

Brands at any stage of growth need a marketing mix that reaches buyers and manufacturers as well as tea & beverage professionals. Our blend of solutions work to build your brand and your sales. Let us show you how a motivated audience and wide range of vehicles allows you to precisely target the decision makers you are looking for.

Digital Advertising

World Tea News Display Advertising

World Tea Media is dedicated to providing business solutions to the global tea industry. World Tea Media produces the annual tea industry tradeshow and conference, World Tea Expo, Global Tea Championship, a professionally judged tea competition, World Tea Academy online tea certification and World Tea News, the premier news portal for the tea industry.

World Tea News & E-Newsletter Display Advertising

The World Tea e-newsletter and World Tea News website are tailored to the unique needs of our audience. With excellent open-rates and page views, they are the ideal medium for getting recognition from the right mix of retailers, distributors, brokers and more.

- **[Website & Newsletter] World Tea News Share-Of-Voice Package: \$500/month**

**Limited to 8-advertisers and shared equally among World Tea E-Newsletter and worldteanews.com.*

- **[Website Only] World Tea News 728x90 Banner Advertisement: \$500/month**

**Exclusive opportunity on World Tea News website*

- **[Premium] World Tea News Site-Skin Package: \$1,000/month**

Feature a static ad on the outside frame of worldteanews.com.

Ad stays in place as user scrolls. **Exclusive opportunity*



- **[Premium] World Tea News Floor Ad Package: \$1,000/month**

Feature an interactive ad that sits at the bottom of Worldteanews.com.

Ad stays in place as user scrolls.

**Exclusive Opportunity*



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Content Marketing

Sponsored Content

Content marketing helps your brand cultivate deep customer loyalty, generate leads and build a meaningful conversation within the industry. Co-branded content marketing with World Tea Media elevates your thought leadership and provides access to tea and beverage product professionals.

Our most popular content marketing pieces:



Webinars



White Papers

TEA COMMUNITY WEBINAR: \$4,000

Your best prospects are individuals who are actively looking for solutions and education – the key principle that makes webinars so successful. Our webinars are a cost effective way to generate a large number of leads and align your company with industry experts.

WHITE PAPERS:

Establish subject matter expertise and thought leadership while driving high quality leads. White Papers are a great way to provide solutions to industry problems, make recommendations for using emerging innovations, manufacturing techniques or expand or expand on product formulation results.

WHITE PAPER HOSTING: \$1,000/QUARTER

- White paper hosted on worldteanews.com for 3 months
- Monthly lead delivery
- White paper supplied by advertiser

WHITE PAPER HOSTING & PROMOTION: \$4,000/QUARTER

- White paper hosted on worldteanews.com for 4 months
- Monthly lead delivery
- White paper supplied by advertiser
- **Digital ads promoting white paper on worldteaexpo.com & worldteanews.com**
- **2 email promotions to targeted list of World Tea Expo buyers**

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Audience Overview

World Tea News is the official content source of World Tea Expo. Here is who attends:

TOP 10 BUSINESS ROLES

Executive-CEO/COO/CFO
Executive-President
Owner
Purchasing/Operations-Vice President
Purchasing/Operations-Manager
Purchasing/Operations-Category Buyer
Scientist/R&D
Sales-Vice President
Sales-Manager
Sales-Representative/Account Executive

TOP 10 SERVICES/ PRODUCTS OF INTEREST

Tea & Tisanes
Accessories
Baked Goods
Books
Coffee
Confectionery
Giftware
Gourmet Foods
Herbs & Spices
Honey

World Tea Audience Breakout

