



MEDIAKIT 2026

koffieTcacao | Willaertlaan 8, 6952EN Dieren, The Netherlands
marc@koffietcacao.nl | 06-22936628 | koffietcacao.com

ABOUT KTC

KTC is the online platform dedicated to the world of specialty coffee, tea, and cacao, featuring a website, online shop, newsletter, and social media channels. Since 2012, we have been informing, entertaining, and inspiring enthusiasts.

We do this with in-depth reports, interviews with established names and new talent, columns by professionals, practical reviews and tutorials, and by sharing the latest gear and hotspots with our subscribers through our online channels. For this, we travel to the origin, immerse ourselves in the culture, and bring you the latest news from the vibrant scene.

Articles are published on our website; some are freely accessible, while others are only available to members (paywall). Our free newsletter is sent at least once a month. And we love to 'meet' our readers on Instagram, LinkedIn, and Facebook!

USPs

- The only platform about coffee, tea, and chocolate in Europe
- Active in a growing market
- Effective reach of your target audience
- Visibility in a high-quality journalistic environment
- Independent editorial team
- Possibility of inclusion in webshop
- Well-read newsletters
- Interactive and engaged audience

TRUSTED BY

Sage

alpro

BRITA

MOCCAMASTER

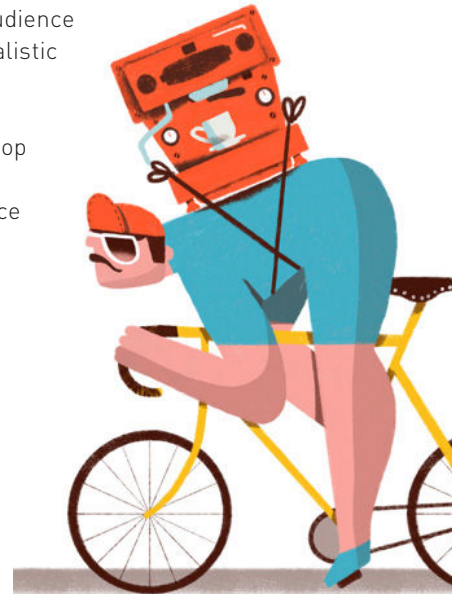
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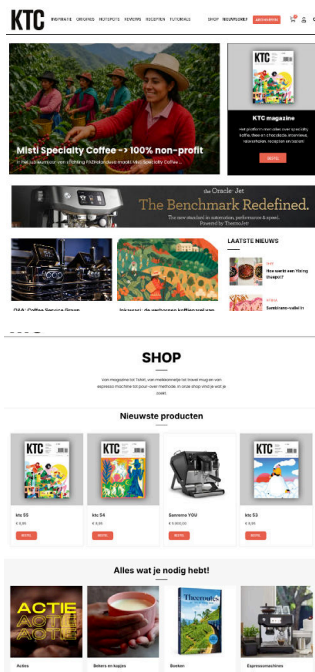
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MEDIA IMPRESSION

WEBSITE + SHOP



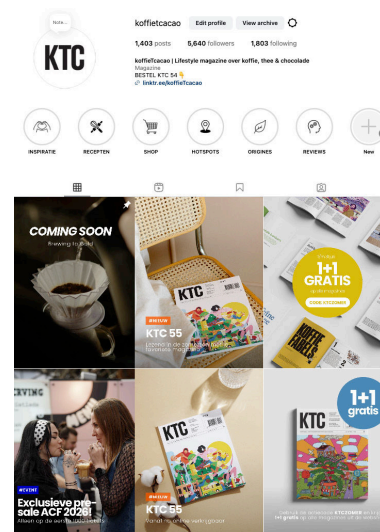
NEWSLETTER



Wat is cacao boter?

Cacao boter is het hart van elke goede chocolade. Het is een geweldig ingrediënt in cosmetica. Maar wat is het precies, hoe wordt het gemaakt en waarom is het zo bijzonder? Ontdek de wereld van dit

SOCIAL



BRAND CONCEPT

Platform voor liefhebbers van koffie, thee en cacao (consumenten en professionals).

WEBSITE

*Figures based on monthly averages
(updated regularly)*

- Number of visitors: 7.700
- Number of views: 16,000
- Views per user: 2,08
- Engagement per user: 15 sec.
- Banner impressions: 95,404

NEWSLETTER

- Active subscribers: 4.001
- Open rate: 39–45%

SOCIAL MEDIA

- Instagram followers: 5,664
- Facebook followers: 4,500
- LinkedIn followers: 692

MEMBERSHIPS

- **Regular membership**
€2 per month or €20 per year
- **KTC Box**
€13,50 per month or €149.95 per year
- **Friend of KTC**
€45 per year, including logo, short mention, and external link on the 'Friends of KTC' landing page

TARGET AUDIENCE

- Coffee, tea, and cacao enthusiasts
- Professionals (retail, production, trade, etc.)
- Ages 25–45
- Socioeconomic class A, B1, B2
- Vocational, higher professional or academic education level
- Lifestyle enthusiasts
- Critical-minded



AD PACKAGES

The best results are achieved through visibility. Visibility is created by strong messaging and repetition. That is why we prefer long-term, sustainable collaborations, in which our partners receive the attention they deserve throughout the year. The packages below are fully aligned with this approach.

Digital €2500

- 50K views, sidebar banner blog posts
- 1x online advertorial (incl. 1x share on social media and in the newsletter)
- 3x newsletter banner at the bottom

Digital €5000

- 75K views, sidebar banner blog posts
- 60K views, leaderboard banner middle of the homepage
- 1x online advertorial
- 3x newsletter banner at the top

Digital €10,000

- Mention as KTC partner on the homepage
- 150K views, sidebar banner blog posts
- 100K views, leaderboard banner top of the homepage
- 2x online advertorial (2nd advertorial can also be exchanged for banners)
- 4x newsletter banner at the top
- Promote a live event and, if desired, organize it with the KTC audience



ADVERTISING

Website

- Advertorial – editorial blog post including placement in the newsletter and 1 social media channel €595*
- Leaderboard banner (1400 x 191 pixels)
Top €44 CPM**
Middle €32 CPM
- Side banner, next to each blog post (266 x 266 pixels) €32 CPM

Newsletter

- Banner (1120 x 320 pixels)
Top €175
Bottom €150

Press releases

Because we receive more press releases than we can publish, and processing them takes time, we charge the following rates for media agencies:

- Press release as an article on the site (possibly lightly edited) €150
- Press release as a short item in the monthly newsletter (headline, intro, link) €75
- Combination package – blog post + newsletter mention €200

Banners to be supplied as animated or static gif or jpg (max. 2MB).

* Texts must be provided ready-to-use. Basic copy editing will be applied.

If a text needs to be rewritten, an hourly rate of €75 applies.

** CPM = cost per 1000 impressions

