

TEA & COFFEE TRADE JOURNAL SINCE 1901

The International Voice of the Tea and Coffee Industries

Tea & Coffee Trade Journal, established in 1901, is a comprehensive monthly magazine dedicated to providing in-depth articles on all aspects of the tea and coffee industries, from news in producing countries to innovative tea/coffee equipment. The Tea & Coffee Buyers Guide and Directory, a listing of all firms servicing the two trades is another valuable member of the Tea & Coffee Trade Journal Family. The publication is also in partnership with Tea & Coffee Asia, published by October Multimedia in Bangkok, Thailand.

More than 11,000 Tea & Coffee Trade Journal subscribers will see your advertisements in the Western World while more than 5,000 Tea & Coffee Asia subscribers will see your advertisement in the Eastern World, giving you worldwide exposure of over 16,000 readers, if you advertise in both magazines.



JANUARY

Tea & Coffee Packaging
Africa's Coffee & Teas
Annual Flavor & Syrup Report
U.S. Tea Market Trends
Bonus Show Distribution:
Fancy Food Show (Jan 17-19)
EAFCA (Feb 12 -14)

FEBRUARY

Roasting Technology
Bar Equipment Special
Coffee Producer's Report:
Colombia
Soluble Market Trends
Office Coffee Service
Bonus Show Distribution:
Coffee Fest NJ (Mar 5-7)
NCA (Mar 18-20)

MARCH

Tea Packaging Materials
& Machinery
Coffee Roasting Technology
Certification Updates
Cup Innovations
Mega-Chain Reviews
Single-Serve
Bonus Show Distribution:
SCAA (Apr 15-19)

APRIL

Specialty Coffee & Tea
Market Update
Private Label Trends
Organic & Sustainable News
Coffee Roasting Technology
Carts/Kiosks
Bonus Show Distribution:
World Cup Vienna (Apr 25-27)
Fancy Food Show (Apr 27-29)
PLMA (May 18-20)

MAY

Tea & Coffee Packaging
Italy & All Things Espresso
Roasting Trends
Growing Tea Markets
Soluble Mixes/RTD
POS
Bonus Show Distribution:
NRA (May 22-25)
Coffee Fest Minneapolis (Jun 4-6)
World Tea Expo (Jun 11-13)
SCAE/Caffe Culture (Jun 23-25)

JUNE

Tea & Coffee Packaging
Pod/Capsule Report
Tea Blending
OCS/Vending Trends

Espresso Blending

Bonus Show Distribution:
Fancy Food Show (Jun 27-29)

JULY

Roasting Technology
Brewer Report
Single Origin Coffees
Teabag Trends
Decaf Update

AUGUST

Private Label Trends
Ports/Warehousing/Transportation
Carts/Kiosks
Tea & Coffee Contract
Packaging
Bonus Show Distribution:
Ramacafe (Sept 15-17)
Roaster's Guild Retreat

SEPTEMBER

Bar/Café International
HORECA Showcase
Green Coffee Processing
Roasting Trends
Herbal Teas/Tisanes
Bonus Show Distribution:
Coffee Fest
Pack Expo (Oct 31-Nov 3)

OCTOBER

International Tea Review
OCS/Tea Service Machines
Vietnam Spotlight Origin Country
Soluble: Drink Mixes
Decaf

NOVEMBER 2011 TEA & COFFEE GLOBAL DIRECTORY AND BUYERS GUIDE

NOVEMBER

International Espresso Review
Roasting Trends
Germany Tea/Coffee Focus
Insurance
Matters/Ports/Warehousing
Private Label Advances
Bonus Show Distribution:
New York Hotel Show
Sintercafe

DECEMBER

Slow Coffee/Tea Service
Robusta's Best Green Coffees
Coffee Packing Machinery
& Materials
Roasting Chemistry

Please contact us at:

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WWW.TEAANDCOFFEE.NET

TEA & COFFEE TRADE JOURNAL MECHANICAL SPECIFICATIONS

The International Voice of the Tea and Coffee Industries

MECHANICAL SPECIFICATIONS

- Final Art should be a press quality PDF (at least 300dpi with fonts & images embedded and in CMYK color format; with ink density of no more than 280) All new applications mentioned below have the capability to save as PDF.
- Live Area: Keep all live matter (text, critical image content) 1/4 inch (6mm) from the final trim. For two-page spreads, allow 3/8 (10mm) safety on both sides of gutter for any copy or critical art that flows across the gutter.
- Bleeds: Extend image area an additional 1/8 inch (3mm) past trim.
- Macintosh applications accepted: QuarkXPress, Adobe Photoshop, Adobe

Illustrator, and InDesign. All fonts (printer and screen) and supporting art files must be supplied. If fonts are not supplied Lockwood is not responsible for type errors. If type is incorporated as pixels into a PhotoShop file (tiff, eps, jpeg, etc.), 600 DPI is recommended for type to reproduce clearly.

- A reproduction quality proof must be supplied with all digital files. A Laser proof is for content only.
- If no proof is supplied, Lockwood is not responsible for errors.**
- Submit files on CD-ROM disks.
- If files are submitted via e-mail or FTP, a laser must be provided for content.
- Files may be compressed with Stuffit or Zipped.



Submit to both:

G.Guia@lockwoodpublications.com or
C.Alston@lockwoodpublications.com

Shipping address:

Lockwood Publications
C/O: Ad Traffic/Production
26 Broadway, Floor 9M
New York, New York 100024
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DISPLAY AD DIMENSIONS FOR TEA & COFFEE TRADE JOURNAL AND UKERS' TEA & COFFEE GLOBAL DIRECTORY & BUYERS GUIDE

Trim Size:	8 1/4 x 10 13/16	210 x 275
Unit	Inches (Width x Height)	Millimeters (Width x Height)
2P Spread (Full bleed)	16 3/4 X 11 1/16	426 X 281
2p Spread (Non-bleed)	16 1/2 X 10 13/16	419 X 275
Full Page (Full bleed)	8 1/2 X 11 1/16	216 X 281
Full Page (Non-bleed)	8 1/4 X 10 13/16	210 X 275

Safety is 0.25" (7mm) Inside of the trim

2/3 Page	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 190
1/2 Vertical	3 1/2 X 10	89 X 254
1/2 Horizontal	7 X 4 7/8	178 X 124
1/3 Island	4 1/2 X 4 7/8	115 X 124
1/3 Vertical	2 1/4 X 10	57 X 254
1/3 Horizontal	7 X 3 1/4	178 X 83
1/4 Vertical	3 3/8 X 4 7/8	86 X 124
1/4 Horizontal	7 X 2 3/8	178 X 60
1/6 Vertical	2 1/4 X 4 7/8	57 X 124
1/6 Horizontal	4 3/8 X 2 1/2	112 X 64
1/8 Vertical	3 3/8 X 2 2/3	86 X 68
1/8 Horizontal	7 X 1 3/8	178 X 35

GENERAL RATE POLICY

- Additional charges may be incurred if advertisements are not received according to the magazines' specified mechanical requirements.
- Creative ad design services are available at a cost of \$250 per hour.
- Short Rates: If the number of units published is less than contracted, short rates apply.

ADVERTISING RATES

FOUR-COLOR

Unit	1 Time	6 Times	13 Times
Full Page	\$4,790	\$4,070	\$3,500
2/3 Page	\$4,550	\$3,870	\$3,320
Island 1/2	\$4,310	\$3,660	\$3,150
1/2 Page	\$4,070	\$3,460	\$2,970
1/3 Page	\$3,590	\$3,050	\$2,620
1/4 Page	\$3,110	\$2,650	\$2,270
1/6 Page	\$2,630	\$2,240	\$1,920
1/8 Page	\$2,160	\$1,830	\$1,570
1/12 Page	\$1,680	\$1,430	\$1,220

BLACK & WHITE

Unit	1 Time	6 Times	13 Times
Full Page	\$3,350	\$2,850	\$2,450
2/3 Page	\$3,180	\$2,710	\$2,320
Island 1/2	\$3,020	\$2,560	\$2,200
1/2 Page	\$2,850	\$2,420	\$2,080
1/3 Page	\$2,510	\$2,140	\$1,830
1/4 Page	\$2,180	\$1,850	\$1,590
1/6 Page	\$1,840	\$1,570	\$1,350
1/8 Page	\$1,510	\$1,280	\$1,100
1/12 Page	\$1,170	\$1,000	\$860

CLASSIFIED ADS

Unit	1 Time	6 Times	13 Times
Per Inch	\$165	\$145	\$125

SPECIAL POSITIONS PLUS EARNED PAGE RATE:

Cover 2	\$1,010	Cover 3	\$780
Opposite C2	\$780	Cover 4	\$1,220

- Rate is per column inch, in 3 column make-up
- Box number replies: \$10 extra per insertion

- Classified type average 20 words per inch

Please contact us at:

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