INSPIRING COFFEE EXCELLENCE

The Speciality Coffee Association of Europe represents the heart of the coffee community.

Our mission is to create and inspire excellence in the coffee community through innovation, research, education and communication.

We have 3,000 members in 90 countries around the world and 30 National Chapters actively engaged in promoting coffee excellence at ground level.

We communicate through the power of print, through dynamic digital media channels, and through world-class events.

We offer a direct route to market, providing you with a range of interactive platforms to promote your products and services to the top purchasers, decision-makers and stakeholders in the global coffee industry.

To find out how our media can help you grow your business, contact Keith Amos, Business Development Executive
T: +44 (0) 1245 42 60 60, E: keith@scae.com.

www.scae.com
SCAE COMMUNICATION CHANNELS
THE PAN-EUROPEAN SPECIALITY COFFEE INDUSTRY MAGAZINE

Freshly brewed at the start of each season, SCAE’s Café Europa is a pan-European speciality coffee industry magazine, providing you with a crucial platform to target trade buyers at the heart of the world’s biggest coffee consuming markets.

This quarterly publication is delivered directly to SCAE’s 3,000 members in print and digital format, giving you access to the industry’s most influential professionals and prolific purchasers. An additional 3,700 copies of each issue are distributed at leading trade events around the world, providing your brand with exposure in multiple markets.

The Coffee Professionals’ Magazine
Published by speciality coffee professionals for speciality coffee professionals, Café Europa is an essential tool for baristas, roasters, café owners, distributors, importers and coffee industry suppliers, providing vital information and advice on running a business, raising coffee standards and growing the speciality coffee market, while also keeping readers up-to-date of the latest trends and developments in speciality coffee worldwide.

Backed by SCAE’s considerable expertise and knowledge in all aspects of coffee production and delivery, Café Europa is the authority on coffee excellence, featuring thought-provoking content to engage readers, including must-read articles from leading industry experts and influential stakeholders.

Click here to view recent issues.
Government agencies and stakeholders in Ecuador’s coffee industry are committed to raising standards in an effort to counteract falling volumes, writes GONZALO ROMERO.

CAFÉ EUROPA E-NEWS
Along with quarterly print and digital editions, Café Europa also produces a monthly ezine, keeping readers up to date with latest news and developments between issues. Café Europa E-News is delivered to 6,000 readers each month and promoted via scae.com, which receives 17,500 page views per month. We’re always looking for news from our members. To share your story please email cafeeuropa@scae.com.

CAFÉ EUROPA
2016 KEY FEATURES
In addition to its regular mix of news, trends, advice and interviews, Café Europa will publish the following special features in 2015.

SPRING
The Hot List 2016
Reader Survey: The industry’s pick of the biggest trends and hottest products for 2016
Milking It
The science of milk

SUMMER
World of Coffee Preview
The ultimate guide to World of Coffee Dublin 2016
Origin Report
The most innovative origins on the planet

AUTUMN
Roasting Special
The latest trends in roasting plus top tips for creating a new roastery
SCAE Research
Flat versus conical burrs

WINTER
Equipment Focus
The smartest new machines for 2017
Education Special
The SCAE Coffee Diploma System
CAFÉ EUROPA
COMMERCIAL OPPORTUNITIES

_Café Europa_’s commercial and editorial departments work closely with clients to tailor engaging campaigns that deliver on their marketing objectives. Our services include:

DISPLAY ADVERTISING
With prime positions available throughout the magazine, _Café Europa_’s advertising is displayed to create maximum impact for our clients.

SPONSORSHIP
There are a select number of high-profile sponsorship opportunities available in the magazine, all designed to align brands with premium content.

ADVERTORIALS
_Café Europa_’s editorial and art departments are available to create bespoke content for your business, providing a tailored message to help you engage with readers.

INSERTS
We carry loose and bound inserts.

PROMOTIONS
We partner with clients on reader surveys, events and promotional campaigns.

PRODUCT NEWS
_Café Europa_ features a regular Product News section, providing you with an opportunity to promote your products and services to readers. To submit news please email cafeeuropa@scae.com.
MEDIA PACK 2016

For more information about advertising in Cafe Europa please contact:
Keith Amos, Business Development Executive, T: +44 (0) 1245 42 60 60, E: keith@scae.com
# CAFÉ EUROPA

## 2016 DEADLINES

### MAGAZINE

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For bookings please contact: Keith Amos, Business Development Executive  
**T:** 044 1245 42 60 60, **E:** keith@scae.com

### E-NEWS

*Café Europa*’s monthly e-newscast is emailed directly to 6,000 subscribers on the last Friday of every month. There are two tower banners available per e-cast. The artwork deadline is the last Monday of every month.

To secure your space please contact: Keith Amos, Business Development Executive  
**T:** +44 (0) 1245 42 60 60, **E:** keith@scae.com

### MAGAZINE DISTRIBUTION

Print and digital editions of *Café Europa* are distributed directly to SCAE’s 3,000 members each quarter. An additional 3,700 copies of the magazine are circulated by SCAE at leading trade events around the globe and local networking events throughout the year. Here is a sample of where *Café Europa* will be distributed in 2015:

- Sigep (Italy)
- Sirrah (France)
- Gulfood (UAE)
- SCAA Event (USA)
- World of Coffee (Ireland)
- Coffeena (Germany)
- Istanbul Coffee Festival (Turkey)
CAFÉ EUROPA
MAGAZINE SPECIFICATIONS

ARTWORK
Finished artwork is to be supplied as high resolution (300dpi) PDF or EPS files.
* Full page adverts that run to the full page size require a 3mm bleed on all sides.

SUBMISSION
Send your artwork to cafeeuropa@scae.com
For technical queries please contact Mark Nally, T: +353 87 934 9972, E: mark@odincreative.ie

For technical queries please contact: Keith Amos, Business Development Executive
T: +44 (0) 1245 42 60 60, E: keith@scae.com

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TERMS & CONDITIONS

The Speciality Coffee Association of Europe (SCAE) reserves the right to decline or reject any advertisement if the content of same is deemed inappropriate.

The advertiser is solely responsible for supplying suitable copy (including any artwork which may be required to be reproduced appropriate to the printing process) to SCAE and its agents within a reasonable time before the publication date and prior to the copy deadline date.

Reproduction quality is at the advertiser’s risk if specifications are not met or if material is received after the copy deadline. SCAE does not accept liability for any damage or loss to artwork or imagery whilst in its custody nor during transit.

SCAE reserves the right to include an index to the advertisements in the publication and will not be responsible to any advertiser for any error or omission there from.

SCAE reserves the right to position the advertisement as it sees fit notwithstanding any preferred position requested by the advertiser.

SCAE does not accept liability for delays in publication. It is hereby agreed that delays in publication will not constitute a breach of this contract.

Payment for any advertisement is to be made on receipt of invoice which will be issued by SCAE on receipt of order.

Cancellations must be in writing and received prior to the ad copy deadline. If bookings are not cancelled prior to the ad copy deadline, the advertiser/agent agrees that it will be responsible for the cost of such cancelled advertisement.
CAFÉ EUROPA
CONTACTS

EDITOR
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SALES TEAM
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PRODUCTION
For technical queries, please contact:
Mark Nally
T: +353 87 934 9972 | E: mark@odincreative.ie

ONLINE
For editorial and advertising in Café Europa’s monthly e-newscast and web page, contact:
T: +44 (0) 1245 42 60 60 | E: cafeeuropa@scae.com

Speciality Coffee Association of Europe
Oak Lodge Farm, Leighams Road, Bicknacre, Chelmsford, Essex CM3 4HF, UK
T: +44 (0) 1245 42 60 60 | E: info@scae.com | W: scae.com
NOT A MEMBER?

SCAE members get discounted rates on all sponsorship, advertising and event opportunities.

Join the SCAE Community now and start saving.

Please contact the SCAE Membership Team for more details.

**T:** +44 (0) 1245 42 60 60  
**E:** membership@scae.com  
**W:** scae.com/members