

2017
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媒体计划书

CAFE
culture.

啡 言 食 语

The Leading China Cafe Industry Trade Media
咖啡餐饮行业专业权威性媒体

13 Years of Solid Experience in the Cafe Industry
13年丰富的咖啡餐饮行业发展经验

Comprehensive Understanding of the China Cafe Industry and Food Services via the Annual China Cafe Industry Survey, Now in its Fourth Successful Year
自2014年起连续4年，通过市场调查深度了解中国咖啡餐饮行业和咖啡厅产业发展

Diversified Media Platforms and Market Education
多元化的媒体平台和持续性的市场教育

Globally / Nationally Recognized and High Level Competitions
世界级和中国国内多项重量级和高规格赛事

International Perspective, Industry Trend and News on the Cafe Industry
具备国际视野的咖啡餐饮行业触角、发展动向和资讯消息

Industry Focused Locally and Internationally Based Professional Staff
国内和国际化专业素质的员工

Free Digital Magazine with a Readership Exceeding 150,000 in 2017
2017年，预计每期在线杂志阅读量超过15万

Serving more than 200,000 Cafes and Coffee Professionals
服务于超过20万咖啡餐饮行业从业者

Reaching Over 300,000 Coffee Lovers
近距离接触超过30万咖啡爱好者



微信



微博



脸书



电子杂志

www.cafeculture.com.cn



About us | 关于我们

Originally founded in Australia in 2004, Cafe Culture was created in conjunction with the organization of the inaugural professional coffee expo Cafe Biz. In the thirteen years since its inception, Cafe Culture has grown into an advanced, respected, and diversified media corporation focusing on the Cafe Industry. Cafe Culture has thoroughly developed its business internationally in Australia, The United States, the United Kingdom, and China through avenues such as Cafe Culture Magazine, eNews, social media platforms, events, training school, the market survey, and competitions including the Golden Bean and the World's Richest Barista Competition (WRBC). These are respectively the world's largest coffee roasting competition and the highest cash prize barista competition.

Cafe Culture began research in the China market in 2013 in search of opportunities for development. In January 2014, Cafe Culture entered into the China cafe industry and became the first professional coffee and cafe magazine in the market. With four years of teamwork, Cafe Culture China has a firm grasp on the China coffee market and has formed a dynamic approach to expansion. Stemming from experience and professional support from Cafe Culture International along with a global vision, Cafe Culture hopes to grow in tandem with the Chinese market and assist cafe owners, baristas, roasters, suppliers and other cafe professionals build comprehensive connections worldwide.

Throughout the past decade, Cafe Culture has continually believed in market education. The Cafe Culture team is devoted to assisting cafe owners and coffee professionals avoid failure due to lack of experience and education.



Cafe Culture International 品牌起源于澳大利亚，2004年初，创始团队在筹划第一届咖啡餐饮行业专业展会 Cafe Biz 的过程中，萌生了创办一本杂志的想法。经过13年的持续发展，Cafe Culture International 已逐步发展成长为以咖啡餐饮行业为主的，世界前沿且备受尊敬的多元化媒体平台，目前 Cafe Culture International 旗下已经拥有了杂志、电子资讯、社交媒体、展会、培训学校、Golden Bean（世界最大咖啡烘焙比赛）和 WRBC（世界奖金池最高的咖啡师比赛），在澳大利亚、美国、英国和中国都已经深度展开业务，走在国际化的最前沿。

2013年起，Cafe Culture China（啡言食语）开始在中国调研市场和寻求发展机会，2014年1月正式进入中国咖啡餐饮行业市场，成为国内第一本咖啡餐饮行业专业杂志。经过四年对中国市场深度、系统性的调研工作，Cafe Culture | 啡言食语 形成了对中国市场的广泛认知和独到的发展思路，借助 Cafe Culture International 国际性团队丰富的专业知识和经验，以及对咖啡餐饮市场的敏锐视角，我们希望和国内的咖啡餐饮市场一起成长，为咖啡馆经营者、咖啡师、烘焙商、各类供应商以及其他咖啡餐饮从业者之间建立起全方位、更紧密的国际化联系。

历经13年，Cafe Culture 始终坚信市场教育和持续性培训的重要性，热衷帮助那些由于缺乏市场经验和行业信息的咖啡餐饮经营者搭建成功的平台，分享成果。



Milestone and Impact on China Market | 里程碑和影响力

March 2014 - the Cafe Culture China Magazine trial issue was distributed at the Shanghai HOTELEX show

2014年3月,《Cafe Culture | 啡言食语》中文版试刊在上海国际酒店用品博览会上发布

June 2014 - the first issue of the Cafe Culture China Magazine formally launched with 44,000 copies printed

2014年6月,《Cafe Culture | 啡言食语》中文版正式出刊,纸质杂志投放量超过每期44,000本

July 2014 - Cafe Culture WeChat public account was launched

2014年7月,《Cafe Culture | 啡言食语》微信公众账号开始启用

September 2014 - the first China Mainland Cafe Industry Report was conducted

2014年9月,完成第一年的《中国大陆咖啡餐饮市场调查报告》

March 2015 - Cafe Culture Latte Art Smackdown series began. To date twelve circuit events, including the finals for 2015-2016 have been successfully held in five mainland cities

2015年3月,开始举办《Cafe Culture》拉花对抗赛,目前,SmackDown 拉花对抗赛已经在国内的5个城市举办了12场单场赛和1场2015-2016年度的总决赛

May 2015, the first China WTBC was launched at China SIAL in Shanghai. There will be the third nationwide competition in 2017

2015年5月举办第一届中国精品茶叶冲煮大赛,2017年将会举办第三届

May & November 2015- the first Australia Cafe & Cafe Biz Study Tour and the second Australia Cafe & Golden Bean Study Tours were held

2015年5月和11月,开启《Cafe Biz》澳洲咖啡餐饮之旅和金豆杯澳洲咖啡餐饮之旅

June 2016, the first China WTTTC was launched at CTMA in Beijing. There will be the second nationwide competition in 2017

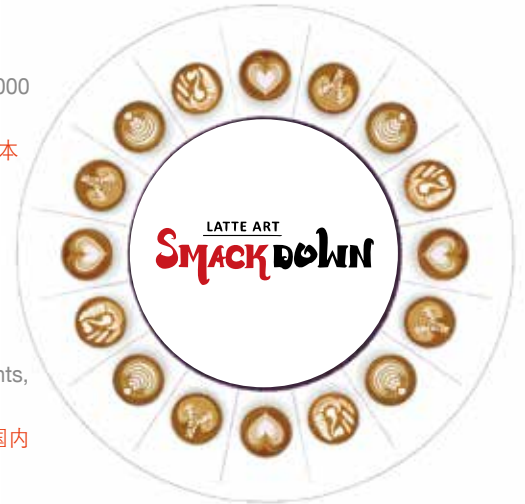
2016年6月第一届中国精品茶叶冲煮大赛,2017年将会举办第二届

January 2017- the tenth issue of Cafe Culture Magazine was published. All issues are available online for reading. The most popular issue of the magazine has already totaled more than 150,000 online views

2017年1月,《Cafe Culture | 啡言食语》中文版已经成功出刊10期杂志,这些杂志都可在线阅读和免费下载,最多的一期阅读量已经超过15万次

January 2017- Cafe Culture WeChat public account amassed 70,000 followers

2017年1月,《Cafe Culture | 啡言食语》微信公众账号的粉丝突破7万人



"在豆叔的烘焙坊看到这本杂志~一直想从事咖啡,但是网上找不到什么像样的好的咖啡文章,全球不同地域咖啡文化的介绍,咖啡市场的变化,甚至雇店员这种都有写到~一下就让这种业务咖啡爱好者的人,有一种打开新天地的感觉!"
网易云阅读读者“神采&灵光”

"Cafe Culture是一本不可多得的专业咖啡类杂志,从第一期开始我就开始关注,能让人耐心读完,收获很多新的知识,了解世界咖啡的新趋势."
上海某国际贸易有限公司总经理金先生

"在填写2015中国大陆咖啡从业者市场调查时,能让你看到一些平时都没注意到的细节,可以感受到整个咖啡产业."
咖啡师何先生

What We Do - Cafe Culture Magazine 服务内容 - Cafe Culture 专业杂志

As an influential professional cafe media, the China Mainland Cafe Culture Magazine has always been our fundamental means by which we deliver the latest news, beverage and gourmet food menu trends, resources, and business ideas in the world cafe industry to our professional readership. From an international point of view, we proudly offer only the most valuable and relevant content to the Chinese domestic market.

Cafe Culture magazine is comprised of different sections with articles covering all aspects of coffee and cafe operation, including Cultured Products, coffee notes, specialty coffee and tea operations, roasting, coffee and tea brewing, competition reports, cafe reviews, food and desserts, alcoholic and nonalcoholic beverages, and an entire section devoted to the expanding Tea Culture.

Our quarterly issues are directly distributed to more than 44,000 cafes, roasters, 4 & 5 star hotels, western restaurants, leisure shops and training schools in all of China's administrative regions. The online flipbook is available for free download and viewing on four platforms including, ireader, issuu, Wangyiyun Yuedu and Kindle. The most popular issue has already totaled over 150,000 reads.



作为具有市场影响力的咖啡餐饮专业杂志，《Cafe Culture | 啡言食语》中文版始终是我们为市场专业人士传递世界咖啡餐饮行业新闻、趋势、资源和营销理念等信息的最基本方式，以国际化视角，为中国市场传递最具有价值和适合中国的信息。

杂志中包括不同的栏目：咖啡文化产品、咖啡品鉴、原产区、精品咖啡、烘焙、咖啡制作、比赛心得、咖啡馆经营、咖啡馆探访、咖啡馆食物、甜品、咖啡馆饮品、精品茶叶专栏等，涉及到咖啡馆餐饮业全方位的专题和专业性的深入探讨。

杂志每个季度出刊，直接投放在位于全国所有行政区的大约44,000个咖啡厅、烘焙商、4/5星级酒店、西餐馆、休闲体验馆和培训学校等场所。另外，杂志电子版可在四个阅读平台上免费阅读和下载，这四个平台是：ireader、Issuu、网易云阅读和 Kindle，最多的一期阅读量超过15万次。

PAPER MAGAZINE DISTRIBUTION / 纸质杂志投放

Region 地区	Distribution number 投放数量	Reader Type 读者类型	Distribution number 投放数量
North East / 东北地区	2,712	Cafes / 咖啡厅	30,733
Central / 中部地区	5,746	Tea Houses / 茶馆	5,877
West / 西部地区	3,450	Roasters / 烘焙商	415
East / 东部地区	8,820	Western Restaurants / 西式餐馆	1,926
Central South / 中南部地区	5,596	四五星级酒店 / 4&5 Star Hotels	1,737
South / 南部地区	10,444	Sweets & Leisure Bars / 甜品、休闲吧	2,672
South West / 西南地区	7,497	Other / 其他	905
Total / 合计	44,265	Total / 合计	44,265



2017 Service Rate Card for China Leading Trade Magazine

2017年杂志广告推广的费用如下:

AD Position 广告位置	AD Size 广告版面	Unit Price 单期价格 (RMB)	Selection 服务选项
Strip / 四分之一页	50mm x 245mm	8,000	
Third Page / 三分之一页	190mm x 79mm	9,500	
Half Page / 二分之一页	92mm x 245mm	11,000	
Full Page / 整页	210mm x 270mm + 5mm Blood / 出血	16,800	
Inside Back Cover / 封三		21,000	
Back Cover / 封底		36,000	
First Page / 内文第一页		22,000	
Double Pages / 内页跨页		28,000	
Cultured Product / 咖啡文化产品	4-5 Products per page / 每页 4-5 个产品	4,200	
Coffee Notes / 咖啡豆品鉴	6-8 Products per page / 每页 6-8 个产品	3,600	
Directory / 企业名录 (1/8 Page 页)		2,200	
Selected Page or Other Tailored services / 其他特殊页位选择或定制服务		TBD	
Art Work Per Page / 美工单页		4,000	
Article Writing / 软文撰写 (1200 words per page / 单页在 1200 字左右)		2,000	



Quarterly Free Trade Magazines
每期发行量
44,000+ Copies / 册

On-line Free Flip Book Review
每期杂志网上阅读量
150,000+ Times / 次

What We Do - Online and Offline Events

服务内容 - 线上和线下活动

Cafe Culture China holds numerous online and offline events. The most recent online event was "Coffee Corner" at home, which aimed to promote the coffee experience to coffee lovers. We also run many events offline to support cafe suppliers, including coffee cupping, Coffee Notes, Latte Art Smackdown Competitions, New Book Launches, Barista Skill Competitions etc. Thus far, Cafe Culture has successfully held the World Tea Brewers Cup (WTBC), a World Tea Taster's Championship in Beijing, twelve total Latte Art Smackdown events, a live training video, a Coffee Festival for coffee lovers, as well as Master Classes and Training Seminars on site at various trade shows.

Holding an event remains one of the most effective methods to connect cafe suppliers and cafes with new customers. To better serve cafe suppliers, we will continue in 2017 to run more online and offline events. We also offer customized events tailored to suit the needs of specific suppliers. Confirmed 2017 events are as follows:

- 1** Nestle Cup Latte Art SmackDown Competitions in 5 cities and Championship from February to August, 2017
 2017 年度2-8月的全国5个城市联办的 雀巢杯 SmackDown 拉花对抗赛和冠军赛
- 2** Take-away Cup Latte Art SmackDown, Signature Blended Coffee Drink Competition and Master Class at Hotelex in March 2017
 2017年3月上海酒店用品展会上进行的咖啡外带杯拉花对抗赛、咖啡潮饮创意大赛和大师讲堂
- 3** 17-19 May 2017 World Tea Brewers Cup in Shanghai SIAL
 2017年5月17-19日上海 China SIAL 中食展上举办中国精品茶叶冲煮大赛 (WTBC)
- 4** Golden Bean Roasting Competitions in North America in September, Australia in November and London (Time TBD)
 2017年9月和11月在北美和澳大利亚举办金豆杯咖啡烘焙大赛, 伦敦时间待定
- 5** June 2017 World Tea Tasters Championship in Beijing (Time TBD)
 2017年6月北京展览馆举办中国国际茶叶品鉴大赛 (WTTC, 时间待定)
- 6** Coffee Festival in May and October 2017 (Time TBD)
 2017年5月和10月举办咖啡市集活动 (时间待定)
- 7** First Golden Bean in China (Tentative)
 2017年在中国举办第一届金豆杯咖啡烘焙大赛 (暂定)



Cafe Culture | 啡言食语 开展了丰富多样的线上和线下活动，如“一平米咖啡角”的线上活动旨在推动咖啡文化深入到咖啡爱好者中。《Cafe Culture | 啡言食语》在线下开展多种服务于供应商的活动，如：咖啡杯测、咖啡豆品鉴、拉花对抗赛、新书签售、咖啡师技能大赛等。截止到目前，Cafe Culture | 啡言食语 已经举办了两届中国精品茶叶冲煮大赛 (WTBC)、一届中国国际茶叶品鉴大赛 (WTTC)、12场拉花对抗单场赛和一场年度总决赛、一次直播培训节目、一次北京首届咖啡市集活动和在各地展会上举办的数次大师讲堂和培训课程。

活动是联系咖啡餐饮供应商和咖啡馆与其他下游使用者的最好方式之一，2017年我们有如下的已经开始策划和运作的线下活动项目，但我们可以为不同的咖啡餐饮供应商设计和执行定制的线上和线下活动。



What We Do – Cafe Culture Social Media

服务内容 - Cafe Culture 社交媒体平台

Cafe Culture China's social media presence includes accounts from WeChat, Weibo, and Facebook.

Cafe Culture Wechat account is one of the best cafe industry WeChat accounts and also the most popular Cafe Culture social media platform. After 29 months of operation, Cafe Culture's public WeChat account has amassed over 70,000 followers. The spread of followers around Mainland China has been consistent with the China cafe industry. There is a healthy balance of coffee professionals as well as coffee lovers. Due to Cafe Culture's increasing efforts to deliver relevant content as well as running events, the number of followers is expected to dramatically increase during 2017.

Since the July 2014 the launch date of Cafe Culture WeChat, it has blossomed into an account that publishes daily columns related to coffee knowledge, supplier and consumer stories, international and domestic news, event and competition reports, reviews of new products and on-line events etc. Cafe Culture Weibo and Facebook will keep consistent with the WeChat publications.

WeChat is the most effective way to approach cafe professionals and coffee lovers simultaneously. Daily posting of supplier stories with soft advertising gathers immediate attention from daily consumers as well as cafe operators.

2017 Rate Card of Cafe Culture WeChat Posting 2017年 Cafe Culture 微信公众平台广告推广的费用如下：

Service Content and Position 服务内容和版位	Unit Price 单项价格 (RMB)	Selection 服务选项
Daily second position story 每日微信第 2 篇报道	3,000	
Daily third and after third position story 每日微信第 3-4 篇报道	2,000	
Translation, modification or compelling of WeChat article within 1000 Chinese characters. 微信文章的翻译、修改和改编 (1000 字以内)	1,000	
Discount for booking more than 10 positions a year 全年预定位置超过 10 篇的折扣率	20%	
Video shot and production within 5 minutes 5 分钟以内的视频拍摄和后期制作	8,000	
Online event plan and execute 线上活动设计 + 执行	议价	

Cafe Culture | 啡言食语 社交媒体平台包括微信公众平台、微博和 Facebook (脸书)。

Cafe Culture | 啡言食语 微信是国内目前运行最为成功的咖啡餐饮专业微信公众平台之一，经过两年零五个月的运营，平台粉丝量已经超过7万，粉丝量在全国的分布与咖啡馆活跃程度趋同，目前阅读人群分布上专业人士和咖啡爱好者的比例在50%和50%，随着各种专业活动和优秀知识的分享，阅读人群有望在2017年大幅度增长。

自2014年7月运作以来，Cafe Culture | 啡言食语 的微信账号每天已经形成固定栏目，设立各类专业知识、供应商故事和贴近咖啡消费生活类的内容，包括国内国际行业资讯、活动报道、产品软文推广、产品使用体验或评测和主题性活动等。Cafe Culture | 啡言食语的微博和 Facebook 平台目前和微信平台内容是同步更新的。

对于作为客户的您来说，Cafe Culture | 啡言食语 微信账号是拉近咖啡爱好者和活跃的咖啡餐饮专业人士最好的方式，微信推送的软性广告可以迅速引起咖啡店经营者和普通消费者的关注。

Average Review of daily WeChat Article
微信每日平均阅读量
5,000+ Times / 次

Followers of WeChat 微信粉丝量
70,000+ Followers / 粉丝

What We Do - Market Survey 服务内容 - 市场调查

In cooperation with Cafe Pulse, a professional survey company in Australia, Cafe Culture China also extends a comprehensive survey for the China cafe industry. Cafe Culture China has already completed the China Cafe Industry Survey Reports for years from 2014 to 2016, which include more than fifty questions spanning five categories of various aspects of cafe operation. The Survey Report contains basic information related to cafe operation and market share information of prominent market players.

Cafe Culture China would also like to conduct detailed surveys for a more specific market as requested by suppliers to assist their understanding of market position, product reception, operation and strategic considerations.

Cafe Culture | 啡言食语 联合澳大利亚专业 Cafe Pulse 市场调查公司, 针对咖啡餐饮行业进行专业和全面的市场调查。从2014年到2016, 我们已经连续三年对中国咖啡餐饮市场进行了多达五个分类和50多个问题的调查, 取得了中国大陆咖啡馆经营的第一手资料和各大品牌市场份额的原始资料。

根据需要, 我们也愿意为各个品牌进行细分市场的精准和针对性的市场调查, 以帮助相关品牌了解他们自己的市场定位、产品体验、发展瓶颈和发展方向等详细信息。



2017 Service Rate Card for Survey

2017年 Cafe Culture 市场调查的费用如下:

Services 服务内容	Categories 分类	Unit Price 单项价 (RMB)	Selection 服务选项
2016 China Cafe Industry Survey Report 《2016年中国大陆咖啡从业者市场调查报告》		9,200	
Pre-sale of 2017 China Cafe Industry Survey Report 《2017年中国大陆咖啡从业者市场调查报告》预购价		9,200	
Design and execute a detailed survey with 15-20 questions by collecting around samples randomly 细分市场调查 15-20 个问题, 不限定样本人群	Sample Size 样本量 150	20,000+	
	300	36,000+	
	500	30,000+	
Design and Execute a detailed survey with 10-20 questions by collecting sample from specially selected professionals one by one 设计和执行细分市场调查 10-20 个问题, 限定样本人群为某类专业人士, 一对一取样	Design 设计	3,000	
	Execute for each sample 每个样本取样	300+	

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