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THE MAGAZINE FOR TEA CULTURE



Media data  
for  
t-Magazine  
international  
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# t THE MAGAZINE FOR TEA CULTURE



**t- the Magazine for Tea Culture** is an independent journalistic project, dedicated to telling the stories around the most enjoyable and culturally significant drink in the world. It is directed at common tea drinkers as well as members of the tea community, both professionals and enthusiasts.

**t-Magazine** is propelled by tea passion and the desire to explore the stories and the science around the world's second favourite drink (after water). t-Magazine aims to communicate the facts, figures and stories in captivating texts, photos and illustrations. It portrays tea personalities and companies and it reports about new developments in the tea producing countries as well as new trends in the tea consuming world.

**t-Magazine** started as a german-language print magazine in 2022 and has quickly gained a dedicated readership in Germany, Austria and Switzerland. The magazines will be sold in teahouses, stores and webshops throughout Europe.



# WHAT YOU CAN LOOK FORWARD TO IN THIS ISSUE:

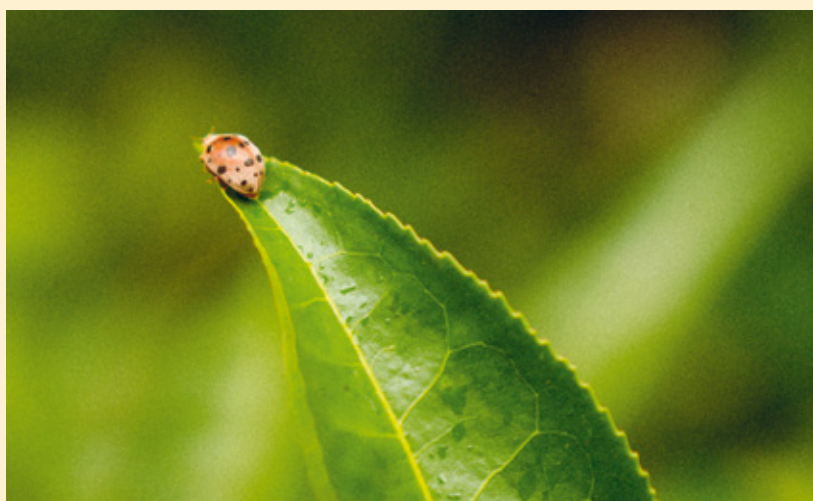


Cover story:

## **Biodiversity in focus**

Tea cultivation that  
supports nature

**How can tea be cultivated** in a way that nurtures biodiversity from plants and fungi to animals? The new issue highlights pioneering approaches that respect nature, such as 'Forest Friendly Tea' from northern Thailand. Grown not on plantations, but in forest gardens, these teas are as sustainable as they are unique.

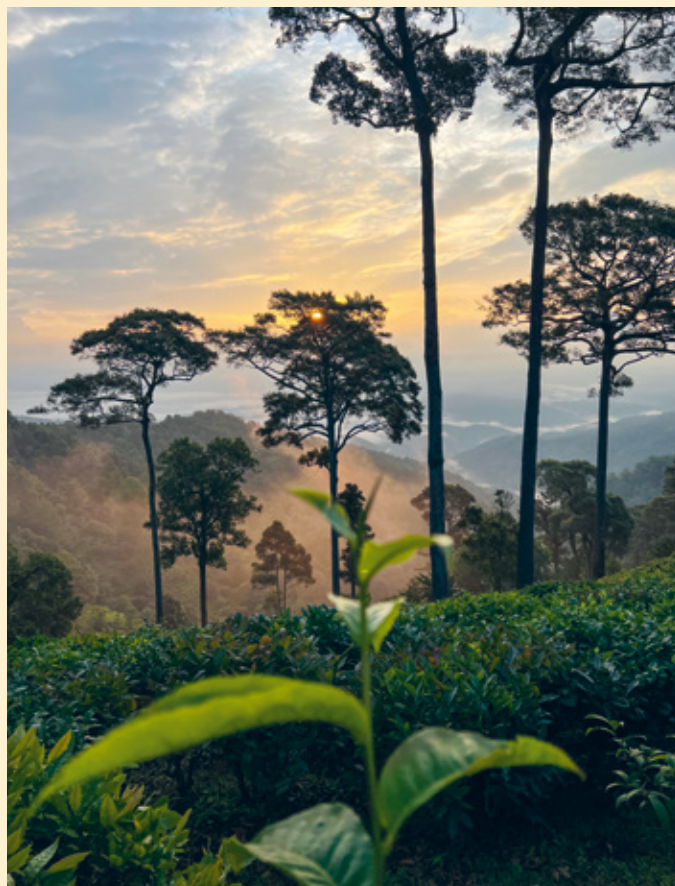


PHOTOS: WILLIAM PERSSON



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## Thailand – a tea-making nation?

**In the mountain forests** of northern Thailand, tea has been cultivated for centuries. Yet, in nearby regions, farmers only recently turned from opium to oolong. t-Magazine travelled through the country and discovered an astonishing diversity of styles and stories – reflecting Thailand's both ancient and burgeoning tea culture



### ALSO:

**The British tea culture** lies somewhere between daily ritual and theatrical extravagance. Our writers ventured into this world, exploring themed tearooms on the Isle of Wight, elegant high teas in London, and Welsh tearooms in Patagonia

**The global matcha boom** shows no sign of slowing. Production levels can barely keep up with demand, and producers are feeling the pressure. Is this green gold becoming scarce?

Once known only for beer and chocolate, **Brussels** now boasts a vibrant tea scene. In recent years, matcha bars, gong fu tearooms and ceramic studios have flourished – transforming the city into a surprising haven for tea lovers

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## Become a member of The Tea Circle!

The project of publishing an independent print magazine about tea culture would not be possible without the contribution of Sponsors and Donors. We call it The Tea Circle. Tea shops, tea sellers, wholesale companies all share the common interest of spreading the word about the world's fascinating tea cultures. t-Magazine is setting the stage for tea culture and tea products in a unique way, directing the attention of an broad international readership towards tea through journalistic, cultural and culinary expertise.

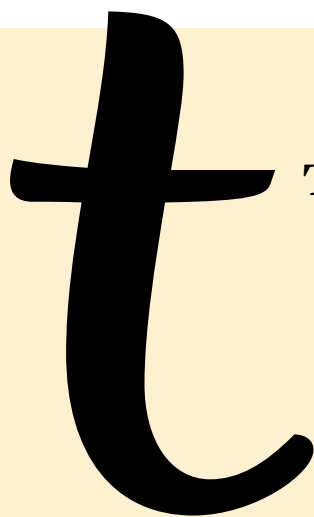
**The Tea Circle** is the community of our sponsors, providing them with special tariffs for advertisements and special access to editorial content. We have created four categories of sponsorships with different – and quite affordable – annual fees:

<b>Small Cup</b>	<b>500 €</b>
<b>Medium Cup</b>	<b>1000 €</b>
<b>Large Cup</b>	<b>2500 €</b>
<b>Golden Cup</b>	<b>4000 €</b>

Depending on which category you choose, advertising prices and magazine copy prices will vary.

**Please note:** The membership in The Tea Circle is meant to be a support of the t-Magazine project in order to make it sustainable and fund current and future editions. It is not a ticket for editorial coverage, which remains independent. Having stated that, we look specifically at our Tea Circle members when it comes to reporting about specific topics, and we remain open for ideas and suggestions.

Please contact us at [info@t-magazin.net](mailto:info@t-magazin.net) if you have any questions or wish to become member of The Tea Circle.



# THE MAGAZINE FOR TEA CULTURE

**Circulation:** 3,000 copies

**Size:** 76 pages + 4 pages cover

**Format:** 19 x 24,5 cm, 4/4 colour, sheet-fed offset

**Copy price:** 12 Euro • € 12 • £ 9,90 • CHF 11 •

\$ 12,50 • DKK 90 • CZK 300

**Release:** 27th of September 2025

**Advertising deadline:** 4th of September 2025

**Contact:** info@t-magazin.net

**Tel.** 0049-178 189 4327

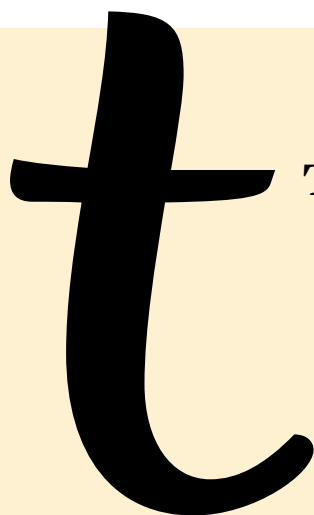


## ADVERTISING RATES

	Standard	Small Cup	Medium Cup	Large Cup	Golden Cup
Cover	3000	2500	2000	1500	1000
1/2 cover	1850	1450	1250	1050	750
1 page	2650	2150	1850	1350	1150
1/2 page	1450	1250	1050	850	650
1/3 page	1150	950	800	650	550
1/4 page	850	700	600	500	400
1/6 page	650	500	450	400	300
1/8 page	500	400	350	300	250

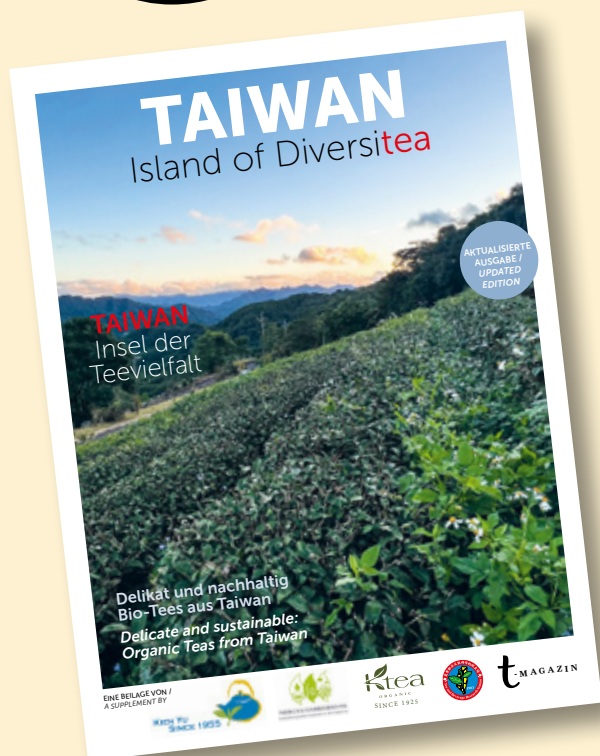
*All prices in Euro*





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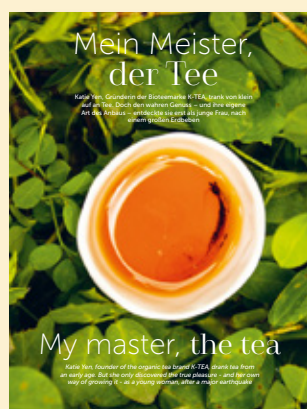
## BOOK A SUPPLEMENT – YOUR IDEA IN OUR MAGAZINE

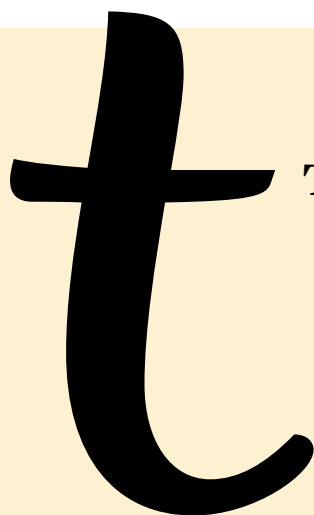


**t-Magazine** is offering different formats for supplements to it's editions. Whether a carefully created advertorial magazine or a classic brochure – we provide the necessary expertise in publishing – and in all matters tea!

If you are interested, please have a look at our "Taiwan DiversiTEA" advertorial magazine as an example.

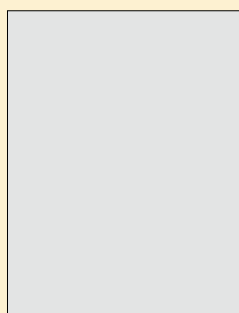
For more information, please contact us  
**info@t-magazin.net**  
**0049 (0) 178-1894327**





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## ADVERTISING FORMATS EDITORIAL



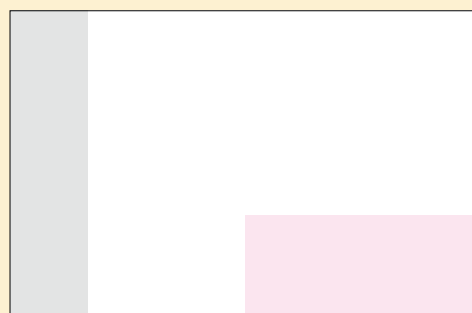
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+ 4 mm extra for  
print cut to all sides  
198 x 253 mm



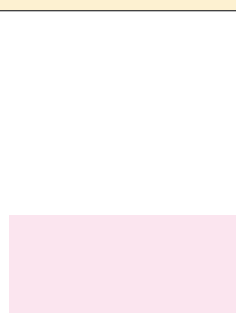
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Portrait format**  
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+ 4 mm extra for  
print cut to all sides  
98 x 253 mm



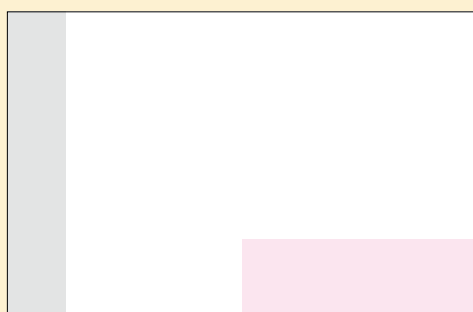
**AD 1/2 page  
Landscape format**  
**190 x 122 mm**  
+ 4 mm extra for  
print cut to all sides  
198 x 130 mm



**AD 1/3 page  
Portrait format**  
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+ 4 mm extra for  
print cut to all sides  
71 x 253 mm



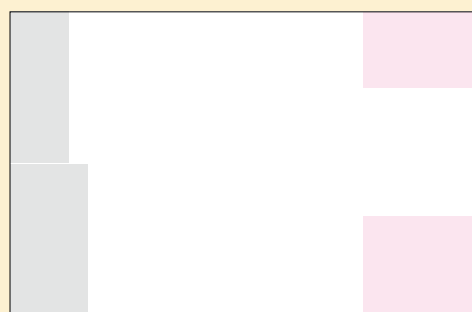
**AD 1/3 page  
Landscape format**  
**190 x 80 mm**  
+ 4 mm extra for  
print cut to all sides  
198 x 88 mm



**AD 1/4 page  
Portrait format**  
**47 x 245 mm**  
+ 4 mm extra for  
print cut to all sides  
55 x 253 mm



**AD 1/4 page  
Landscape format**  
**190 x 61 mm**  
+ 4 mm extra for  
print cut to all sides  
198 x 69 mm



**AD 1/8 page  
Portrait format**  
**47 x 122 mm**  
+ 4 mm extra for  
print cut to all sides  
55 x 130 mm



**AD 1/8 page  
Landscape format**  
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+ 4 mm extra for  
print cut to all sides  
103 x 69 mm

**AD 1/6 page  
Portrait format**  
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+ 4 mm extra for  
print cut to all sides  
71 x 130 mm

**AD 1/6 page  
Landscape format**  
**95 x 80 mm**  
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print cut to all sides  
103 x 88 mm

### PRINT PROFILES FOR PDF:

Cover/jacket: coated v3 (Fogra 51)

Content pages: uncoated v3 (Fogra 52)