

coffee t&i

ASIA COFFEE, TEA & ICE CREAM MAGAZINE



M E D I A K I T

媒介手册

International Coffee, Tea and Ice Cream Magazine
咖啡茶与冰淇淋杂志 双月刊

About Coffee t&i 关于 CTI 杂志

Unlike other magazines that are published in only one language and cover mainly coffee industries in the West, Coffee t&i Magazine focuses on the coffee, tea and ice cream developments in Asia in 4 languages: Thai, English, Chinese and Vietnamese. Coffee t&i is published by a team of dedicated Asians with strong support from our global network of partners and contributors.

CTI 与其他众多行业杂志不同之处，在于 CTI 于 2007 年来源于泰国，并以亚洲四种语言泰语、汉语、英语、越南语发行，内容涵盖咖啡、茶和冰淇淋等。CTI 还有一支多元化的团队支持，亚洲各地区团队通过这个平台与大家分享经验、了解市场、管理策略等，杂志还包含咖啡厅设计、亚洲及世界行业动态等内容。

About Chinese Edition And Publisher 关于简体中文版

Coffee t&i China aims to be an objective and positive media to promote local coffee, tea and ice cream businesses by sharing stories of hotels, restaurants, cafes and bakeries. We are striving to help the industry to grow. We can achieve this by improving visibility and overall awareness of brands, outlets, trends, management ideas, including the passions and stories of hardworking people.

CTI 简体中文版致力于行业的客观报道，让更多行业人士能够相互了解与沟通，促进行业发展。除了翻译大量国外行业资讯和文章，我们还将结合国内情况务求杂志更加“地道”。2015 年《咖啡·茶与冰淇淋杂志》简体中文版更换合作代理方后搬迁至上海。从第 44 期开始，在淘宝及微店等电商平台开启【咖啡茶与冰淇淋杂志】全年订阅服务。

About Shanghai CTI Media 关于上海啡跃文化传媒有限公司

Shanghai CTI Media Co.,Ltd focuses on coffee market in Asia and coffee information integration, to make the coffee culture gradually penetrate into the domestic mass consumer groups. Coffee t&i covers countries and regions including: Mainland China, Thailand, Singapore, Macau, Malaysia, Vietnam, Indonesia, South Korea, and Australia. Besides, since Chinese version has entered local market in 2011, it has already covered over 92 cities through the professional distribution channels and became the most influential magazine in coffee industry.

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上海啡跃文化传媒有限公司，专注于咖啡国际资讯的整合与传播，以《咖啡·茶与冰淇淋》（英：Coffeetea&Ice-cream）杂志为核心产品，形成了对咖啡行业资讯整合并串联亚洲咖啡市场，致力让咖啡文化逐步渗入国内大众消费群体。

发行地区有：中国大陆、泰国、新加坡、中国澳门、马来西亚、越南、印度尼西亚、韩国以及澳大利亚。CTI 咖啡杂志（简体中文版）2011 年 5 月引入国内，经由专业投放渠道。在过去五年里，杂志的投放覆盖面已达 92 个以上国内城市，是国内最具影响力的咖啡类杂志。

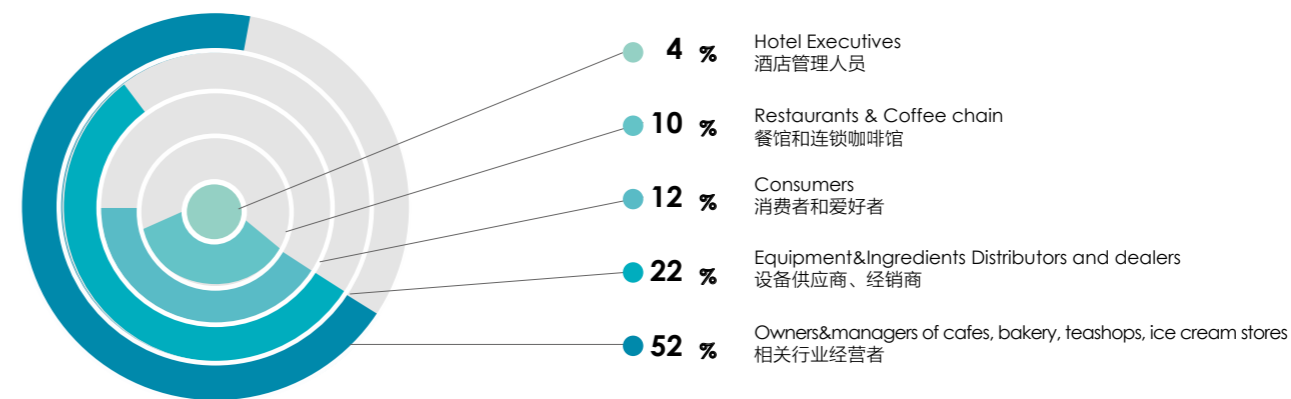
《咖啡·茶与冰淇淋》（英：Coffeetea&Ice-cream magazine）杂志的所有文字与图片，版权均属 Coffee tea&Icecream 杂志总部上海啡跃文化传媒有限公司所有，未经同意不得引用或转载。



The Target Readers 目标读者受众

Our target readers are the owners or managers of cafes, bakeries, tea shops, ice cream stores, restaurants, hotels, and industry dealers, fans and consumers. We have over 10,000 subscribed members for Chinese printed version, and over 25,000 for International version. The online reading for each issue is over 50,000 clicks/year.

CTI 的主要目标受众是设备供应商、经销商、咖啡厅、面包烘焙店、餐馆、冰淇淋店、酒店、茶室以及其他餐饮业的从业者和消费者。其中，简体中文版纸质杂志目前每期发行量为 10,000 册（重大展会或活动会增加发行量），国际四语版一共发行逾 25,000 册。网络的电子版在线阅读每期点击量超过 50,000 次/年。



Circulation number total of Thailand, Singapore, Mainland China, Hongkong, Macau, Malaysia, Vietnam, Cambodia, Indonesia, and South Korea.

发行总数包含中国大陆、泰国、新加坡、中国澳门、马来西亚、越南、印度尼西亚、韩国以及澳大利亚。

Magazine Distribution Model

杂志的投放渠道及模式

We have a comprehensive distribution strategy to provide maximum brand awareness and opportunity for our sponsors to reach current and future decision makers, while inspiring new generation of leaders.

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LEADING DISTRIBUTORS

免费赠送给重点经销商

Distribute to their customers and into the hands of key decisions makers. Coffee t&i will provide opportunity to feature stories about distributor's products

RETAIL READERSHIP

免费发放给连锁咖啡馆

Free Magazine at good coffee chains. Coffee t&i will add value to the consumer experience at these outlets. We hope to inspire new entrepreneurs and baristas to join the industry.

ASSOCIATIONS

免费发放给各咖啡行业协会会员

Will be provided to members of key associations for free. Coffee t&i will provide members of associations with the latest news and innovations in the industry and international trends.

INTERNATIONAL EXHIBITIONS&TRADE SHOWS

免费在行内各大展会赠阅

Targeted distribution across all major trade shows around the world. The magazine is provided for free.

INTERNET READING

免费的网络阅读

Coffee t&i is available online for free at www.coffeetandi.com, www.coffeetaimagazine.com, issuu.com, yuedu.163.com and CTI App in preliminary consideration.

EDUCATIONAL INSTITUTIONS

免费提供给相关培训机构

Free for Universities & Colleges with F&B department. We hope to inspire more young baristas and entrepreneurs.

PUBLIC SUBSCRIPTION

公众全年订阅渠道

In 2015 (Jan/Feb. Issue 44), Coffee t&i Chinese version changed partnership and moved office to Shanghai, continuing to offer full year subscription in taobao.com and wechat platforms.

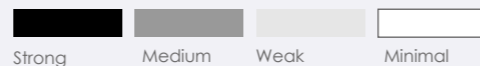
INDEPENDENT CAFES

全国各城市给独立经营的咖啡馆寄售

Coffee t&i will be sold in Cafes to the general public.

TARGET READER FOCUS CIRCLES

-  Reach industry professionals and decision makers.
-  Reach professionals within direct industry connection.
-  Reach consumers, entrepreneurs with potential to inspire new baristas.
-  Reach professionals with direct & indirect industry connection



International Trade Shows

国际性展会

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In 2017 We were at 32 major regional and international exhibitions and trade shows, which attended the majority of decision makers: Thailand, China, Singapore, USA, South Korea, Australia, Hong Kong, Japan, Taiwan, Malaysia, Italy, Indonesia, Austria and etc.

CTI 参与过 36 个国家和地区的国际性行业展览会：泰国、日本、中国、新加坡、澳洲、意大利、韩国、香港、台湾、马来西亚、印度尼西亚、奥地利等地。

Coffee t&i is actively involved in all major regional & international exhibitions and competitions, including SCAA USA, SCAE Italy, FHA Singapore, and Cafe show Seoul etc.

CTI 参与亚洲各地区的主要国际展会，包括 Hotelex, MICE, SCAA 美国展, 新加坡 FHA 展, 首尔 Cafe Show 展, HOST 米兰, 意大利 Sigep 等等。

Expos 展会	Date 日期	Country 国家
Sigep	Jan.21-25	Italy 意大利
CAFE MALAYSIA	Jan.12-14	Malaysia 马来西亚
Thailand Coffee Tea&Drinks	March	Thailand 泰国
Café Asia	March 2-4	Singapore 新加坡
Café Show Vietnam	March 2-4	Vietnam 越南
MICE	March	Australia 澳大利亚
HOTELEX	March 28-31	China 中国
Food & Hotel Asia	April	Singapore 新加坡
Food and Hotel Indonesia	April	Indonesia 印尼
SCAA	April 20-23	USA 美国
Café Show Malaysia	April 25-27	Malaysia 马来西亚
Food & Hotel Vietnam	April 25-27	Vietnam 越南
HOFEX May 8-11	May 8-11	HongKong 中国香港
Bakery China	May 10-13	China 中国
Thaifex:World of Coffee & Tea	May 31-June 4	Thailand 泰国
SCAE World of Coffee Events	June 13-15	Hungary 匈牙利
Cafe Show China	July 6-9	China 中国
TRAFS	July 13-16	Thailand 泰国
MIFB	Aug. 9-11	Malaysia 马来西亚
Hong Kong International Tea Fair	Aug. 17-19	Hong Kong 中国香港
Food&Hotel Thailand	Sep. 6-9	Thailand 泰国
SCAJ	Sep. 20-22	Japan 日本
Tea&Coffee world cup	Sep. 26-28	Singapore 新加坡
Food&Hotel Malaysia	Sep. 26-29	Malaysia 马来西亚
CAMFOOD/CAMHOTEL	Oct. 19-21	Cambodia 柬埔寨
HOST Milan	Oct. 20-24	Italy 意大利
I love Coffee &Tea Expo	Oct. 27-29	Malaysia 马来西亚
MYANFOOD/MYANHOTEL	Nov. 2-4	Myanmar 缅甸
Seoul Int'l Café Show	Nov. 9-12	Korea 韩国
Food&Hotel China	Nov. 14-16	China 中国
Taiwan Tea,Coffee&Wine	Nov. 17-20	Taiwan 中国台湾
Hotelex Guangzhou	Dec. 12-14	China 中国

Coffee t&i is actively involved in all major regional & international exhibitions and competitions, including SCAA USA, SCAE Italy, FHA Singapore, and Cafe show Seoul etc.

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Coffee t&i Readership Profile 读者细分

From time-to-time we do quick surveys of our readers during trade shows and through the Internet.

我们在各种场合都积极的对我们的读者进行调研，从而进一步解读读者需求。

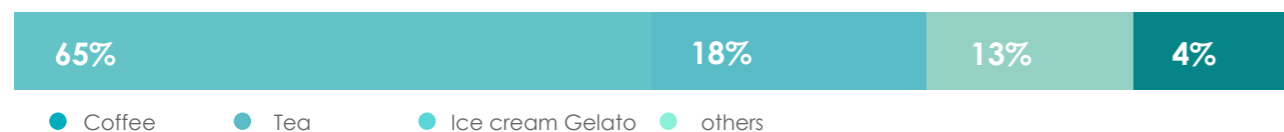


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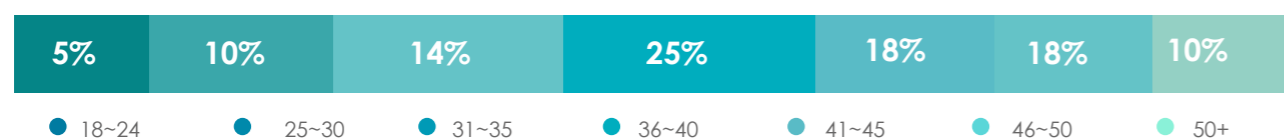
? Gender 性别划分



? Interests 兴趣划分



? Age Group 年龄划分



NB: Coffee t&i magazine readership survey is non-scientific and done across multiple countries during trade shows and via the Internet between 2009-2011
注释: 以上数据仅供参考, 各地区情况会有不同。

Coffee t&i 2017 Cover Story & Report CTI2017 封面故事

ISSUE 期数	COVER STORY 封面故事	CREPORTING 报道方向
Issue 62 (Jan./ Feb. 2018)	Coffee & Travelling	咖啡与旅行
Issue 63 (Mar./ Apr. 2018)	Coffee Household	家庭化
Issue 64 (May/ Jun. 2018)	Coffee Break	咖啡时间
Issue 65 (Jul./ Aug. 2018)	IPlant Base Trend	植物基 & 豆制品 & 素食主义
Issue 66 (Sep./ Oct. 2018)	Junior Trend	年轻化
Issue 67 (Nov./ Dec. 2018)	Motivation to go cafes	人们为什么要去咖啡馆?

Why Advertise with Coffee t&i ? CTI 杂志的媒体价值

Quality Targeted Readers 高质量的目标受众

CTI has 10,000 subscribed members in China and 25,000 in Asia and Australia for printed version and for each issue over 50,000 clicks/ year for the online PDF edition. We are devoted to trade shows, barista competitions and events. This keeps us in touch with our subscribers: network associates and partners. Subscribers are updated and renewed every year to ensure quality.

覆盖面广, 涉及各种行业人士, 简体中文版每期印刷量为 10,000 本, 国际四语版共计印刷量为 25,000 本, 并且每期每年有超过 50,000 次的 PDF 电子版下载量。

Excellent for Brand Building 树立品牌形象的首选

Coffee t&i are mailed to subscribers. Your target audiences will see your advertisements, and have them kept in a high exposure state. Through partnership with major distributors, industry associations and F&B schools, we provide additional opportunity for you to reach key decision makers, future leaders and young entrepreneurs.

CTI 高质量的目标受众群体, 可让你的广告页在行业各产业链里时刻保持曝光率。CTI 与重点经销商、行业协会、餐饮培训机构建立良好合作关系, 提供更多资源给公司决策者、有潜力的管理者和年轻企业家。

Quality & Diverse Editorial 高质量和多元化的合作伙伴

Coffee t&i provides quality editorial content from industry insiders throughout the region, supported by global network of contributors and partners. Our team travels far to find the stories that inspires; including competitions, product launches and business innovations.

CTI 有高质量和多元化的合作伙伴, 文章范围涵盖面广, 既有各地区行业内人士, 也有来自世界不同地区的分销商和合作伙伴, 我们的记者也会到各地报道采访各种行业内的新闻和行业发展趋势。

Help Inspire. Be a Sponsor. 为行业发展提供助力, 成为我们的广告客户!

Majority of Coffee t&i are provided as Free magazine for trades people in the coffee, tea and ice cream industry. Many good companies have sponsored and helped us to raise the standards and inspire new generations of professionals.

CTI 部分是以免费的形式发放给各种相关企业和机构, 帮助他们的发展, 让大众了解行业, 同时很多优质的企业也为 CTI 的发展提供了帮助, 成为我们的广告客户, 通过这种形式 CTI 与企业之间互惠互利。

Domestic Advertising Rate In RMB 国内广告 报价单位: 人民币 / RMB (¥)

SIZE	1 Issue	3 Issue	Each	6 Issue	Each
尺寸	一期	三期(九折)	平均每期	六期(八折)	平均每期
Full page	11,713	31,625	10,542	56,221	9,370
1/2 page	7,028	18,975	6,325	33,733	5,622
1/3 page	4,685	12,649	4,216	22,490	3,748
1/4 page	4,100	10,693	3,564	19,677	3,280
Insidecover page 6 or 7	15,968	43,112	14,371	76,644	12,774

*Chinese circulation is expected to be 10,000 * 中文版杂志每期发行量超过 10,000/ 期

International Advertising In EURO 国际广告 报价单位: 欧元 / EURO (€)

SIZE	1 Issue	3 Issue (10%off)	Each	6 Issue (20%off)	Each
Full page	2,795	7,547	2,516	13,417	2,236
1/2 page	1,708	4,528	1,510	8,051	1,342
1/3 page	1,118	3,020	1,007	5,366	895
1/4 page	989	2,641	880	4,696	829
Back cover	/	/	/	20,082	3,347
Insidecover page 3,5,7	/	/	/	19,166	3,195

*International Ads are published in 4 languages Chinese, Thai, English, Vietnamese, the circulation is over 25,000/issue in total.

* 国际版使用四种语言中文, 泰文, 英文, 越南语发行, 发行量合计超过 25,000/ 期

Strategic Sponsorship Advantage 战略优势

International Ad Full Page sponsorship for one year (6 issues) includes:

国际版一年六期全页 (190W*254H mm) 或以上广告客户可额外享受:

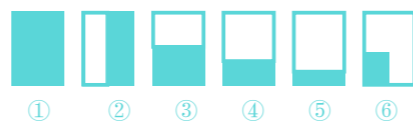
- 6 Issues inner page advertisement;
六期内页刊登广告;
- Updated social and activity news;
优先刊登贵司大型活动信息;

Ads. Specification

各种规格广告尺寸 (不含出血)

- ① Full page.....190W*254H mm
- ② 1/2 page(1).....95W*254H mm
- ③ 1/2 page(2).....190W*127H mm
- ④ 1/3 page.....190W*85H mm
- ⑤ 1/4 Page(1).....190W*69H mm
- ⑥ 1/4 Page(2).....95W*127H mm

广告页设计请四周留 3mm 出血位置



CTI online channel platform includes WeChat, Weibo, Tencent, Youtube, Instagram, Website, and Facebook etc. The average number of subscribers in each app is nearly 150 thousand by Jan. 2017, covering almost all over the country and showing stable trend of ascending.

CTI 线上媒体平台包括各大类社交平台、官方网站以及视频等。其中, 微信、微博、腾讯视频、Youtube、Instagram、官网、脸书等社交平台中平均粉丝数截止 2017 年 11 月约为 200,000 人, 几乎覆盖全国各个省市, 且均呈现稳步增长的趋势。

Online Channel Advertising 互联网平台

媒体 人民币 欧元

微信单条 (头条)
Wechat 1st line ¥ 6270 / 条 € 847 / Post

微信单条 (次条)
Wechat 2nd line ¥ 1960 / 条 € 265 / Post

微博单条 (直发)
Weibo ¥ 1650 / 条 € 223 / Post

Facebook (直发)
Facebook ¥ 2145 / 条 € 290 / Post

官网
Website ¥ 2145 / 条 € 290 / Post

CTI 视频后期样片
Video ¥ 1650 起



¥ 2750 起



¥ 3850 起



注: 具体费用按参考样片报价, 所有拍摄另计费用

Magazine Fact Sheet

杂志基本信息

Name	Coffee t&i
Frequency	Bi-monthly magazine
Year Established	Nov.- Dec. 2007, Thailand
Languages	Thai, Chinese, English, Vietnamese
Master Publisher	Blue Sky Books (Bangkok, Thailand)
Chinese Publisher	Shanghai CTI Media Co.,Ltd.
Size	190W*254H mm
Target Reader	Asian cafes, restaurants, hotels, bakeries, fast food outlets, ice cream & frozen yogurt outlets, tea shops, food service businesses.

Shanghai CTI media Co.Ltd. 上海啡跃文化传媒有限公司

Weibo 微博: CTI 咖啡茶与冰淇淋

Wechat 微信: CTI 咖啡杂志

Tencent 腾讯视频: CTI CHANNEL

App: APP 下载 coffee t&i

网易电子杂志: APP 下载 网易云阅读搜索 “咖啡茶与冰淇淋”

Issuu 电子杂志: APP 下载 Issuu 搜索 “Coffee tea&i magazine”

Facebook: Coffee Tea & I Magazine

Youtube: coffeetandi

Instagram: coffeeteaimag

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CTI MARKET

淘宝 / 有赞搜索：

 CTI Market




淘宝店铺




有赞店铺