please ensure all fonts, images, and linked files are fully embedded.

Please send your artwork to advertising@sca.coffee with editor@sca.coffee in copy.

**TECHNICAL SPECIFICATIONS**

All color images should be supplied CMYK (no RGB or PMS).

Four color images 300dpi at 100% placement (EPS, TIFF, or JPG only).

Supply with a 1/4” or 5mm bleed.

**PRINT SPECIFICATIONS**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>TRIM SIZE (w x h)</th>
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</thead>
<tbody>
<tr>
<td>Front/Back Cover</td>
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</tr>
<tr>
<td>Exhibitor of the Day</td>
<td>8.5 x 11</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5 x 11</td>
</tr>
<tr>
<td>Half-page (Horizontal)</td>
<td>8.5 x 4.25</td>
</tr>
<tr>
<td>Half-page (Vertical)</td>
<td>3.75 x 11</td>
</tr>
<tr>
<td>Quarter Page (Vertical)</td>
<td>3.75 x 4.84</td>
</tr>
</tbody>
</table>

**FILE PREPARATION NOTES**

Please ensure all artwork is created and supplied with a 1/4” or 5mm bleed. Trim size is either Letter (US) or A4 (EU) depending on the location of the event. All critical matter or illustrations should be kept at least 1/4” or 8mm from all trim edges.

**PRINTING/PAPER STOCK**

Discover is printed on 30% recycled, 80# bound, full-color paper. Total pages per issue TBD.
Artwork Specifications: Digital

ACCEPTABLE FILE FORMATS

JPG or PNG only.

Please send your artwork to advertising@sca.coffee with editor@sca.coffee in copy.

TECHNICAL SPECIFICATIONS

All color images should be supplied CMYK (no RBG or PMS).

Four color images 72dpi at 100% placement (PNG or JPG only).

WEBSITES
All sizes listed in pixels (px).

Main Page Banner
2340 x 332

Mid-body Banner
1740 x 248

Button Ad
540 x 450

NEWSLETTERS
All sizes listed in pixels (px).

Main Banner
728 x 90

SPONSORED CONTENT

800-1200 words of copy, to be edited by the SCA's Editorial team

2-3 images

Links
Contact

SALES TEAM

James Shepherd (Europe): National Account Executive  
E: jamess@sca.coffee  T: +44 (0) 7508 428 017

Susan Gates (North America): National Account Executive  
E: susang@sca.coffee  T: +1 (206) 818 2563

Veronica Chou (Asia): Sales Manager  
E: veronicac@sca.coffee

Office | North America
117 W. 4th St., Suite 300, Santa Ana, California, 92701  
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Office | Europe
Oak Lodge Farm, Leighams Road, Bicknacre,  
Chelmsford, Essex, CM3 4HF, United Kingdom  
T: +44 (0) 1245 426 060