

原产地：浙江安吉  
品种特性：灌木型、小叶种、树势中等  
氨基酸含量高  
适制茶类：绿茶  
代表作：安吉白茶





# media kit masterstalk

[www.masterstalk.online](http://www.masterstalk.online)

## Editor's Word

Olya Buhtz



MastersTalk magazine and related information projects are a platform for professional communication of people working with tea, coffee, wine, chocolate and other tasty things. All these people talk about different subjects — but in the same context.

This context is consumer culture and ways of productive interaction with it to everyone's (people as well as culture) delight. Most likely, tea will be given more attention in our magazine due to the close connection of MastersTalk with the Tea Masters Cup system of tea championships. We will write about TMC tournaments, their participants

## issuezero.2018

and winners, how they use the experience of competitions and, naturally, about tea and tea culture.

Work with tastes is universal and eclectic. Barista, bartenders, sommeliers, chocolatiers, tea masters and other F&B professions never fix on one product or one culture. The exchange of tastes and information is absolutely necessary for professionals and appreciated by amateurs. These cross-cultural interactions are another key topic for MastersTalk.

But the most important cross-cultural exchange is the exchange of ideas — productive ideas that are interesting to develop independently. That is why we appreciate interviews so much. Because people know and can what neither books nor Internet can know or can do.

We will seek inspiration. And when we find it, we'll pass it on to our readers. And here again our authors (whom, in fact, we do not separate from our readers) will help us. After all, specialists are valued not only for recipes, tricks and regalia. Behind them there is a sincere and inspiring interest in their job.

We plan to publish the magazine twice a year. And in order to while away the time in the intervals between the issues, we will do [masterstalk.online](http://masterstalk.online) — a channel with professional and interesting tea (and not only tea) information.

Let's get together and talk!

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The new magazine dedicated to professionals working with tea and other tasty cultures.

## General information

2 issues per year. 80–100 pages. Size: 23 × 23 cm. Language: English.

Unique content. Effective core audience. Targeted distribution system.

The magazine is part of the [www.masterstalk.online](http://www.masterstalk.online) information channel.



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## Pairing Ideas. Tea and Sherry Wine

is only for smelling — would perfectly fit small tea and sherry shows as a beautiful final chord.

Speaking about shows. Tea and sherry compositions are a good idea for northern sherry consumers, especially for Russia and Great Britain with their rich and comprehensive tea cultures. In Spain, a non-tea country, they can become an interesting asset for winter tastings.

After quite an austere composition with Amontillado we wanted something absolutely reckless — and we called to mind our experiments with Oloroso, Palo Cortado and Russian cuisine. In those our experiments, Oloroso and Palo Cortado revealed their unexpected “dressing” side and proved to be practically all-purpose drinks with rich

and hearty dishes. So what is the richest and heartiest food to serve with tea? Right! Thin wheat pancakes with different fillings.

Write it down. Pancakes, ground beef, vegetable marrow spread, red caviar, golden raspberry jam, black tea and minimum two sherries: a dry one (Oloroso, Palo Cortado, maybe even Medium) and a sweet one (Cream, Pedro Ximénez, or Moscatel). Put all these items in large amounts onto the table with a small company of aware people around it and, filling pancakes with different ingredients, taste all possible combinations of the mentioned things as long as you can.

It is the best breakfast you can think of.



The focus is on professionals, their experience, solutions and tools.

## Content

The main theme of the magazine is tea, the consumption culture of which is closely related to other gastronomic cultures.

Therefore, we write not only about tea, but also about coffee, wine, chocolate, cheese and other tasty and beautiful things.



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Our magazine is a source of productive information for thousands of professionals who are trusted by millions of amateurs.

## Our readers and their activities

The target audience of the magazine is professionals shaping trends for food and drinks, creating standards and simply working with tastes.

This is an extremely active audience, greedy for new ideas and solutions.

Our protagonists and our readers are opinion leaders creating standards of taste and actively influencing consumers.

Our tools of direct communication with such opinion leaders are unique.

We constantly and directly communicate with professionals and, in many respects, determine their development. With our help, tea specialists become more numerous, they become more versatile and more successful.





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## Tea Masters Cup France

September 23–24, Paris. Tea Preparation and Tea Pairing

First Tea Masters Cup France was held on 23–24 September 2018 at one of the most gastronomic event of the year — *Salon Gourmet Sélection*. The theme of two categories, Tea Preparation and Tea Pairing, was “*Terroir et Saison*”, which means the union of regional products and culture together with wealth of the season.

All first participants of the championship brilliantly managed the subject and presented their creative ideas to the judges. The best were *Léonard Ploton* in Tea Preparation and *Florian Aumaire* in Tea Pairing who will represent France at TMCI 2018. The championship in France had a great positive feedback and attracted a lot of interest to the project. And of course this first edition wouldn't have been possible without support of two leaders of tea market: *Riviera & Bar* and *Brita* who provided excellent equipment and perfect water for brewing best tea in France.



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Classic methods are traditionally effective.

## Distribution

We make active use of traditional distribution channels for the magazine:

- Professional exhibitions, where the concentration of our readers is very high.
- Subscription to the print version.
- Target-oriented access to the online version.



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Australia, Belarus, Canada,  
China, Czech Republic,  
France, Georgia, Indonesia,  
Iran, Italy, Kazakhstan, Latvia,  
New Zealand, Poland, Russia,  
Singapore, South Korea,  
Spain, Turkey, UAE, UK,  
Ukraine, USA, Vietnam, etc.

But we also have unique  
access to opinion leaders.

## Tea Masters Cup

We are part of a professional  
platform created around Tea  
Masters Cup — a system of  
world tea championships.  
Participants, judges and  
guests of the championships,  
held in more than 20  
countries, receive and read  
the magazine.

For them, it is an important  
professional attribute, a  
'must have' of a true  
specialist.



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For the publication and discussion of professional news, we have a special website and related social media groups. The website + magazine complex is dynamic, solid, interesting to readers and advertisers.





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## Masters Talk: Going Green

### Sharyn Johnston

Australian Tea Masters,  
Tea Masters Cup  
[australianteamasters.com.au](http://australianteamasters.com.au)



- **Woojeon** from Korea.
- I would brew the water to 90°C and steep the leaf for approx. 2–3 mins.
- I don't like to have a snack with this tea because it is so amazing.

### Dmitriy Filimonov

Goodwine, TMCI 2017 Winner  
[www.goodwine.ua](http://www.goodwine.ua)



- **Xinyang Maojian** from China and **Thai Nguen** from Vietnam.
- I would use 80 degree water for both of them, trying to put a bit more tea (1,5g per 100ml) but brew it for less time (2-3 min) so the cup will be intense but not strong.
- I highly recommend trying a chocolate Sachertorte cake with an intense cup of Thai Nguen green tea. The umami and the bitterness of the green tea is compensated with the dark chocolate taste and at the end you get an amazing fresh and grassy mouth with sweet fruity notes. This is, maybe, my most successful pairing of this year.

### Tony Gebely

American Speciality Tea Alliance  
[www.specialityteaalliance.org](http://www.specialityteaalliance.org)



- **Lu Shan Yun Wu** made from the Meizhan cultivar.
- I would steep 5 g of it at 195°F (90°C) for 45 sec. in a medium sized gaiwan. And a second steeping for 90 sec.
- Lightly salted plantain chips.

### Aliona Velichko

Aliona Velichko's Tea Studio,  
Tea Masters Cup  
[www.teastudio.by](http://www.teastudio.by)



- **Wakro green tea** from Arunachal Pradesh.
- I would prepare it in a glass teapot to enjoy the movement of the tea leaves and colour.
- Rice with herbs.

### Murat Kornaev

Café Manggha  
TMCI 2016 Winner  
[www.cafemanggha.com.pl](http://www.cafemanggha.com.pl)



- Hunan **Mao Jian**.
- 5 g, 300 ml, 80-85°C, 30 sec.
- Usually, I prefer it without any snacks, but sometimes I would take some nuts, dry fruits, or cherry and strawberry in summer.

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Direct access to the target audience.

## E-mail Newsletter

Our mailing list includes more than 15,000 subscribers, differentiated by areas of activity and countries. This database allows us to effectively target the newsletter and bring the most interesting information to the maximum number of specialists.





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## Buzz Tea from a Tea Nerd

Cheryl Teo's Artwork



### Cheryl Tea (Melbourne, Australia)

Telecommunications engineer, tea enthusiast and educator. The founder of Flag & Spear ([www.flagandspear.com.au](http://www.flagandspear.com.au)), a small business specializing in tea consultancy and education. Certified Tea Sommelier (Certified Tea Master Course with Australian Tea Masters), winner of the 2017 Tea Masters Cup Australia & New Zealand in Tea Preparation category.

One of the most interesting things in modern tea culture is cross-cultural projects. Therefore, the appearance of Cheryl among MastersTalk guests is completely natural. Now you will learn why.

*What are your functions, duties, responsibilities at your job? or what skills and knowledges are required for your job?*

My engineering job is complicated to explain, so I usually just tell people that I "build cool stuff".

With regards to my tea business, I am a sole trader so my responsibilities are broad. These include accounting, marketing, securing new clients, event management and writing course materials. My focus is in tea and food/beverage pairing, so I often

Do you want to work effectively with the target audience?

## Advertisers

Our magazine is a great and in many ways unique advertising platform for producing countries, terroirs, suppliers of specialty goods, professional foods, beverages, materials, equipment, services and tools.



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Your advertising can be direct and / or image-building.

## Advertising options

Traditional ad units in the magazine and / or website.

Thematic information materials, for example, on production regions or business solutions.

Expert interviews and reviews.

masterstalk.online

### Tea Snacks in Vietnam: light and sweet



Bánh Nướng  
Mooncake



Kẹo Dồi. White candy tube,  
tucked with sweeten roasted nut



Bánh Phu Thê  
Husband & Wife cake



Kẹo Lạc  
Peanut brittle



Mứt gừng  
Dry candied ginger



Chè Lam. Rice powder,  
cane juice, peanut and ginger sweet



Cốm  
Young green sticky rice flake



Bánh Pía  
Durian cake



Kẹo Cau  
Areca nut sweet



Bánh Cốm  
Young green sticky rice cake



Bánh Chả  
Rolled pastry with mooncake filling



Bánh Gai  
Gai leaf cake





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## Gabriella Lombardi

President of Italy Protea Academy Association, Tea Masters Cup Italy national coordinator.

*Finally it's available the tea magazine that bridges the gap in the tea discussion among industry professionals.*

*In a panorama full of tea blogs addressed to the general public, there was a lack of dialogue and exchange of information verified and supervised by tea professionals. The graphic layout is fresh and catchy and the articles are written in a technical but clear and accessible way.*

*For this reason it is addressed not only to tea professionals but also to tea enthusiasts who want to approach this amazing world.*



## Sharyn Johnston

CEO and Founder of Australian Tea Masters. Tea Masters Cup Australia national coordinator and current Head Judge of Tea Masters Cup International.

*MastersTalk is a new and innovative magazine that reaches every tea corner of the globe. It is an insight into not only true masters of tea who are well known but many of the unknowns of tea as well.*

*Through MastersTalk you can learn about tea trends ,tea news, industry insights, tea innovations and tea culture. You will meet tea people around the world who all share the same passion from the leaf to the cup.*



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The prices for placing graphic ad units or promotional articles in the magazine and / or banner ads on the masterstalk.online website.

## Blocks\*

2 pages	€1400
1 page	€950
½ page	€475
⅓ page	€320
¼ page	€240
⅛ page	€120
2 <sup>nd</sup> cover	€1268
3 <sup>rd</sup> cover	€1099
4 <sup>th</sup> cover	€1479

## Texts\*

1 page (2600 signs with spaces) —	€475
½ page (1300 signs with spaces) —	€240
⅓ page (870 signs with spaces) —	€160
¼ page (650 signs with spaces) —	€120

## On-line

Advertising and information materials on masterstalk.online web site and in social media — from €175

## Banners

Top Banner,  
1 month — €100

Right Banner,  
1 month — €82

\* 10% discount when buying advertising in two issues





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A magazine about tea professionals and for tea professionals.

## Contacts

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