

BRAND PARTNERSHIPS · 2026

CAFFA

Coffee. Culture. Impact.

Media Kit · 2026 Edition

ABOUT CAFFA

Premium Ethiopian Coffee, Reimagined.

CAFFA is a premium specialty coffee brand sourcing directly from 200 hectares of cultivated Ethiopian coffee land and roasting in small batches in Windsor, Canada. We blend origin transparency, AI-powered intelligence (Buna AI), and an editorial ecosystem spanning daily coffee news, the Caffa Journal, the Visual feed, the Coffee Impact platform, and Caffa Radio.

OUR ECOSYSTEM

Six Channels. One Story.

Channel	Audience	Cadence
Coffee Time News	Specialty buyers, café owners	Daily
Visual Feed	Designers, photographers	Every 6 hours
The Journal	Long-form readers	Weekly
Coffee Impact	Community brewers	Daily
Caffa Radio	Cultural listeners	24/7
Inner Circle	3,200+ subscribers	Weekly newsletter

Who You Reach.

12,000+ Monthly ecosystem visitors

45,000+ Monthly page impressions

3,200+ Inner Circle subscribers

8,500+ Combined social reach

62% Age 25–44

48% Urban Canada

31% U.S. Market

58% Household \$80K+

PACKAGES & RATES

Partnership Tiers.

Tier	Investment (CAD)	Includes
Starter	\$500 – \$2,500	Single-channel placement · 30-day display · Standard CPM
Growth	\$2,500 – \$10,000	Two channels · Native + newsletter · Custom creative · Mid-campaign
Premium	\$10,000+	Full ecosystem · Sponsored editorial · Social · Event tie-in · Dedicated

Display CPM: \$15 CAD · Native CPM: \$20 CAD · Sponsored editorial: flat-fee, custom-scoped.

GET IN TOUCH

Partner With Us.

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caffacoffee.ca/advertise

Windsor, Ontario, Canada