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亚洲 茶与咖啡
tea&coffee asia®
www.teacoffeeasia.com



2011

Editorial Calendar and Rates

The ONLY Magazine Written and Edited for the Asia Regional Tea & Coffee Industry



Enhance Your Regional Success by Advertising in the Tea & Coffee Industry's Premier Magazine

MECHANICAL SPECIFICATIONS

GENERAL RATE POLICY

- CMYK colors are US\$510 per color
- Pantone (PMS)/metallic colors: US\$615 per color
- Advertising, digital output/design done on a cost basis
- Agency commission: 15%
- Short rates: If number of units published is less than contracted then all published ads will be rebilled accordingly
- Combination rates: All rates earned by number of inserts in one year.
- Issue closing/order cancellation: Tea & Coffee Asia is published quarterly. Closing is the first week of the month prior to publishing. All cancellations must be made at least 4 weeks prior to closing.

OFFSET PRINTING SPECIFICATIONS

- Digital Files Required
- Acceptable formats: .pdf; .jpg; .tiff; ai; eps
- Send files on CD to our mailing address, or by ftp.

FTP UPLOAD

ftp://02e07cc.netsolhost.com/htdocs/teacoffeeasia
 user name: tobaccoasia1
 password: dnjQunr3mt
(send message to snt@octobermultimedia.com when file has been uploaded)

SHIPPING

To avoid import duties, taxes, storage and handling fees, please send all CD's, DVD's, film and pre-printed inserts through a well-known commercial carrier. Mark all packages "DOCUMENTS, NO COMMERCIAL VALUE." Shipper is responsible for all import duties, taxes, storage and handling charges incurred.

FOUR-COLOR

Unit	1 Time	4 Times	6 Times
Full Page	\$4,790	\$4,310	\$4,070
2/3 Page	\$4,550	\$4,100	\$3,870
Island 1/2	\$4,310	\$3,880	\$3,660
1/2 Page	\$4,070	\$3,660	\$3,460
1/3 Page	\$3,590	\$3,230	\$3,050
1/4 Page	\$3,110	\$2,800	\$2,650
1/6 Page	\$2,630	\$2,370	\$2,240
1/8 Page	\$2,160	\$1,940	\$1,830
1/12 Page	\$1,680	\$1,510	\$1,430

DISPLAY AD DIMENSIONS

Trim Size:	8 1/4 X 10 7/8	210 x 277
Unit (width x height)	Inches	Millimeters
2P Spread (full bleed)	16 3/4 X 11 1/8	426 X 283
2p Spread (non-bleed)	16 1/2 X 10 7/8	420 X 277
Full Page(Full Bleed)	8 1/2 X 11 1/8	216 X 283
Full Page(non-bleed)	8 1/4 X 10 7/8	210 X 277
2/3 Page	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 191
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 61
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 61
1/8 Horizontal	7 X 1 3/8	178 X 35

SPECIAL POSITIONS

Surcharge	
Cover 2	+20%
Cover 3	+15%
Opposite C2	+15%
Cover 4	+25%

QUARTER 1 – 2011 FEBRUARY/MARCH/APRIL

Ad Materials Deadline: January 10, 2011

- Flavors-Syrups
- Tea & Health
- Green Tea
- Bar/Cafe Equipment & Supplies
- Coffee Roasting & Grinding Equipment
- India & Middle East
- Barista Basics
- Bonus Distribution:
T&C WORLD CUP EXHIB–March–Singapore
Hotelex–March–Shanghai
SCAA–April–USA

QUARTER 2 – 2011 MAY/JUNE/JULY

Ad Materials Deadline: March 15, 2011

- Decaf, Soluble, RTD Products
- Flavored & Herbal
- Brewing & Dispensing Equipment
- Tea Bagging Equipment & Supplies
- Espresso Equipment & Supplies
- Southeast Asia/Japan
- Tea Ceremony
- Bonus Exhibition Distribution:
World Tea Expo–June – USA

QUARTER 3 – 2011 AUGUST/SEPTEMBER/OCTOBER

Ad Materials Deadline: July 5, 2011

- Tea, Health & Green Tea
- Organic Tea & Coffee

- Chinese Teas
- Bar/Cafe, Shop Equipment & Supplies
- Plantation & Processing Equipment
- China, Russia & Korea
- Coffee Roasting

QUARTER 4 – 2011 NOVEMBER/DECEMBER/JANUARY

Ad Materials Deadline: October 1, 2011

- Specialty Tea & Espresso
- RTD
- Espresso Equipment & Supplies
- Ports & Shipping
- Australia, Indonesia, Papua NG & Sri Lanka
- Tea Blending & Sensory Evaluation

QUARTER 1 – 2012 FEBRUARY/MARCH/APRIL

Ad Materials Deadline: January 10, 2012

- Flavors-Syrups
- Tea & Health
- Green Tea
- Bar/Cafe Equipment & Supplies
- Coffee Roasting & Grinding Equipment
- India & Middle East
- Barista Basics
- Bonus Distribution:
SCAA–April–USA

Also published by October Multimedia
**TEA & COFFEE RUSSIAN
 LANGUAGE ANNUAL**
 Ad Materials Deadline: October 6, 2011

The ONLY Magazine Written and Edited for the Regional Tea & Coffee Industries

tea&coffee  is simply the best way to support the sales and communication efforts of companies selling to the greater Asia regional tea and coffee industries. TEA & COFFEE ASIA's unparalleled reach to coffee roasters, tea packers, and related manufacturers benefits all companies providing equip-

ment, machinery, supplies, services and tea leaves and coffee beans. And TEA & COFFEE ASIA's penetration into the major wholesale, distribution, and foodservice network uniquely benefits tea and coffee products and accessories suppliers as well.

Published quarterly in English with supplements in Chinese and with unmatched

circulation in Asia, the Middle East and Oceania, TEA & COFFEE ASIA's distribution reaches more qualified buyers and tea and coffee industry decision makers than any other industry publication.

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