



The world's leading voice
for coffee.

Media Kit 2024

Who we are.

Perfect Daily Grind is the world's leading resource for those who want to learn about the specialty coffee industry.

Our content ranges from real-time industry news to high-quality coffee sector longreads – and covers everything in between.

Our readers are united by their passion for coffee. They are influencers and industry professionals from around the world. They look for accessible, educational content to help them drive the industry forward.



Our Partners.



We engage a global audience across multiple channels.

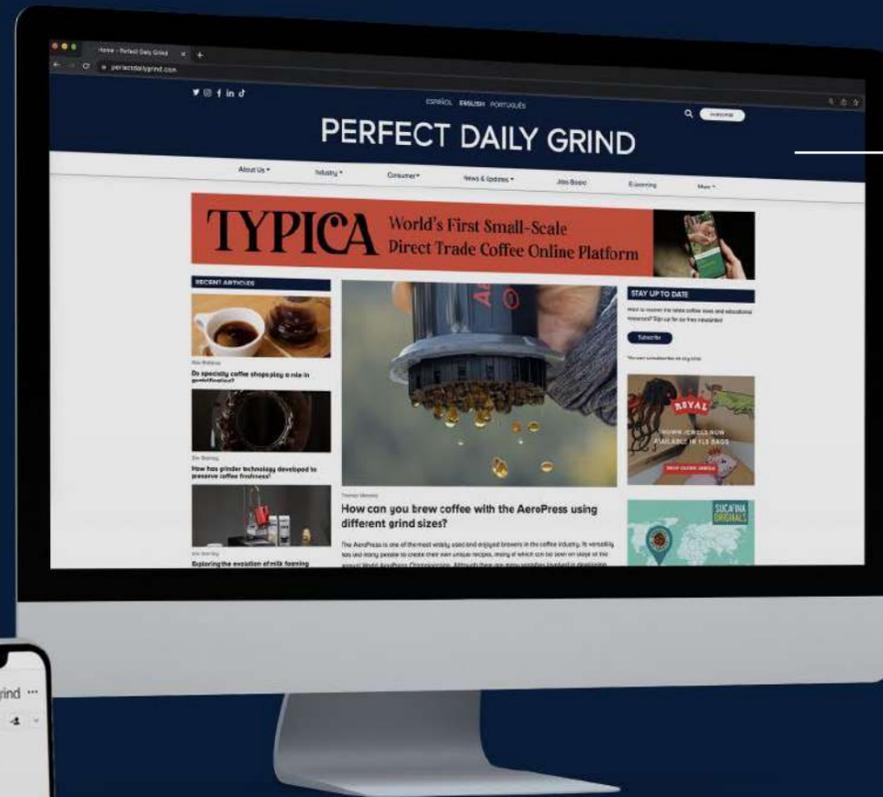
Physical & Virtual Events



Social Media



Publication



Digital Marketing Agency



Editorial profile.



20%

Consumer



20%

News



60%

Industry



Reader profile.

Our readers include:



**Passionate
Consumers**



Coffee Roasters



**Producers
& Traders**



**Baristas & Cafe
Owners**



**Industry Professionals
& Influencers**

Brand footprint.

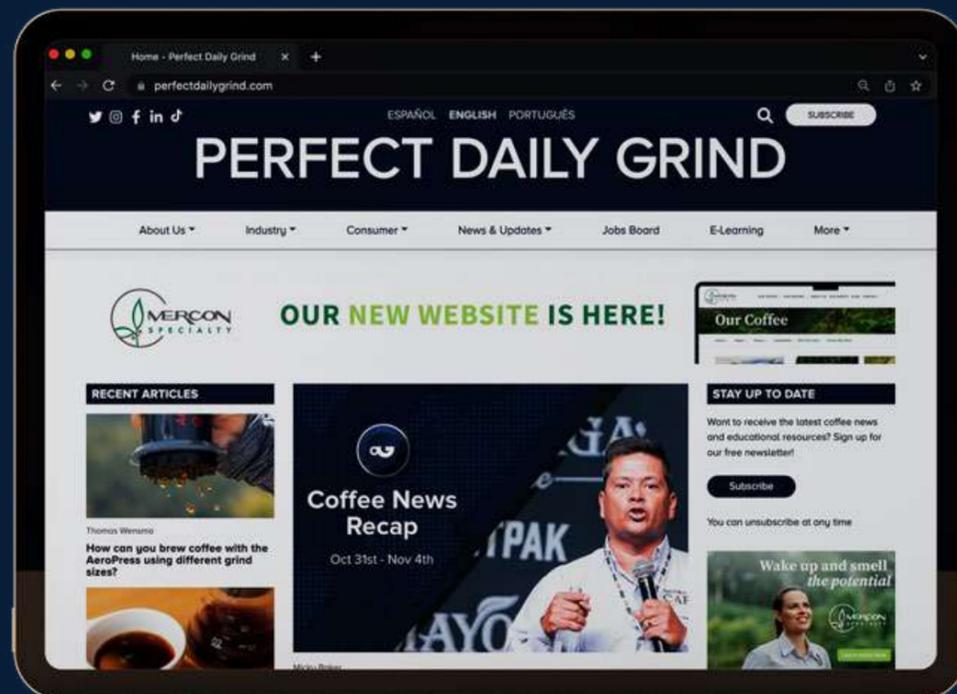
PDG Publications

This includes all publications under the perfectdailygrind.com domain.

7+ million *projected pageviews for 2023*

4 min 14s *average time per visit*

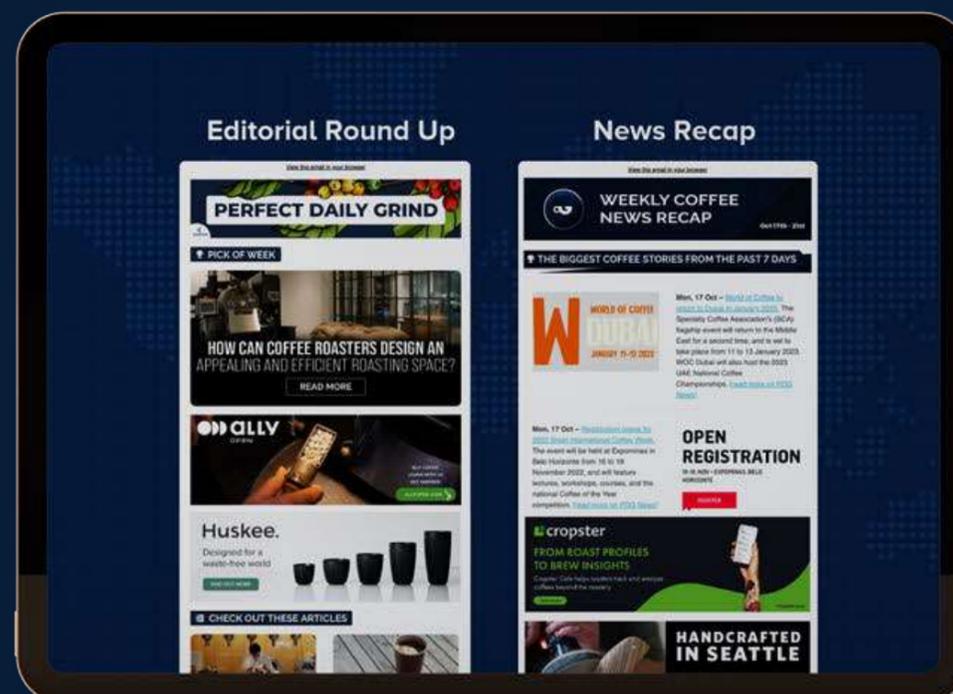
765 *articles published per year*



Newsletter: Perfect Daily Grind

4.2 million *newsletters sent per year*

42.8% *newsletter open rate*



Social Media for @PerfectDailyGrind:

 **184K+** *Followers*
11.7 million *Annual Impressions*

 **27.5K+** *Followers*
1.6 million *Annual Impressions*

 **51K+** *Followers*
1.2 million *Annual Impressions*

 **18.5K+** *Followers*
420k *Annual Impressions*

281k *Combined followers*

Global Circulation.

As the world's leading coffee publication, we have millions of unique readers around the world.



 **North America**



 **Europe**



 **Asia**



 **Australasia**

Top Countries:



United States



United Kingdom



Australia

Thanks for reaching out to **Perfect Daily Grind (PDG)**, the world's largest coffee publication, with millions of annual page views and social media followers.

If you'd like something customized, please [view our advertising partners here.](#)

We have customised **12-month packages and applied a 30 to 40% discount** for the extended commitment. These include:



Web banner advertising



Sponsored articles
(editorial features)



Newsletter banner advertising

	 GOLD PLAN	 SILVER PLAN	 BRONZE PLAN
Monthly rate	€5150	€3580	€1730
Discounted Monthly rate	€3090	€2150	€1210
<i>Discount</i>	<i>40%</i>	<i>40%</i>	<i>30%</i>
Editorial	6 Editorial Features	3 Editorial Features	2 Editorial Features
Web Banner	12-Month Header Banner	6-Month Header Banner 6-Month Sidebar Banner	6-Month Sidebar Banner 6-Month Midbar Banner
Newsletter	12-Month Editorial Recap Banner	6-Month Weekly News Banner 6-Month Editorial Recap Banner	6-Month Weekly News Banner

Alongside these, all advertisers and sponsors on Perfect Daily Grind receive:

- Events listed on our [PDG Events calendar](#)
- Short-form versions of press releases or major announcements featured in our [weekly news recap](#) every Friday
- Discounts for:
 - [PDG Media](#) digital marketing services
 - [PDG Jobs board](#) postings

Web banner advertising.

Leverage the reach and authority of Perfect Daily Grind content to promote your brand to a targeted audience.



Header Banner

1680x210

€2555

per month

Category Sponsor

1110x220

€1225

per month

Sidebar Banner

400x310

€820

per month

Midbar Banner

1110x220

€595

per month



400,000

impressions per month.

approximately on each banner.

Newsletter Banners.

Over 7 million newsletters sent to a specialty coffee audience annually.

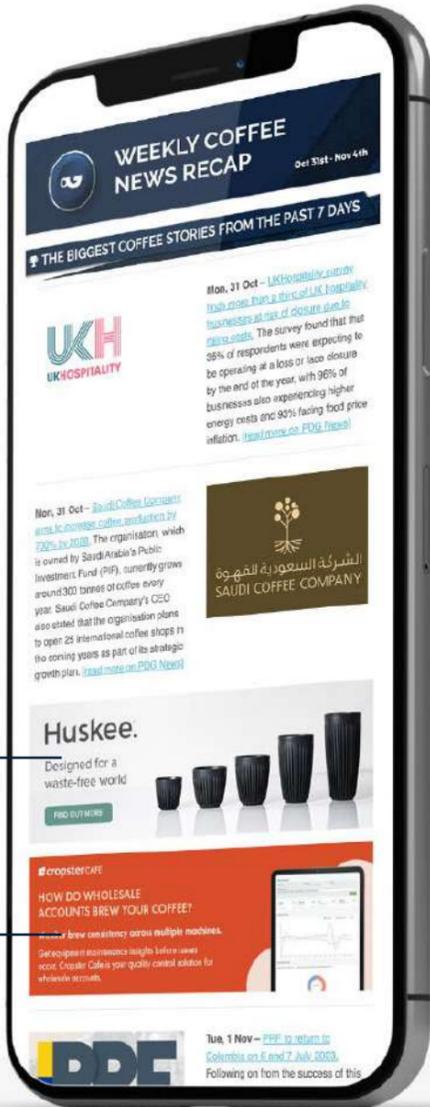


Editorial Round Up
Banner
600x200

€1320
per month

Weekly News
Recap Banner
600x200

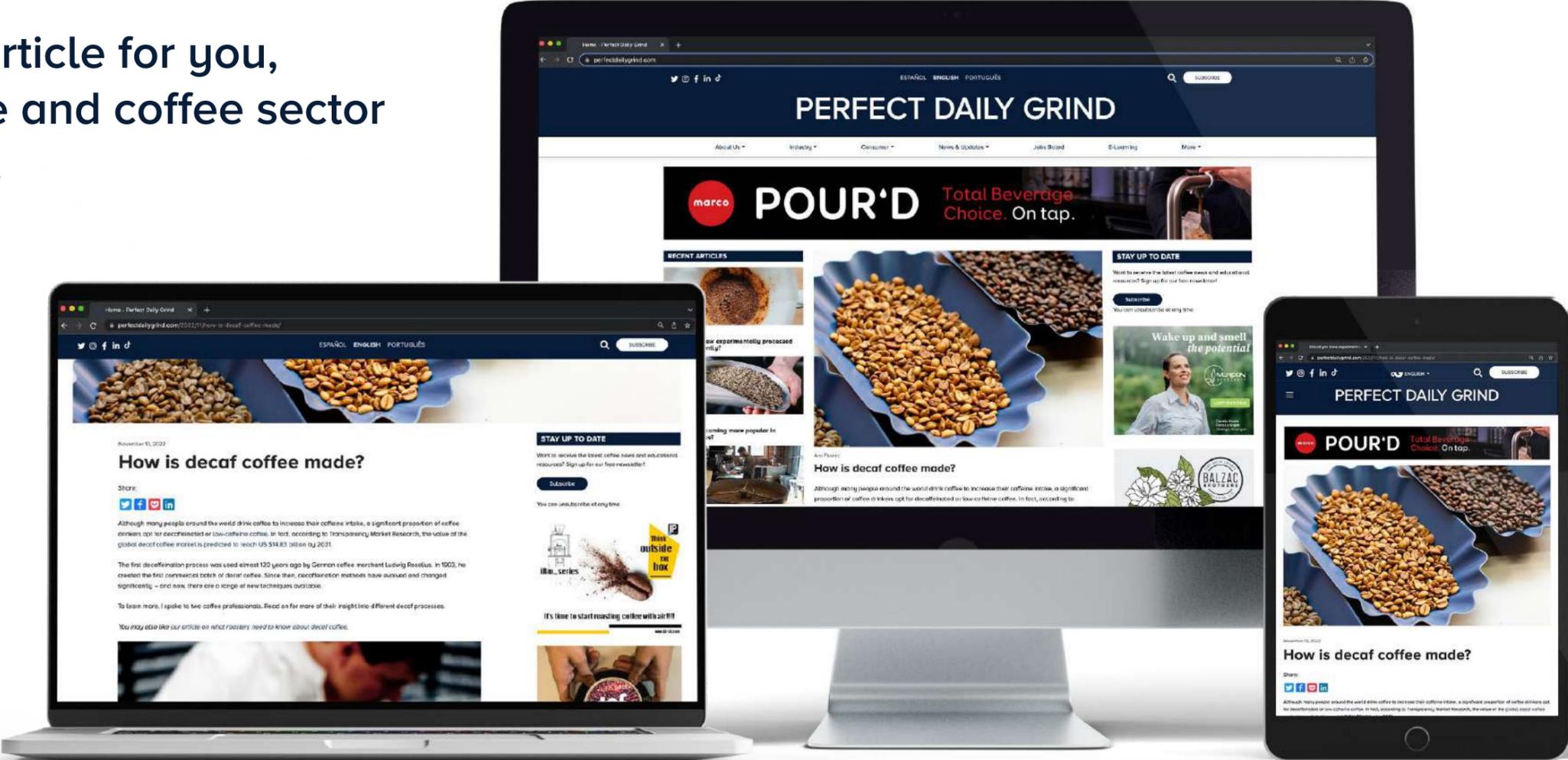
€1195
per month



Editorial Features.

Our editorial team will write an article for you, leveraging our editorial presence and coffee sector expertise to promote your brand.

Sponsored Article
€2555



Brand and Research



Consultancy Session



Idea and Content Creation



Your Approval



Publication on PDG



Share on Social Media



Feature in Weekly Newsletter



Performance Report



Influencer Marketing & Giveaway Campaign.

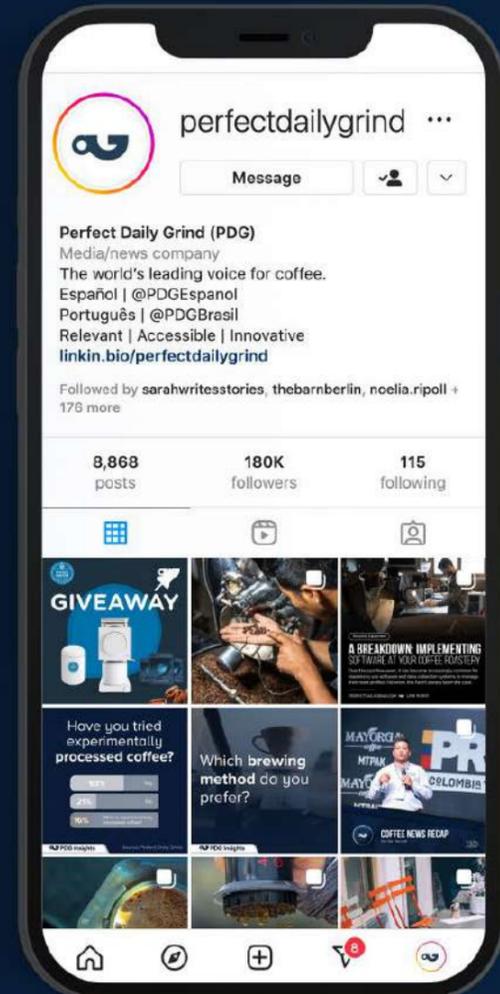
Leverage our social media expertise to drive people towards your brand and gain more followers.



 +
  +
 

4 Linked Stories 1 Instagram Post 2 Tweets

€3330



*Client will be responsible for providing the prize and arranging shipping.

PDG Español & PDG Brasil

We publish world-leading coffee content in coffee content in three languages: English, Spanish, and Portuguese.

We are the world's first and only trilingual coffee publication.



Relevance: Both PDG Español and PDG Brasil employ full-time editors and writers, ensuring that they produce locally-relevant editorial content.



Awareness: These publications support professionals in coffee producing countries by providing them with free educational content and industry news.



Empowerment: This information equips coffee producers to understand more about the global industry they operate in.



Expansion: Following the success of PDG Español, we launched PDG Brasil in early 2020 to address the needs of the Brazilian coffee sector.



Growth: In 2020, PDG Español welcomed more than 1,3 million unique visitors, while PDG Brasil grew its monthly pageviews by more than 200%.

Want to publish a sponsored article in Spanish or Portuguese?

Get involved by emailing: sponsor@perfectdailygrind.com

PDG Media

pdgmediaagency.com



Alongside the Perfect Daily Grind publication, we also operate a full-service digital marketing agency: **PDG Media**

PDG Media works exclusively in the coffee sector, offering a range of customised services to support world-leading brands to scale and grow. These include:



Social Media Management



Branding & Website Design



SEO Optimisation & Copywriting



Branded Storytelling

Interested in PDG Media's services? Contact us at:

media@perfectdailygrind.com



UNITED NATIONS





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sponsor@perfectdailygrind.com
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