



MEDIA KIT

Your Key to Reaching the Growing Global
Audience of Passionate Tea Drinkers!





Tea Journey magazine has blossomed from \$128,000 in Kickstarter donations, making it the third best funded of 1,097 Kickstarter crowd-funded periodicals. The premiere 2016 spring issue, summer Harvest Issue and new APPs are now available.

The magazine is formatted for print but out of respect for the world's forests, it is distributed as a digital publication. Reaching a growing* global community of passionate tea drinkers, the magazine connects growers in 35 countries with consumers worldwide and inspires readers to discover and refine their taste in tea.

Tea Journey is committed to assisting millions of tea growers worldwide who stand to prosper as the West awakens to the benefits of fine tea. That is why it is priced at a rate accessible to even the most modestly-paid tea workers in the tea lands.



*The growing \$38.8 billion global tea market has been strongly influenced by international retailers such as Unilever's T2, Hong Kong-based Ten Ren, Germany's TeaGschwendner and Canada's DAVIDsTEA. Starbucks' owned Teavana and Tazo brands sold \$2 billion of specialty tea last year.

Introduction



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Unlike other tea publications **Tea Journey** is the **ONLY** magazine with reporters on the ground in the tea-producing lands. The magazine emphasizes the terrior (*soil-sun-rain*) where tea thrives as well as the artisanal techniques and agricultural practices that make great tea. Readers better appreciate those who produced their tea and learn how best to enjoy and consume it. **Tea Journey** serves the growing marketplace for fine tea with decades of publishing experience and an unprecedented network of devoted and respected tea authorities.

Knowing which teas and blends that the western markets prefer is a big advantage for growers. True agrarians, they are the sons and daughters of 5th to 15th-generation tea farmers. Most have never traveled from their native country. By encouraging consumers in the West to pay a little more for their tea, growers in direct-buy relationships receive a huge benefit.





Editorial Calendar

Tea Journey publishes three issues annually

- **Origin Issue** April (Closing March 15)
 - **Harvest Review** August (Closing July 15)
 - **Gifting Issue** November (Closing October 15)

on three platforms:

 - Print-on-demand PDF (digital flipbook)
 - iOS/Android app
 - WordPress website

A large pile of dried green tea leaves, likely Gunpowder or similar, is shown in a close-up shot. The leaves are dark green and have a distinct granular texture.

Content

Produced in “big page count” issues with brilliant photos, video and timely blog posts, **Tea Journey** explains the making of artisan tea in ways that lead to tea discovery and greater enjoyment.

Articles shift the focus from marketing tins to exploring terroir and from promoting packets to celebrating the people, places, health, travel, adventure, and “all things tea” that make tea more than a beverage.

Issues include

- First annual harvest report from in-country experts
 - Articles from artisans in every tea-growing region
 - Commentary on trends and issues
 - An annual gifting issue with curated suggestions for every type of tea lover
 - Tasting notes to develop tea expertise
 - Interviews with tea growers and masters
 - Profiles of artisans in tea craft and tea ware
 - Research articles on health & wellness
 - Culinary tea & tea land recipes
 - Tales of travel and adventure
 - Tea & Tech: reports on modern tea brewers, tea apps and gadgets
 - Profiles of collectors, scientists, antiquities scholars and tea blenders



Founding Sponsors

Tea Journey landed 75 founding sponsor companies in 60 days, several of which are massive players in specialty segments in North America, Europe, Asia, and the South Pacific.

Sponsors praise the fact that a third of Tea Journey's content is translated from foreign language tea magazines into English. They recognize that the most authoritative content originates in the tea lands. That is why the magazine's editorial team consists of a network of 40 in-country journalists, tea experts, translators and publishers in 12 major tea-producing regions and major tea consuming countries.

Camellia Sinensis (Canada)	Rolling Leaf (USA)	Harney & Sons Fine Tea (USA)	P&T - Paper & Tea GmbH (Europe)
Jalam Teas (Canada)	Rishi Tea (USA)	TeaSource (USA)	Hälssen & Lyon (Germany)
Tea Squared (Canada)	Tea Trade Mart (USA)	Teasters Tea Company (USA)	Tea Trade (Germany)
The Tea Emporium (Canada)	Tea Lula (USA)	Maya Tea (USA)	TeaBox (India)
World Tea Podcast (Canada)	The Green Teapist (USA)	TStix (USA)	Bagarla Group (India)
Amsterdam Tearoom (Canada)	Tea Lifestyle (USA)	Zhen Tea (USA)	ITO EN (Japan)
The Urban Tea Merchant (Canada)	World Tea Academy (USA)	Smacha Tea Company (USA-Taiwan)	Shohokuen (Japan)
Seven Cups Fine Chinese Teas (USA)	Conundrum Tea (USA)	Firds Tea (China)	Ocha & Co. (Japan)
Young Mountain Tea (USA)	Tea Cosmos (USA)	Hong China Tea (China)	Yunomi Tea (Japan)
Craftea (USA)	Teas Etc (USA)	Wild Qi Tea (China)	Lochan Tea Company (India)
Mad Monk (USA)	Thistledown Cozies (USA)	Tea Vivre (China)	El Club del Te (Argentina)
Misty Peak Teas (USA)	UK Tea Academy (USA)	Xiamen Tea Fair (China)	Tea Total (Australia)
Tealeaf (USA)	Mary Cotterman (USA)	Zhejiang Tea Group (China)	Hankook Tea (Korea)
Adagio Teas (USA)	Royal Tea New York (USA)	Eco-Cha (Taiwan)	Dilmah Tea (Sri Lanka)
Teatulia (USA)	The Daily Tea (USA)	Australian Tea Masters (South Pacific)	Lumbini Tea (Sri Lanka)
Spirit of Tea (USA)	JoJo Tea (USA)	Bohea Teas (UK)	Kenyan Purple Tea (Kenya)
Mighty Leaf Tea Company (USA)	G.S. Haly Co. (USA)	Nothing But Tea (UK)	Zubin (Iran)
International Tea Importers (USA)	Hawaiian Rainforest Tea (USA)	Wan Ling Tea House (UK)	Bitaco Tea (Colombia)
International Tea Masters Association (USA)	4 Track Tea (USA)	Tea and Glory (UK)	

Testimonials

Tea Journey's inclusion of historians, scientists and expertise outside of the merchant-sphere marks an important development in the type of perspectives that interested tea drinkers have access to.

Andrew McNeill

Seven Cups Fine Chinese Teas

Tea Journey will be a guide for those who seek to understand what goes into the cup that we all love so much. It is not a romantic tale but a history of real people and communities. Supporting Tea Journey will help build a strong foundation for the future of tea culture.

Elyse Petersen

Tealeaf

This publication is one of the greatest new developments in tea journalism of our time.

Sharyn Johnston

Australian Tea Masters

More than a publication about tea, Tea Journey offers a route to digging into old traditions while acknowledging that the appreciation of tea is ever evolving, never static. Tea Journey will present new and perhaps unorthodox ways to use tea in the culinary realm, a place where readers are encouraged to choose their favorite tea and create something wonderful using its flavor.

Robert Wemischner
Tea author and pastry chef

This magazine has more valuable information about tea than anything I have previously seen.

Richard Caicedo

I've always dreamed that tea can break down the cultural barriers by showing us ways to celebrate and honor all cultures. So, I'm looking forward to "meeting" the tea writers from other countries.

Babette Donaldson



When I recognized some of the names of the Tea Journey team and contributors, I knew this was going to be an important publication. Of course, once I set eyes on the prototype, I was overjoyed with the coverage and type of content afforded to us by what I consider to be the most important tea magazine to date.

David Hammer

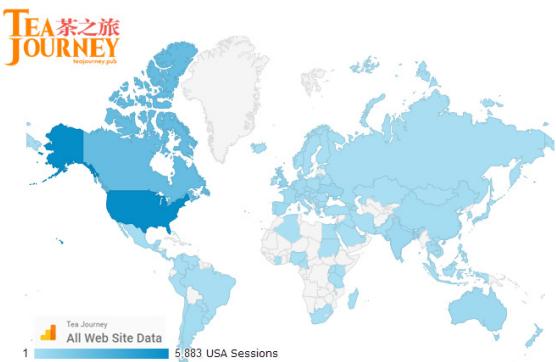
I really love how a main focus of the magazine is to highlight the people involved with tea from growing through to production, and how many of the articles are written by people from the places where tea is grown and produced.

David Pasieka



Tea Journey reaches affluent millennial consumers worldwide, almost equally male (54%) and female (46%), who spend hundreds of dollars each year on premium tea and teaware. These include elite, artisan-appreciating consumers from top Google execs to housewives who are avid tea drinkers. Boomers drink tea for *health* reasons, millennials to be *mindful*.

The U.S. is home to the largest number of subscribers, followed by Canada, United Kingdom, Ukraine, Australia, India, Spain, New Zealand, Germany, France, Taiwan, China and the Asian tea lands. South American subscribers are from seven countries; additional subscribers are from Eastern Europe, Africa, the Middle East, Mexico, the Caribbean Islands and even Iceland.



Country	Acquisition		
	Sessions	% New Sessions	New Users
	14,766 100.00% (14,766)	52.59% 52.45% (0.27%)	7,766 100.27% (7,745)
1. 🇺🇸 United States	5,883 (39.84%)	50.72%	2,984 (38.42%)
2. 🇨🇦 Canada	2,436 (16.50%)	38.22%	931 (11.99%)
3. 🇬🇧 United Kingdom	802 (5.43%)	75.69%	607 (7.82%)
4. 🇺🇦 Ukraine	516 (3.49%)	40.50%	209 (2.69%)
5. 🇦🇺 Australia	395 (2.68%)	61.62%	244 (3.14%)
6. 🇮🇳 India	395 (2.68%)	68.94%	273 (3.52%)
7. 🇪🇸 Spain	277 (1.88%)	50.18%	139 (1.79%)
8. 🇳🇿 New Zealand	273 (1.85%)	64.10%	175 (2.25%)
9. 🇩🇪 Germany	256 (1.73%)	59.77%	153 (1.97%)
10. 🇫🇷 France	241 (1.63%)	42.32%	102 (1.31%)

Subscriptions



- **Monthly \$3.95**
- **Annual (three issues) \$24.95**
- **Single Copy (three months access) \$14.95** *(Prices are in USD.)*

Subscriptions provide:

- Unlimited access on Apple iOS and Android APP (up to five devices)
- 3 digital issues on popular print-on-demand eMagazine platform
- 52 weeks of online tea reports, blog posts and tasting notes

Bound printed copies are available for an additional charge

Subscribers have 24/7 access to content and may elect to receive notifications specifically for writers or topics they wish. During the weeks between issues, subscribers receive full-featured articles, photos, infographs and videos posted to the **Tea Journey** blog.



Advertising Specifications

TEA 茶之旅
teajourney.pub



Print-ready eMagazine and Bound printed magazine

Full Page | A full-page ad in the print-ready magazine and eMagazine (flip book).

Half Page | A half-page ad in the print-ready magazine and eMagazine (flip book).

Unit Size	Bleed	Trim	Safety
Full Page	8.5" x 11.25" 8½" x 11¼"	8" x 10.75" 8" x 10¾"	7.5" x 10.25" 7½" x 10¼"
	216 mm x 286 mm	203 mm x 273 mm	190 mm x 260 mm
Half Page	8.5" x 5.75" 8½" x 5¾"	8" x 5.5" 8" x 5½"	7.5" x 5.25" 7½" x 5¼"
	216 mm x 146 mm	203 mm x 140 mm	190 mm x 133 mm

Display Ads on TJ Website and App (iOS and Android)

Leaderboard

| Adjacent to magazine nameplate/logo at top of home page

Top Home page Banner

| Rotating display ads located in the far right column

Home page Rotating Rectangle

| Banner at foot of APP pages

APP Page Banner

Unit Size	Trim
Leaderboard	728 x 90 pixels
Top Home page Banner	468 x 60 pixels
Home page Rotating Rectangle	300 x 250 pixels
APP Banner Ads in 4 formats	1080 x 168 pixels
Tablet Portrait	1536 x 180 pixels
Tablet Landscape	2048 x 180 pixels
Smartphone	1080 x 168 pixels
Wide Screen	2560 x 180 pixels

Tea Journey complies with International Advertising Bureau (IAB) standard ad unit guidelines. Please check [here](#).

AccessADs on Tea Journey Website

- In addition to rotating display ads, **Tea Journey** offers AccessADs, a WordPress plugin that revolutionizes banner advertising. Advertisers have instant access 24/7 to publish detailed company promotions on the TJ website. AccessADs can display multiple photos, unlimited text and even video. The ads are positioned in premium locations, enabling readers to view fresh and relevant promotions and current pricing. AccessADs grant complete control over advertising content.
 - The TJ team will build the first AccessAD for your company and walk you through how to revise and publish additional content.
 - AccessAds appear on the TJ home page in the Tea Marketplace and they are visible in the new iOS and Android apps.
 - Your AccessADs remains at the top of the ad queue until replaced by another ad.
 - AccessADs can be tagged so they are associated with TJ articles to generate valuable leads.
 - AccessADs can be tracked on Google Analytics.
 - AccessADs are coded to resist ad blockers.

For more information, please contact:

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Social Media Marketing

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**2016 World Tea Awards Nominee
Best Tea Publication**

worldtea AWARDS



**2016 Kickstarter
Project we love**

Project We Love

KICKSTARTER

Tea Journey launched in June 2016 thanks to the generous donations of hundreds of tea lovers. It was the third most funded periodical in Kickstarter history (out of **1,097** periodicals) with **\$128,000** in **60** days.

The publication has attracted several hundred additional paid subscribers and 15,000 website visitors from **85** countries.

35 Paid subscribers reside in **35** countries from Iceland to New Zealand. They share a taste for fine tea, and they spend \$600 to \$1,200 per year on tea and teaware. **Tea Journey** is the only global tea publication with the capability of reaching this diverse audience eager to discover fine teas.

A Final Word

The London-based Forum for the Future finances ongoing research into the future of tea. **This non-profit calls tea “A Hero Crop for 2030”:**

“The Tea 2030 process identified a real opportunity for tea to become a ‘hero’ crop. A hero crop delivers more than just a commodity. It also delivers major benefits to the millions of people involved in the sector, the planet, and the wider economy.”

“Crucially, tea can create deeper connections between end-consumers and producers, enabling people to better understand the value of what goes into making their favorite drink, and reinforcing the importance of responsible production of a product that has a place in homes around the world.”





Dan Bolton

Publisher/Editor

An editor and publisher and leading beverage retail consultant, Dan is a frequent speaker at industry seminars and conferences. He currently edits *STiR coffee and tea* and the *Weekly World Tea News*.



Hans J. Niebergall

Business Development Director - Europe-Africa

Hans J. Niebergall is President, CEO and General Counsel of the New York based German Coffee and Tea Corporation. He contributes his considerable international legal and business acumen to represent various coffee and tea companies in the United States and Europe. Hans is a frequent chairman, guest speaker and panelist at prominent symposia about tea and coffee throughout the United States, Europe and Africa.



Elisabeth Eaton

Business Development Director - Americas

Liz has worked in show sales and specialty retail retail sector for many years. She was a sales executive with World Tea Expo from 2010-11 as well as Fava Tea in Wisconsin. She has a master's degree in hotel administration from Cornell University. She develops and maintains business development relationships with firms headquartered in the Americas.



Nan Cui

Associate Publisher

Nan is an experienced China-Canada cultural consultant who previously worked as the Deputy Director of Marketing for Americas and Europe of the China National Tourism Administration.

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