

TEA 茶之旅 JOURNEY

teajourney.pub

2026

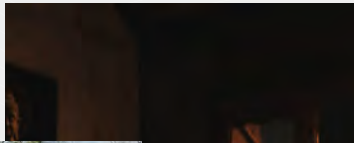


Origins

Health &
Wellness



Tourism
& Travel



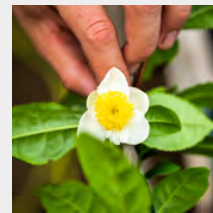
Sourcing &
Discovery



Tea
People



Culinary



Lifestyle
& Culture



Science
& Research

TeaBiz 
Blog | Podcast

Vision

Quench your thirst for knowledge. Refine your taste in tea.

"We believe a sustainable future is shaped by passion-driven people building a better world. Tea Journey is a reader-powered magazine rooted in community and curiosity, amplifying the voices of farmers, artisans, and innovators often excluded from global tea conversations. We exist to connect millions who make tea with those who drink it, celebrating culture and driving appreciation for all."

Bhavi Patel, Editor



Origins

Trace the roots, regions and traditions of tea.

Health & Wellness



Discover tea's role in nourishing body and mind for overall well-being.



Tea People

Spotlight tea's makers, tasters, mentors, and merchants.



Sourcing & Discovery

Explore tea's diverse styles to refine your taste in tea.



Lifestyle & Culture

Explore the rituals, aesthetics, and social meaning of tea.



Science & Research

Unpack the science behind tea.

Tourism & Travel



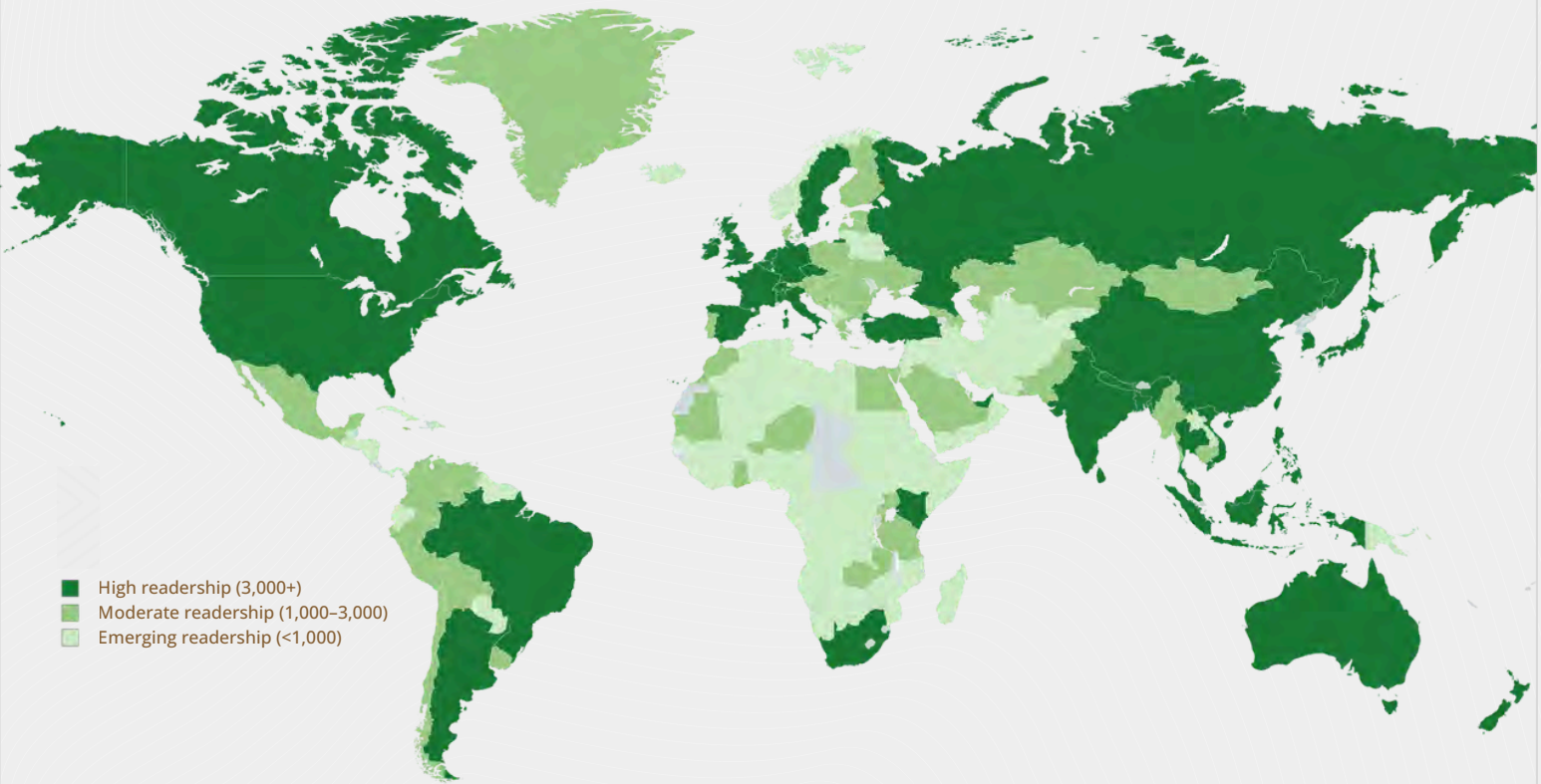
Embark on immersive tea journeys across the world.

Reach

Our reach is more than circulation — it's connection.

"Reach is the cumulative influence of our storytelling ecosystem — the total number of meaningful brand connections we generate worldwide, across all media, every day."

- Dan Bolton, Publisher



Our audience doesn't fit into a single platform or demographic box. They read, listen, watch, and share across devices, channels, and time zones. From in-depth features, news, profiles, recipes, and curated gifts to newsletters, we bring them content that matters.

Reach today means:

- Global visibility across every screen and medium: print, digital, audio, video.
- AI-enhanced discovery through search, social, and syndication networks.
- Data-driven engagement measured by impressions, clicks, listening hours, shares, and conversions.
- Content aligned with our editorial vision that reflects the values and voices of the global tea community.

Our platforms combine storytelling, technology, and trust to deliver influence—not just exposure. Every article, every episode, and every newsletter extends the conversation around tea culture, sustainability, and trade to the people shaping the future of tea.

For our sponsors, this means visibility with purpose. Your brand doesn't just appear, it participates in a movement that celebrates craft, authenticity, and connection.

Reach, for us, is the sum of these meaningful connections— a measure of how your story travels through our ecosystem into the minds of a worldwide audience that believes in the power of tea to connect people and ideas.

Tea Knowledge Library

A Global Map of the Tea Ecosystem

The **Tea Knowledge Library** is building a structured, machine-readable directory of the global tea industry. Inspired by how knowledge systems organize information, the sector is mapped across four domains—**Capital & Investors, Transformation, Institutions, and Market**—reflecting how value moves from cultivation to consumer experience.



The goal is to make it clear who is doing what across the tea economy—by role and by function. Investors, producers, traders, factory managers, researchers, educators, brand owners, retailers, and industry professionals are invited to contribute. Each submission represents a specific operation within a company. Estates, factories, labs, brands, and retail locations should each be described by the people responsible for them—capturing real differences in how tea is grown, processed, traded, and sold.

As AI increasingly shapes how industries are mapped and understood, participation ensures your organization is accurately classified, discoverable, and visible within this emerging knowledge layer.

CAPITAL & INVESTORS



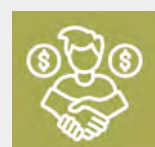
Capital & Investors

Investment Bankers · Fund Managers ·
· Corporate Development Executives



Tea Growers & Producers

Estates · Smallholders · Cooperatives ·
Plantation Groups



Traders, Exporters & Importers

Auctions · Brokers · Exporter/Importer ·
Traders · Specialty Tea Wholesalers

TRANSFORMATION



Tea Manufacturing

Orthodox & CTC Factories · Matcha · Tea
Processors · Blenders · Bottlers · Extracts



Logistics & Transport

Storage · Shipping · Insurance · Transit ·
Traceability Systems (Blockchain)



Research & Technology

Institutes · Extension Services · Science &
Technology · QA Laboratories

INSTITUTIONS



Tea Education & Training

Universities · Academies · Sommeliers
Programs · Courses · Online Education



Tea Associations & Governance

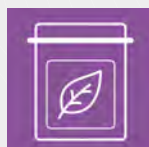
Trade bodies · Standards · Regulators ·
Certifiers · UN FAO · Tea Boards



Tea Marketers, PR & Media

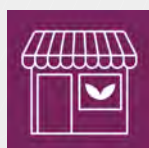
Marketers · Public Relations · Media ·
Advertising & Promotion

MARKET



Tea Brands

Loose-leaf · Packaged · RTD · Instant ·
Functional · Medicinal



Tea Retail, Cafés & Tourism

Tea Shops · Tea Rooms · Cafes ·
Restaurants · Tourism & Hotels



Tea Preparation & Teaware

Brewing Equipment · Teaware · Utensils ·
Accessories · Ceramics

Mentions

Visibility that Matters in the Age of AI

The Opportunity

Artificial intelligence is fundamentally reshaping how people discover brands, products, and suppliers. Research from *Generative Pulse 2025* and Muck Rack shows that earned media—credible editorial mentions—accounts for more than 95% of the content surfaced in AI-driven search results. As a result, traditional SEO tactics and display advertising are losing effectiveness, replaced by content that AI systems recognize as authoritative, contextual, and trustworthy.

Why choose  and 

We operate at the intersection of authority, context, and longevity—three signals consistently rewarded by AI-driven discovery. Partnering with *Tea Journey* and *Tea Biz* ensures your brand moves from short-term exposure to enduring visibility—appearing not just in campaigns, but in the trusted editorial record that AI systems reference. The result is visibility that compounds over time, strengthening brand presence across search, media, and decision-making moments long after a campaign ends.



High Domain Credibility

Our journalism is indexed, cited, and reused by AI systems worldwide. Mentions in *Tea Journey* shape what consumers, buyers, and professionals read, watch, and search.



Niche Authority

With contributors in 12 tea-producing countries and subscribers in more than 100, we connect brands directly with the global tea community—at origin and at market.



Longevity of Impact

Articles, podcast segments, and features remain discoverable for years, compounding brand presence long after a campaign ends.



Multi-Channel Reach

Your story appears across editorial, newsletters, podcasts, and social channels—where real tea conversations happen.

“Visibility is no longer about impressions — it’s mentions that matter.” - Dan Bolton, Publisher

Mentions Studio

From Campaigns to
Compounding Visibility

What is Mentions Studio?

Mentions Studio is *Tea Journey's* system to connect advertising placements with editorial context to enhance AI discovery. It is designed for brands, growers, traders, and retailers navigating declining search visibility and rising reliance on AI-mediated recommendations. Rather than treating ads, articles, news, and sponsorships in isolated placements, Mentions Studio ensures each format contributes to repeatable, high-confidence brand mentions across time, channels, and AI systems.

Format	Description
CONTENT MARKETING	Editorially led stories and podcast segments that explain who you are, what you do, and why you matter—creating multiple contextual mentions that AI systems trust and reference as results.
SPONSORED NEWSLETTERS	Reach 25,000+ engaged subscribers across tea enthusiasts and professional in personalised targeted editions that reinforce brand recognition while supporting editorial content that compounds mentions beyond the inbox.
SPONSORED SPECIAL ISSUES	Sole sponsorship of a themed editorial package. Ideal for tea boards, associations, and large producers seeking long-term global relevance. Themed collections - Origins, Tourism, Sustainability, Health & Wellness Recent issues: <i>Destination Sri Lanka</i> <i>Discover Nepal</i> Upcoming: <i>Matcha (2026)</i> <i>East Africa (2027)</i>
AI-OPTIMIZED DISPLAY & NATIVE ADS	Display placements that lead readers to structured, machine-readable content, increasing mentions rather than clicks. Billboards and embedded banners appear across high-engagement pages on desktop and mobile. <i>Tiles</i> are 400x600 pixels display ads that direct readers to machine-readable content in the <i>Tea Journey Tea Knowledge Library</i> to increase mentions.
TEA KNOWLEDGE LIBRARY	A vetted, editorially governed library of company profiles designed to answer the most commonly asked questions about a brand, estate, or initiative in a neutral, complete, and AI-friendly format. These profiles generate durable mentions that persist across AI search, summaries, leading to discovery long after campaigns end.

"Mentions Studio allows advertisers to move beyond keyword marketing and assumption-based discovery, replacing it with structured visibility that compounds over time." - Dan Bolton, Publisher

Why Advertise?

Whether you want to launch a product, align with a story, sponsor a newsletter, or an entire themed issue, we provide high-impact placements that seamlessly integrate with our editorial content. Our readers aren't just skimming — they're engaged, intentional, and curious.

SPONSOR A NEWSLETTER	PROMOTE YOUR PRODUCT	DISPLAY ADS
<p>Reach a dedicated audience of 25000+ tea enthusiasts & professionals directly in their inbox via our Tea Journey Newsletters:</p> <ol style="list-style-type: none"> 1. Your Journey Continues (3x monthly) 2. Seasonal Gifting (5x annual) 3. Consumer & Technical (12x annual) <ul style="list-style-type: none"> • Logo and banner featured in a Tea Journey newsletter <p>Price: USD 250 onwards</p>	<p>Showcase your brand seasonally around gifting holidays to build long-term visibility.</p> <ul style="list-style-type: none"> • Includes photo, 100-word description, price & buy-link • No extra charge to revise product images, discount codes & offers mid-campaign • Photos of top-of-category products appear in the gifting issues & newsletters <p>Price (per campaign)</p> <ul style="list-style-type: none"> • Category listing: USD 100 • Top-of-Category: USD 250 	<p>Gain visibility where readers begin their journey on the homepage or mobile app to reach a highly engaged audience.</p> <ul style="list-style-type: none"> • Rectangle display ads appear on the home page and leader boards within articles • Exclusive placement in targeted newsletters • Supports static, GIF, and animated formats in fixed or rotating positions <p>Price: USD 250 onwards</p>
SPONSOR TEA BIZ PODCAST	SPONSOR TEA BIZ NEWSLETTER	SPONSOR A SPECIAL ISSUE
<p>Reach a combined blog and podcast audience of 20,000 beverage professionals on LinkedIn and podcast platforms: Apple, Spotify, Amazon Music (Audible), TuneIn, YouTube, Podbean & iHeart Radio.</p> <ul style="list-style-type: none"> • Mid-reel spots, 30 seconds and 60 seconds • Tea Biz creates and masters commercial spots at no additional charge, minimum four episodes <p>Price: USD 250 onwards</p>	<p>Target a professional audience of 15,000+ members worldwide via our Spotlight & Need to Know newsletters.</p> <ul style="list-style-type: none"> • High open rates (30%+) • Regional targeting available • Sponsor logo and display banner, one per newsletter sent to our full list of paid & opt-in subscribers • Opt-in audience qualification question: I am a tea professional <p>Price: USD 250 onwards</p>	<p>Be the sole brand sponsor for a themed editorial issue. Ideal for tea boards, associations & government bodies seeking to increase exports.</p> <ul style="list-style-type: none"> • Issues contain 12 - 48 feature length articles with a single, social-media-friendly link • Exclusive targeted newsletter + social coverage • Dedicated landing page suitable for sponsored video <p>Price: USD 3,000 - 24,000</p>

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teajourney.pub

Dan Bolton

Founder | Publisher

+ 1 204 230-7125 (mobile)
✉ dan.bolton@teajourney.pub
📧 @dwjbolton
21 Roslyn Road, Suite 1108
Winnipeg, MB R3L 2S8
Canada

**Quench Your Thirst for Knowledge
Refine Your Taste in Tea**