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TEA REVIEW

2021 Media Kit

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Our unique contribution to the tea community is conducting objective sensory evaluations of teas and publishing the results in the form of 100-point wine-style reviews.



About Tea Review

Tea Review is the long overdue offshoot of *Coffee Review*, which in 1997, launched an online publication featuring the first-ever 100-point wine-style coffee reviews. Over the years, *Coffee Review*, often referred to as “the Wine Spectator of the specialty coffee industry,” has become one of the world's most respected, widely read, and influential coffee publications, with as many as one million unique visitors per year.

In 2019, *Coffee Review* co-founder Ron Walters launched *Tea Review* to bring 100-point wine-style tea reviews to the specialty tea market. *Tea Review* has assembled an impressive Tea Advisory Board and Tea Tasting Panel to guide the development of a highly credible 100-point tea rating system that will be popular with tea lovers as well as advance the broader goals of the specialty tea industry as a whole.

We believe *Tea Review*'s unique contribution to the tea community is to conduct objective, expert sensory evaluations of teas and report those results in the form of 100-point reviews. Our mission is help consumers identify and purchase superior quality teas, thereby increasing demand and prices, and ultimately rewarding farmers and tea companies that invest their time, passion, and capital in producing high quality teas.

After a brief hiatus in 2020 due to the COVID-19 pandemic, *Tea Review* has resumed group cuppings to establish a transparent and credible 100-point system for rating teas. You can expect *Tea Review* to begin publishing standalone tea reviews in the spring of 2021. The first tea tasting reports with 100-point reviews should be available by the summer of 2021.

If you have ideas, comments, suggestions, or wish to support *Tea Review* as a sponsor, advertiser, or collaborator, please email Ron Walters at ron@teareview.com.

Advertising Options

Tea Review is an offshoot of the highly popular *Coffee Review*, which, in 1997, launched the first-ever 100-point wine-style coffee reviews. Now, in 2021, *Tea Review* introduces 100-point tea reviews to help tea lovers identify and purchase superior quality teas.

Tea Review sponsors and advertisers will support the introduction and advancement of 100-point tea reviews and, at the same time, share their message with a rapidly growing audience of tea lovers, industry professionals, and early adopters.

Banner Ad Positions

Please refer to the yellow boxes on the image to the right for available advertising banner positions. Banner ad types, positions, and rates are described in more detail on the next page.

The image shows a screenshot of the Tea Review website. At the top, there is a navigation bar with the following items: TEA REVIEWS, TASTING REPORTS, JOURNAL, LEARN, ABOUT, and FOR THE TRADE. The main header features the Tea Review logo (a teapot inside a circle with 'TEA REVIEW SINCE 2019') and the text 'TEA REVIEW Pioneering 100-point Wine-Style Tea Reviews'. A yellow box in the top right corner indicates a 'Sponsor Button 195 x 90 px'. Below the navigation bar is a large banner image with the text 'TEA RATING CAVEATS Rating Teas is Different than Rating Wines'. To the right of the banner is a sign-up form for a free e-newsletter. Below the banner are three columns: 'Recent Reviews' with a photo of tea plants, 'Top-Rated Teas' with a '94 points 2019' badge and a cup of tea, and 'Best Value Teas' with a photo of tea being poured. Below these columns is a 'TASTING REPORTS' section with a paragraph of text and a 'Learn more >' link, accompanied by a photo of a wooden bowl of tea. To the right of this section is a 'LEARN' section with a paragraph of text and a 'Learn more >' link, accompanied by a photo of several small white cups filled with different colored teas. On the right side of the page, there are four yellow boxes representing advertising opportunities: 'Side Box #1 300 x 250 px Shared', 'Side Box #2 300 x 250 px Shared', 'Side Box #3 300 x 250 px Dedicated', and 'Side Box #4 300 x 250 px Dedicated'.

Advertising Benefits and Rates

Ad banner options and rates are described below and are displayed according to the image on the previous page.

Shared Side Box #1 and #2 — 300 x 250 pixels

Our most popular and affordable banner advertising option, shared side box banners rotate a new ad banner every eight seconds. These ad positions are available for **\$200 per month**. 12-month campaigns receive a 20% discount.

Dedicated Side Box #3 and #4 — 300 x 250 pixels

If you're not into sharing, side box #3 and #4 are dedicated to a single advertiser. Dedicated banners are popular because they deliver impressions more quickly than shared positions and click-through rates are typically higher than shared positions. These ad positions are available for **\$375 per month**. 12-month campaigns receive a 20% discount.

Sponsor Button — 195 x 90 pixels

This premium, high-profile placement is available to just three sponsors that want to share *Tea Review's* mission to popularize 100-point tea reviews and elevate the connoisseurship of teas. This dedicated position is available as part of a comprehensive sponsorship package for **\$25,000 per year**.

Company Profile

All advertisers and sponsors receive a company profile on our Partners page on TeaReview.com. The profile includes the company logo, up to a 100-word description, contact information, and a direct link to the advertiser's website. The profile provides increased presence and impressions, drives clicks to the advertiser's website, and improves SEO performance on major search engines.



Universal Commodities (Tea) Trading Phone: (914) 779-5700

Based in Bronxville, New York, Universal Commodities serves as the key liaison between worldwide tea growers and major packers and specialty tea sellers. Formed in 1990 by a group of expert tea traders with over a century of combined tea experience, the company is consistently ranked among the leading tea importers in North America. From cultivation, harvesting, and processing at origin, to packing, logistics, delivery and financing at destination, Universal Commodities manages every link in the tea supply chain to make sure growers meet the highest quality standards demanded by customers.

For more information about *Tea Review* advertising and sponsorship opportunities, contact Ron Walters at ron@teareview.com or 503-593-3102.