— 2017
COFFEE FORUMS
MEDIA KIT
coffeeforums.co.uk
Hi Advertiser,

Thank you for considering Coffee Forums UK to assist you in growing your business. Coffee Forums UK is a Global Hub for coffee lovers. Today’s B2C environment can seem complicated and overwhelming, but it’s really not. It’s as simple as this: We connect to our users through information. And we understand that you, as a media buyer, have only a certain amount to budget in order to gain exposure to your potential clients and prospects.

Our mission at Coffee Forums UK is to offer the online coffee community a place to come together, learn more about, and to provide the source for coffee news, products, and reviews of beans and equipment.

An advertisement gains value from the media brand in which it appears. Coffee Forums UK has authority, prestige, reader engagement, and credibility. If you partner with us, you will be perceived as a leader. And with many options in the Coffee Forums UK resources to make an impact, why take chances with your ad money?

Coffee Forums UK offers the highest-quality content delivered to the highest-quality audience. We offer real value to reach your customers and prospects through digital, and mobile multimedia offerings.

Invest wisely — choose Coffee Forums UK to carry your message to these buyers.

On behalf of Coffee Forums UK, thank you for your continued support.

Glenn Watson
Region Demographics

Member growth is projected to increase steadily. European and North American member’s are registering and engaging with UK suppliers, and UK growth remains strong.

- **United Kingdom**: 2008 - 10,500 members
- **Europe**: 2008 - 3,000 members, 2017 - 10,500 members
- **North America**: 2008 - 2,500 members, 2017 - 10,500 members
- **Rest of the World**: 2008 - 1,000 members, 2017 - 10,500 members
Audience/ Social Demographics

Our audience demographic information is classified into age, gender, and social media reach. We are responsive to the changing landscape of mobile usage and platform adoption, ensuring you are visible anywhere, anytime, in any format.

90%
Male audience on Coffee Forums

10%
Female audience on Coffee Forums

475
Reach on Facebook

3,350
Reach on Twitter

15%
Age 18-24

35%
Age 25-34

45%
Age 35-64

5%
Age 65+
For as little as £1.50 per day your company can gain exposure to over 17500 forum members and thousands of additional site visitors each day who find us through search engine links and social media activities.

Banners (including animated banners) should be provided to meet the spec of 468x60 pixels.

**Banner Positions**

1. Below the Header
   - Both positions have enjoyed equal success in click-through rates
   - Banners will be rotated between top and bottom slots
   - There is a 50% premium for securing a top banner spot for 100% of the time

2. Above the Footer

Do you get any extra entitlements by advertising? An Advertiser user category has been created. You will be assigned the bright red badge when you register on the Forum.

Posting on the forum = increased visibility, and should bring a tangible increase in enquiries and sales.
- Coffee Forums has site advertiser pages available for you to add content to, and we welcome participation throughout the year on the forums themselves.
- Coffee Forums also engages with the member base more through social media (Facebook and Twitter) and would be happy to include special offers, logos and a short company bio on each platform.

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**Banner Ads**

<table>
<thead>
<tr>
<th><strong>Position</strong></th>
<th><strong>Duration</strong></th>
<th><strong>Price</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>★★★</strong></td>
<td>1 Year</td>
<td>£547.50</td>
</tr>
<tr>
<td><strong>★★</strong></td>
<td>6 Months</td>
<td>£360.00</td>
</tr>
<tr>
<td><strong>★</strong></td>
<td>3 Months</td>
<td>£220.00</td>
</tr>
<tr>
<td></td>
<td>1 Month</td>
<td>£100.00</td>
</tr>
</tbody>
</table>

- The banner can be changed as often as you like within the advertising period
- The banner contains a hyperlink to a landing page you choose
- Animated banners are permitted
- An invoice will be raised to satisfy accounting requirements*
- Payment is accepted via PayPal, Bank Transfer or Cheque

*Accounting requirements
Frequently Asked Questions

Banner Design
We can recommend a number of banner designers if you do not already have a banner to send to us.

Where does your money go?
Advertising revenue is used to offset the growing running costs of Coffee Forums, including but not limited to:

- Dedicated Hosting on our own managed server
- Domain Name Renewal
- vBulletin annual licence fee
- Site maintenance

Backup / Hosting
Coffee Forums is hosted in the UK and has an uptime of over 99.7%
Files are backed up daily and server maintenance is usually advised well in advance.

Any profits resulting from advertising may be used to:
- Sponsor community events
- Purchase prizes for members
- Increase Coffee Forums’s visibility and grow the membership base

* Note: We have a 90%+ advertiser retention rate – where advertisers have extended their contracts to a following year
Contact Details

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coffeeforums.co.uk