The world’s leading voice for coffee.

Media Kit 2026

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.

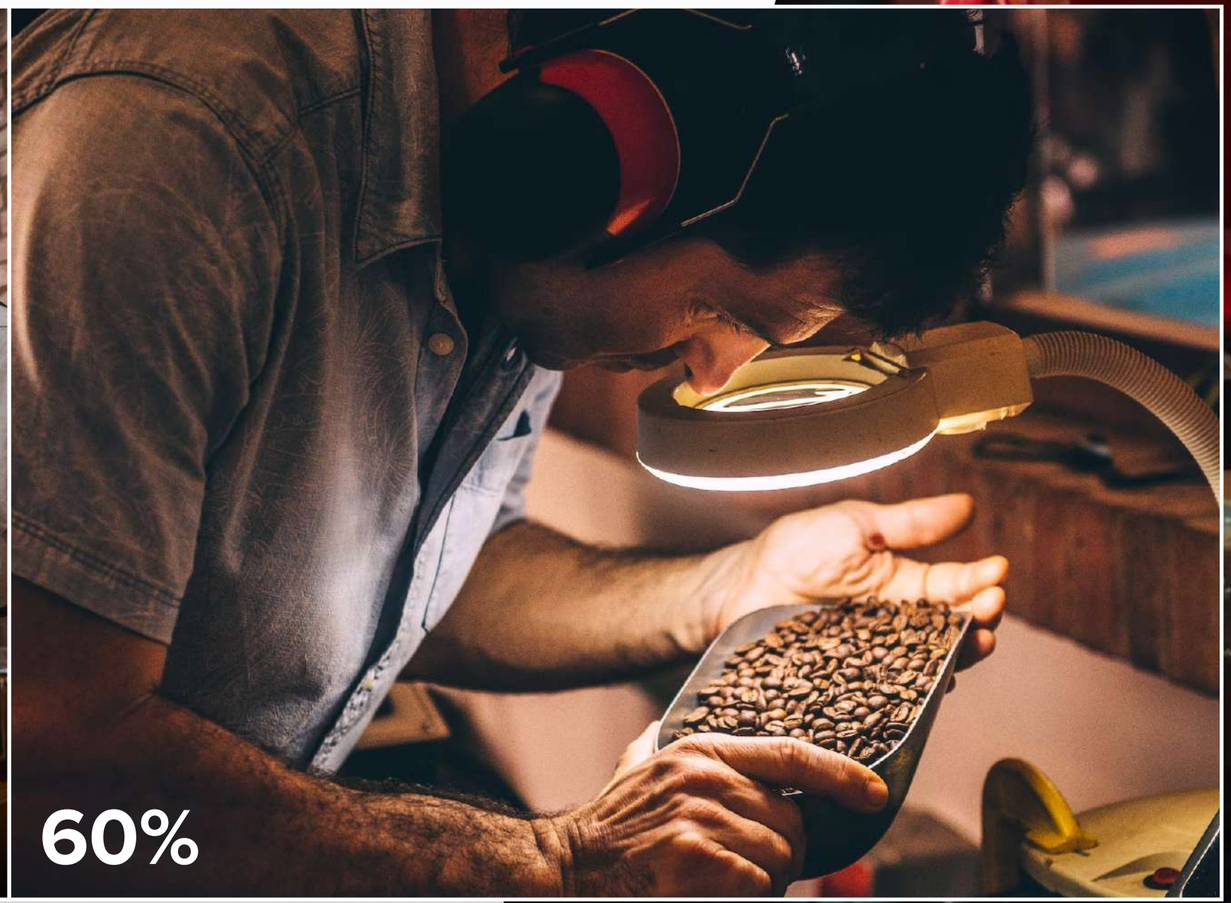
Our Partners.

We engage a global audience across multiple channels.

Editorial profile.

Consumer

News



Industry

Reader profile.

Our readers include:

Brand footprint.

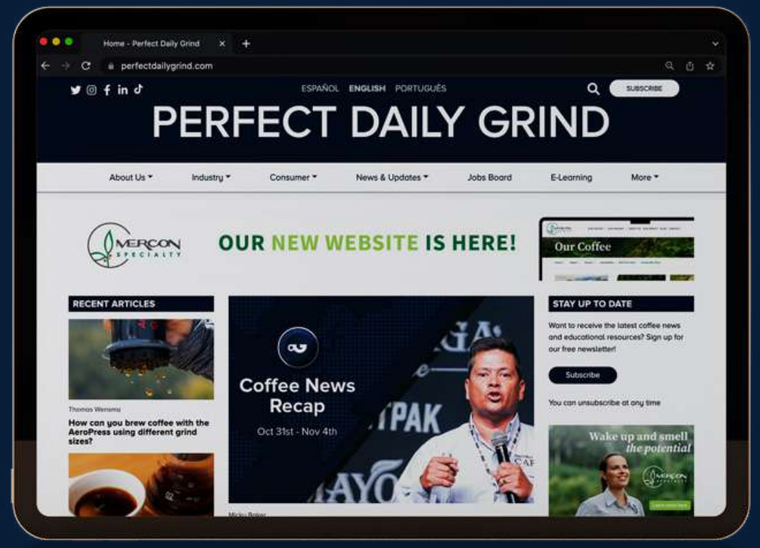
PDG Publications

This includes all publications under the perfectdailygrind.com domain.

6 million *projected page views for 2025*

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*

Data source: *November 2023 to November 2024*

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	€5660	€3935	€1900
Discounted Monthly rate	€3395	€2370	€1330
Discount	*40%*	*40%*	*30%*
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

€2800
per month

Category Sponsor

1110x220

€1845
per month

Sidebar Banner

400x310

€895
per month

Midbar Banner

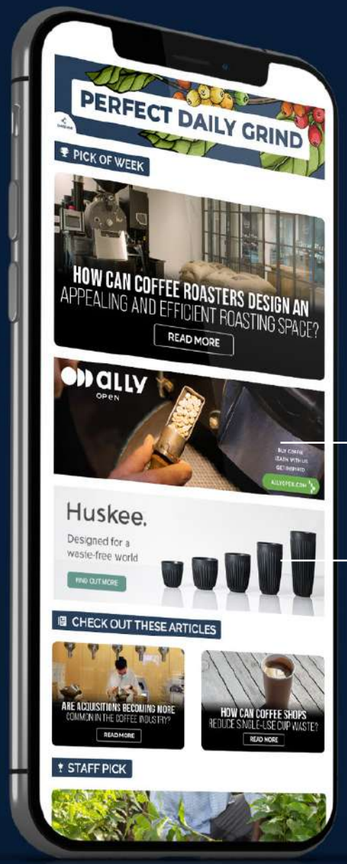
1110x220

€650
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

€1445

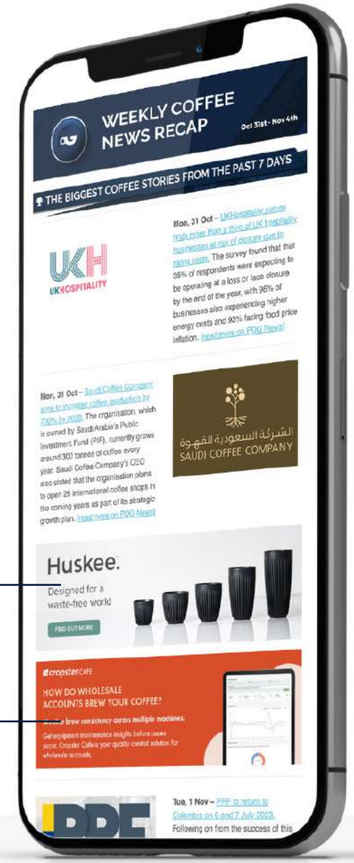
per month

Weekly News Recap Banner

600x200

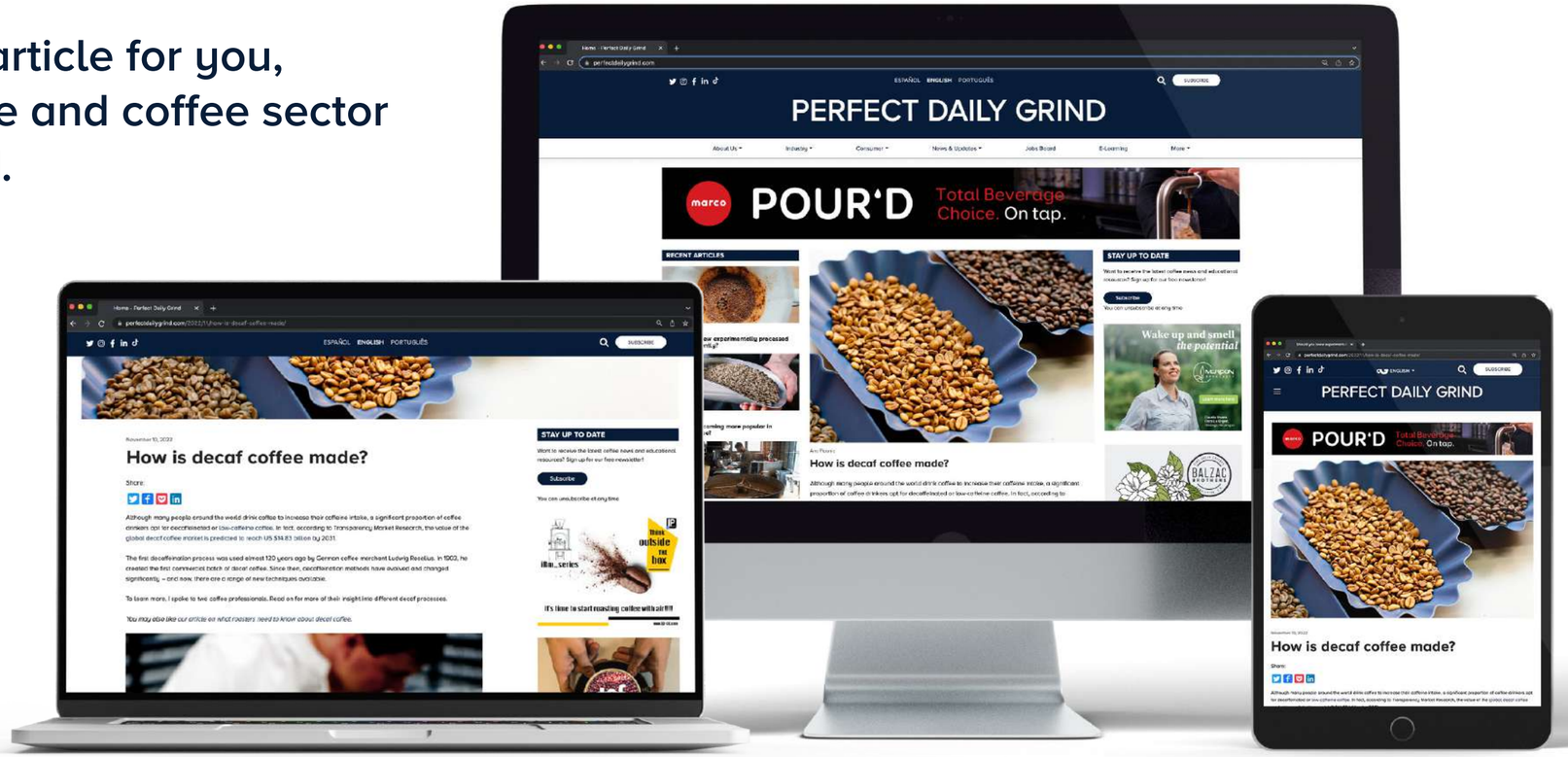
€1310

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

€2800

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.

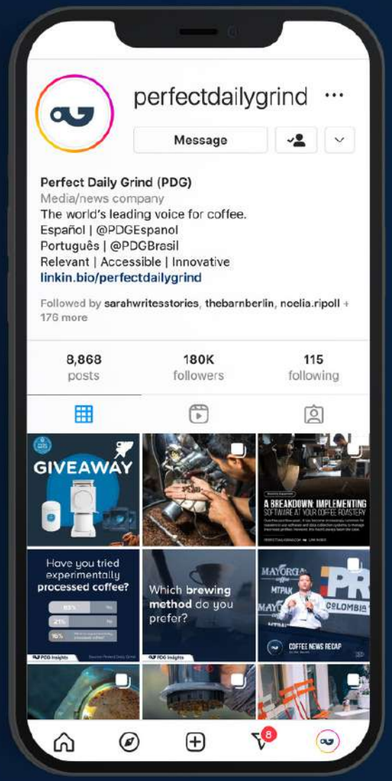
Leverage our social media expertise to drive people towards your brand and gain more followers.

Define your Goals › Establish Prize › Content Creation & Design › Your Approval › Share on PDG's IG & TW › Measure Success

4 Linked Stories + 1 Instagram Post + 2 Tweets

€3650

*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

MTPAK COFFEE

PINHALENSE

Breville

PENTAIR

RAINFOREST ALLIANCE

UNITED NATIONS

CARIMALI

The world’s leading voice for coffee.

sponsor@perfectdailygrind.com
perfectdailygrind.com