

THE ESPRESSO

SAN DIEGO'S
COFFEEHOUSE
& CAFÉ
NEWSPAPER

Monthly, for all of San Diego County

An Independent Newspaper For Café Society

ESPRESSO: P.O. BOX 120390, SAN DIEGO, CA 92112-0390.
PH: (619) 233-7242; FAX: (619) 233-7248.
EMAIL: EDITOR@THEESPRESSO.COM

Since 1992.

Let Café Society Give You The Business!

Coffeehouse public are single, sophisticated, adventurous affluent early buyers who stay loyal to favored businesses

Green, single, sophisticated, affluent early buyers of new, different technologies and consumer goods, Café Society is aggressive in consumer goals, making them a desirable market share. Even *The New York Times* thinks Café Society is hot—their deal with Starbucks boosted national circulation four fold in two years.

Imagine a place that is comfortable, cozy and friendly. People from many different walks of life meet and chat, share ideas, read, write, listen to live music, debate, plan vacations, business ventures and their futures while eating light refreshments and drinking excellent coffee and tea. This is the modern coffeehouse; its patrons are Café Society.

CAFÉ SOCIETY DESCRIBED

Coffeehouses are a rising cultural addition that have taken San Diego and the rest of the country by storm, and where the best traditions of the old-fashioned neighborhood bar (where everyone knows your name) are available to the public in coffeehouses—without the social problems.

CAFÉ SOCIETY

- Has a large single element
- Is green-friendly
- Enjoys high levels of disposable income
- Are early buyers of new products
- Are loyal customers to favored business
- Are adventurous consumers of the uncommon
- Are esthetically minded
- Quickly spread word-of-mouth in a conversation-friendly environment

ESPRESSO reader surveys, 1992-current

average reader 29 years of age, likely single, with at least one degree, making significantly more than \$50,000 per year, who prefers Italian, Thai, or Japanese food, and wine or beer to go with it; who is an avid, regular traveler for business and pleasure, attends theatre, concerts and shows of all kinds, uses alternative health care, is a voracious reader of books and periodicals, buys clothes in malls, vintage and antique/thrift stores, may enjoy a smoke (possibly on the same day he works out at a gym) and drives at least five miles to work each day, likely in a collectible car, bike or motorcycle. Chances are even that he is likely to be a she as well. Our reader may have more than one job, and is likely to be working toward a second career. Many show a strong social sense and volunteer time and effort in worthy causes. Many have hobbies that require a significant outlay of disposable income to support. All of them spend a significant part of their income on what makes them feel good, and taking care of themselves may mean a night of theatre and dinner with friends, a trip abroad, a new surf board, custom bike or a health club membership.

Café Society greatly values personal service and one-on-one interaction when it comes to where they shop. They prefer to find their essentials not only in malls, but in small shops and other places where they can create rapport with—and be served well by—business owners.



A PLACE TO MEET—Coffeehouses are more than just coffee. Comfortable, safe, engaging places attract single, sophisticated, innovative people interested in trying new things. ESPRESSO readers see themselves as different from the “just average”—and they buy accordingly.

Though price and convenience are important to everyone, to Café Society, quality and service matter even more. As the coffeehouses have discovered, it's service that sets the house apart from the rest, and brings in a loyal clientele. This means that Café Society is a regular client waiting to be discovered—and if your business prides itself on service, quality and excellence at every level, then Café Society is your natural market share.

Individually, Café Society sees itself as far different from the “just average” and their buying decisions mirror this belief. Besides a taste for fine coffee and food, they commonly display unique elements sought out for their personal satisfaction—which means that businesses offering unique, uncommon, hard to find or rare items need to find Café Society.

An adventurous crowd, Café Society is also an early buyer of new technologies, goods and services. Part of the enjoyment of a broad palette of tastes and experiences is had by being ahead of style; this puts them first in line for the new and different, the distinct from the common, making them a valuable target market for businesses trying to break the ice of entering the marketplace with new products.

Café Society is also the driving engine of vast changes in the way the coffee trade works. Specialty coffee is what coffeehouses sell: eco-friendly, organic coffees are the fastest rising market in that trade. The explosive growth of eco-friendly coffee is fueled by the buying patterns of café society who are willing to pay top dollar for a commodity that they believe has a positive effect on the planet. Already, that is changing the face of the specialty coffee trade, which, after oil, is the most traded commodity on earth. San Diego's coffee trade has championed eco-friendly coffee since it began in response to the demand of Café Society. That says a lot



ESPRESSO PHOTO: RACHEL JONES

WHY YOU SHOULD BUY IN ESPRESSO

ESPRESSO defines “niche marketing”. our niche is Café Society: Independent-minded people who prefer a one-on-one relationship with preferred businesses instead of the anonymous mall or big box store experience. If your business needs to define its quality and establish its own brand apart from the rest, you need Café Society. If you need the kinds of people who are likely to “get” what you have to offer, you need Café Society. And if you need Café Society, you need ESPRESSO.

You don't need to pay huge sums for wasted circulation in magazines that reach those who may not need or want what you have to offer. Your ad dollar may go further in ESPRESSO by getting you just the right crowd. If Café Society is your kind of crowd, we'll find them for you today.

about their buying power.

Every business seeks to build its reputation through word-of-mouth referral, so it makes sense to attract a clientele that thrives on conversation—in coffeehouses. By attracting and taking care of them, your business will rapidly benefit from happy customers quickly spreading the word about you, making your word-of-mouth more effective, in less time. Café Society are people from every age, walk of life and station whose common tastes unite them into a diverse demographic looking for distinction, aesthetics, indulgence and a pleasant personal exchange in their commercial dealings. Translated into economic terms, this means that they are buyers who prefer fine and unusual products along with great service—which they repay with repeat business and excellent word of mouth publicity in places where conversation is non-stop.

ESPRESSO readers are sophisticated, involved, innovative people interested in trying new things who see themselves as different from the “just average”—and they buy accordingly. They make wonderful customers and your business would be fortunate to have their patronage, as ours is.

Where we stand; our Principles form our flavor

The principles of ESPRESSO are a personal statement from the publisher that defines the newspaper's purpose and its reasons for existence. It rides front and center on page one, where it can't be missed. This statement clearly illustrates this newspaper's perspective.

ESPRESSO has no ties to parties, churches, political or social factions of any kind. It is a rarity in modern journalism; a newspaper beholden to no one and free of the kinds of pressures that often affect how news is presented.

ESPRESSO's editorial policy is based on a faith in people to find and nurture their own best interests. We try to provide timely, useful and uncommon information that may make those ends more easy to attain.

ESPRESSO has been called both conservative and liberal—and everything in between. It has also been called honest, forthright, tough and accu-

rate, which pleases us. It is accurate to say we are different and let the readers judge for themselves. Their judgement has resulted in a climbing circulation over the years.

ESPRESSO relies on a small staff of researchers to provide overview not only of important news, but about how news and information is disseminated and used by media. We strive to look “behind the story” to tell what is often left out of regular coverage. Though we rarely claim to have “inside information” we can and do examine the content and presentation of media and offer readers insight about those who would shape their worldviews and opinions.

We look forward to doing more in the future, and doing it ever better.

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Principles of the ESPRESSO

I Will:

- 1) Provide a watch on the media.
- 2) Provide a watch on the holders and users of power in society.
- 3) Promote civil liberties and justice.
- 4) Respect diversity and promote tolerance.
- 5) Promote individual initiative and action.
- 6) Speak accurately, honestly, clearly and directly.
- 7) Respect my reader.

John Rippo
Publisher

Information for ad agencies

Printed/Circulated: 36,000 monthly.
Content: Local, regional national and international news. Commentary on notable ideas, people and events. Media analysis, human interest, food and drink, health, fitness, humor, travel, horoscope, comics, lifestyle features regularly. Also, book, arts and film review section (*The Coffeehouse Review of Books*) and coffee/café trade section (*Café Seen*).

Composition: Copy: 60%+. Ads: >40%.
Distribution: 2000 plus total locations in San Diego County, as well as more than 340+ independent coffeehouses. Other locations include, (not limited to): bakeries, bookstores, clothiers, colleges, cyber cafés, galleries, hair salons, health clubs, hotels, juice bars, office buildings, night clubs, record stores, restaurants, theatres, tobacco stores and cafés, video stores, vintage and resale outlets, wine bars and any place where *San Diego's café society is to be found*.

Inserts: \$50 per thousand, 4,000 minimum.
Direct Delivery: \$1.50 per drop for current number of coffeehouses and bookstores on ESPRESSO's drop list. Specific county areas can be selected.
Color: \$100 per color additional over space costs; non commissionable.
Ad Dimensions: sizes list absolute measurements at full bleed.
Agency fees: 15% of rate card. Rates are gross rates. Fees paid to recognized agencies.

ESPRESSO What it is— What it does

- News
- Commentary & analysis
- Features on notable ideas, people & events, monthly

We're different. ESPRESSO gives its readers what they are unlikely to find elsewhere: Intelligently written, thoroughly researched local, regional, national and international news and information that has been overlooked, underreported, mis-reported or even suppressed by mainstream media—and that's just for starters.

Add to that an independent editorial page that carves out its own outlook, apart from the common media crowd, and makes no apologies along the way, plus a section on books, film and arts; another on legal issues and court cases; some very funny comics, and

Our goal is to put quality information into the hands of dynamic people and provoke dialogue in coffeehouses and elsewhere.

a section on café life round out each issue. We publish quarterly shopping guides, interviews with people who make things happen, essays on notable ideas, people and events and commentaries about issues of the day. We like humor, satire and wit too, which is why we fill columns with it in every issue. Our mutually antagonistic film reviewers never cease arguing about who has the worst taste in movies, and our restaurant and food writer is the terror of less-than-stellar eateries everywhere.

We find news and information from many different sources; by keeping our eyes open, monitoring foreign radio reports, asking people the right questions, and using researchers to find gems of information in public documents and libraries. We synthesize information from many sources and blend in relevant historical, economic or other perspectives to give readers a broader, more detailed picture of issues that affect their lives.

ESPRESSO recognizes that those who control opinion control the world and sometimes, they don't have the best of intentions. ESPRESSO is a means to help add balance to media scales. So far, it seems to be working.

ESPRESSO is known for breaking news stories first and leading where other media follow. We were first to report a San Diego Police Department effort to make coffeehouses 21 and up only—and our lead in coverage helped defeat that plan. We rooted out the leader of a criminal gang that stole hundreds of thousands of dollars from poor people, and published her methods—as well as her home address, which helped put her behind bars. We published a secret city map that proved San Diego knows and has record of its most dangerous streets—and does nothing to fix them. We were first to tell of a revolt by local District Attorneys against their boss—a story that was taboo for other media. We were first to warn of the energy de-regulation fiasco. And we were the *only* newspaper in San Diego to expose illegal activities of local Border Patrol agents against American citizens. There have been many more such stories and there will be many more in the future.

Our goal is to put important news and information into the hands of people who can use it and to provoke dialogue—in coffeehouses and elsewhere. We strive to be a kind of continuing education for café society by providing our readers with information they can use to live better, richer and more productive lives. ESPRESSO is motivated by a vision of America in which more freedom, justice, opportunity and material progress are available to everyone, and we believe that the founding principles of the United States are the best pathway to that vision.

The Bottom Line—

What ESPRESSO readers can do for you Demographics add up—results of readers' surveys

Since 1992, ESPRESSO has tabbed its readership at the beginning and end of each year. The most recent results appear below and are consistent with our demographic range from the beginning.

Taken in 2007:

- Average age: 29. Age range: 13-87 years.
- 52.5% Male 47.5% Female
- 83% have or are working toward university degrees
- 59% indicate income over \$50,000 per year.
- 67% use alternative health care providers.
- 58% will buy electronics in the coming year.
- 97% will attend lectures or classes at some level.
- 99+% buy books, newspapers and magazines.
- 99+% travel for business or pleasure.
- 99+% patronize galleries, clubs, concerts, theatres, films and live shows; all show strong aesthetic passions.
- 64% buy clothing in malls.
- 46% buy clothing in antique/vintage/thrift stores.
- 88% drink wine or beer.
- 24% drink hard alcohol, at least occasionally.
- 34% smoke, at least occasionally.
- 79% drive more than five miles to and from work.

Call us today at (619) 233-7242.

THE ESPRESSO

ONE COLUMN INCH
150.5 COLUMN INCHES
PERPAGE

DISPLAY AD RATES

Rate sheet effective 11.1.2008.

TERMS:

1. Rates are for camera ready art only. **ESPRESSO** will create camera ready art for clients on a \$20 per hour basis. Ads created by **ESPRESSO** design staff for use in **ESPRESSO** remain property of the newspaper for the term of the ad contract and may not be reproduced elsewhere during that time.

2. Deadlines for display advertising are five days prior to the publication date. Ads missing deadline will be held until the following issue.

3. Payment in advance for the first two months, plus art charges, when applicable, are required on all new accounts. A monthly invoice will be sent thereafter. Payments not received within 30 days from the mailing date of **ESPRESSO**'s invoice are subject to a monthly 2.5% (30% per annum) service charge.

4. A discount of five percent is offered to advertisers who pre-pay their entire ad bill for long term contracts, or to those who pay in cash.

5. The publisher reserves the right to edit, reject or cancel any ad which, in his opinion, is outside the standards of his publication. The publisher reserves the right to insert the word "advertisement" into any ad at his discretion. Ad copy which simulates editorial material will not be accepted. The publisher's liability for errors is limited to the cost of ad space containing the error, and limited to the first insertion. Notification of any error must be within 5 days of publication. Cancellations will be billed at 50% of ad cost for the unexpired term of the contract for which they are to run; they will not be accepted within 72 hours of publication.

6. Guaranteed positions are available for a 20% added cost; the back page will maintain a 30% premium over the rates described on this rate sheet. All other ads are ROP (run on paper) at the discretion of the publisher; though **ESPRESSO** will try to accommodate requests for placement of ad copy this may not be possible unless guaranteed positions are reserved.

7. Non-standard sizes may be taken if they are camera ready art. These will be billed at the maximum rate per column inch, per insertion.

8. **NOTICE OF LIABILITY:** A failure to complete this contract fully to its terms will result in a short term rate charged to the contract signer. This bill is determined by charging back to the appropriate, non-discounted rates for all ads run. Advertiser agrees to pay any and all collection charges and fees incurred by **ESPRESSO** to collect non-discounted or overdue balance.

9. Agency rates: 15 percent of ad rate sheet.

10. **COLOR:** Color is available for an additional \$100 per color in addition to the cost of ad space. (Non commissionable.)

Column inches per ad size:

Double Truck:	301	col. ins.
Full page:	150.5	col. ins.
1/2 pg.	75.25	col. ins.
1/4 pg.	37.5	col. ins.
1/6 pg.	25	col. ins.
1/8 pg.	18.7	col. ins.
1/9 pg.	16.7	col. ins.
1/16 pg.	9.3	col. ins.
1/32 pg.	4.7	col. ins.
1/64 pg.	2.3	col. ins.

1/64th page
dimensions:

2.5" x 2"

\$32.75 per insertion; sold on year contracts only

1/32nd page
dimensions:

2.5" x 4"

(one column, 4 inches)
\$67 per insertion; one of our most popular sizes, sold on year contracts only.

NON PROFIT AGENCY (501c3) rates: Five percent (5%) off bottom (12x) rate for any number of insertions.

1/16th page

dimensions: **5" x 4"**
(two columns, 4 inches)

Once: \$186

3x—\$172

6x—\$144.20

12x—\$132.52

Prices per insertion

1/9th page

dimensions: **5" x 6"**
(two columns, 6 inches)

Once: \$334

3x—\$309

6x—\$259

12x—\$237.97

Prices per insertion

This is a standard size for many other magazine formats

1/8th page

dimensions: **5" x 7.5"**

(2 columns by 7.5 inches OR
3 columns by 5 inches)

Once: \$374

3x—\$346

6x—\$290

12x—\$266.47

Prices per insertion

This is the smallest size that can dominate a page

This ad can be turned lengthwise

1/2 page

(lower half, bordered in dotted line)

dimensions:

15.75" x 10.5"

Once: \$1505

3x—\$1392

6x—\$1166

12x—1072.31

(prices per insertion)

1/6th page

dimensions: **7.5" x 8"**

(3 columns by 8 inches)

Once: \$500

3x—\$462.50

6x—\$387.50

12x—\$356.25

Prices per insertion

Use this when you want some *extra* attention—and an excellent value

1/4th page

dimensions: **7.5" x 10.5"**

(3 columns by 10.5 inches)

Once: \$750

3x—\$693.75

6x—\$581.25

12x—\$534.37

Prices per insertion

This is the full page size of most other magazines

FULL page

(The whole page area, bordered in heavy black line)

dimensions:

15.75" x 21.5"

Once: \$3006

3x—\$2780

6x—\$2330

12x—\$2144.62

prices per insertion

SAVE MONEY With Remainder Space:

The cost effective solution for the small business advertiser

When I started ESPRESSO, one of my first ad clients was a woman who owned a small restaurant. Recently divorced, she worked alone seven days a week and long into the night. She was starting from almost nothing. I sold her two inches of one column for a few dollars and an occasional meal. After her first ad ran, she happily reported that her return brought back more than her ad cost and that new customers were spreading the word about her place. Her thankfulness was boundless; her exact words to me were "Thank you so much; you were a gift from God." I never forgot that. She kept her ad in my paper until she sold her business.

Much has changed since then. Like all business costs over time, ours have steadily risen and a few dollars and lunch for a couple of column inches can no longer pay the printer, however, there is always some space left over on the page as we assemble each issue of the newspaper and the ad sizes shown here are some of the most common ones. Though little, these ads tend to stand out against the text in columns and get noticed since they can occur anywhere, even in the middle of a page. Best of all, they cost very little. I am pleased to make these sizes a regular feature once again in ESPRESSO, subject to the terms described.

-John Rippo, Publisher.

A. 2.5" x 0.5" **\$10 per month**
1 column, 0.5 inches

B. 2.5" x 1" **\$15.50 per mo.**
1 column, 1 inch

C. 2.5" x 1.5" **\$25 per mo.**
1 column, 1.5 inches

D. 5" x 1" **\$31 per mo.**
2 columns, 1 inch

E. 5" x 1.5" **\$47 per mo.**
2 columns, 1.5 inches

These spaces are sold on 1-year contracts ONLY subject to the following terms:

1. All applicable terms in the standard ad rate sheet apply to remainder spaces.
2. All ads will be suitably line bordered to clearly separate ad copy from other copy.
3. For all ads built by ESPRESSO, the additional cost equal to one ad insertion will be charged for every new ad built by our design staff.
4. Payment for all remainder space is required for six months, in advance.
5. Placement of ad is subject to available space in each issue; specific page placement cannot be guaranteed.

Maximum savings: Multi-year contracts

24x-\$12 per column inch, per consecutive insertion; maximum discount on ad space

A 14% discount on the lowest ad rate is available on two year (or more) contracts for consecutive insertions. Ads and sizes may be updated or changed as necessary. Prices are for black & white production only. All other terms apply.

Column inches per ad size:	Price:
Double Truck: 301 col. ins.	\$3560
Full page: 150.5 col. ins.	\$1,780
1/2 pg. 75.25 col. ins.	\$840
1/4 pg. 37.5 col. ins.	\$420
1/6 pg. 25 col. ins.	\$288
1/8 pg. 18.7 col. ins.	\$180
1/9 pg. 16.7 col. ins.	\$144
1/16 pg. 9.3 col. ins.	\$99
1/32 pg. 4.7 col. ins.	\$49
1/64 pg. 2.3 col. ins.	\$27

Advertise On ESPRESSO's Web Site

ESPRESSO offers ad clients who purchase a minimum of 1/16th page for three months or more free space on our site for as long as their ad runs in the paper.

Ad listings on our site can be purchased on the same terms as classified ads described below. Check ESPRESSO for updated details at www.theespresso.com.

Non-standard ad sizes: All other pages fit ours

Often, clients or their agencies request that we use ads that have already been made to meet other publication's specifications. We have chosen to reproduce the most commonly used ones and can offer them to clients want to keep their ad copy or sizes identical in every publication. Though our pages are large and we can easily accomodate these odd sizes, they often require changing the number of columns per page to fit them or impose other time consuming inconveniences—which is why they trade at a premium rate.

TERMS: All terms specified on page two apply; these spaces are billed at the 1x rate per any number of insertions for black and white production. Agency commissions, if applicable, are paid on the first insertion only.

Classified & Color Display Classified Ads

CLASSIFIED AD SPACE: ESPRESSO offers classifieds in: Items for Sale, Items Wanted, Services Offered, Personal, Coffee Trade, Food Trade, Hospitality Employment, Hospitality Jobs Offered, Special Events and the Great Miscellaneous. All class ads must be emailed or snail mailed to the ESPRESSO exactly as they are to appear. Cost is 50 cents per word, per monthly insertion. Up to 100 words per month are available free to display advertisers.

COLOR DISPLAY CLASSIFIED: Larger (50 words or more) classified ads are more effective when boxed and set apart from others. The same is true when they are laid against a pink or yellow background. Space for these is sold at 50 cents/word plus \$10/per column inch with a two-inch minimum. Color costs an additional \$50. Checks should be made payable to ESPRESSO.

THIS IS AN EXAMPLE of the type size and face of an ESPRESSO class ad. Simple, clean and clear, its a great way to reach thousands of people relaxing in cafés. There are 64 words in this ad that occupies exactly one column inch of space. This ad costs \$32; up to one hundred words are free to display advertisers in every monthly issue.

COLOR DISPLAY CLASSIFIED

This is an example of our best kind of class ad: Color Display. They can run with or without the line border and are the minimum of two column inches shown here. Also shown is an example of one of the early forms of a color display ad. Below is an example of



DISPLAY CLASSIFIED AD

THIS IS AN EXAMPLE of a display-class ad, with the title box above. These are surprisingly effective and are used by many clients as a cheap way to get great mileage out of their ad dollars. Like all small ads, they work best when run for a year—or longer. One client even published his haikus in them. Remember to make your ads legible, and that ampersands, abbreviations, phone numbers, etc. count as words. So do those obnoxious texting abbreviations that seem to have become one more way to debase the English language. 147 words here cost \$83.50 per month; if you can fit an image into this box, it rides free. It's one of the best deals ESPRESSO can offer. Don't let hard times make advertising hard for you—if you want our readers, we'll do all we can to bring them to you, monthly.

ESPRESSO CLASS AD FORM

CREATE YOUR CLASS AD IN THIS COLUMN
Your ad will appear in each monthly issue when you email your ad copy to editor@theespresso.com Attn: class ad. This typeface is Arial Narrow, 8 point set at 100% width. Use this font to create your finished ad. You can send us a pdf or text file, and we'll invoice you via paypal. Deadlines for all class ad business are the 25th of the month for the month following.

Hand written or typed paper ads can be sent to ESPRESSO P.O. Box 120390 San Diego, CA 92112-0390. Attn: Classifieds. Checks should be made payable to ESPRESSO.

Column inch contracts

ESPRESSO offers clients who place a minimum 1/8th page display ad on a year contract an option to purchase additional ad space for a 5% discount off the lowest (12x) rate. A minimum of 220 column inches per year must be contracted to take advantage of this offer.

This allows businesses a useful discount when unexpected needs requiring special advertising arise and are a kind of excellent marketing insurance policy against the unexpected. All other ad terms apply.

Classified _____
Classified Display _____
Color Classified _____
_____ words _____ Bold _____ Boxed
\$ _____ per insert \$ _____ per quarter \$ _____ per year. Begin ad run in (month) _____

Please make checks payable to: ESPRESSO, P.O. Box 120390, San Diego, CA 92112-0390

Full & Half tabloid pages (equal to sizes in the SD Reader, City Beat, etc.)

Full tabloid page: 10.25 by 15" (68.3 col. ins.)
\$1366 per insertion

