



MEDIA KIT



*Achieve your brand goals by  
advertising on the coffee  
industry's leading podcast*

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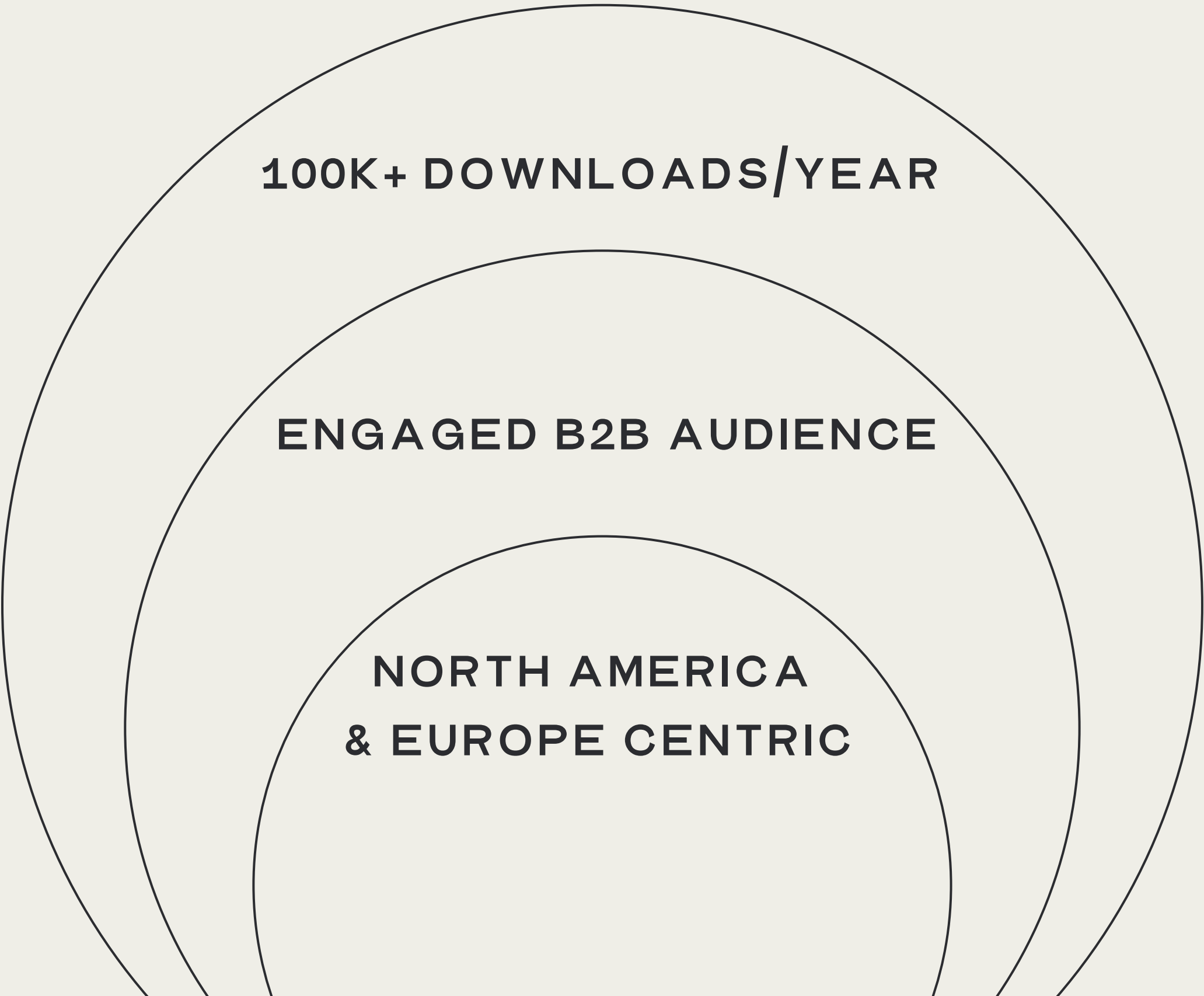
Your support fosters free education for  
tens of thousand of coffee professionals  
across the world

# Be heard as soon as our listeners click 'PLAY'

Thousands of coffee professionals will hear  
your brand story at the top of each episode.

Year-long packages start at £1.5k

# OUR LISTENERSHIP



## WHERE DO LISTENERS WORK?

75% have careers in B2B sectors including:  
Roasters / Cafe owners / Producers/ Baristas /  
Importers / Social Media influencers /  
Championship winners

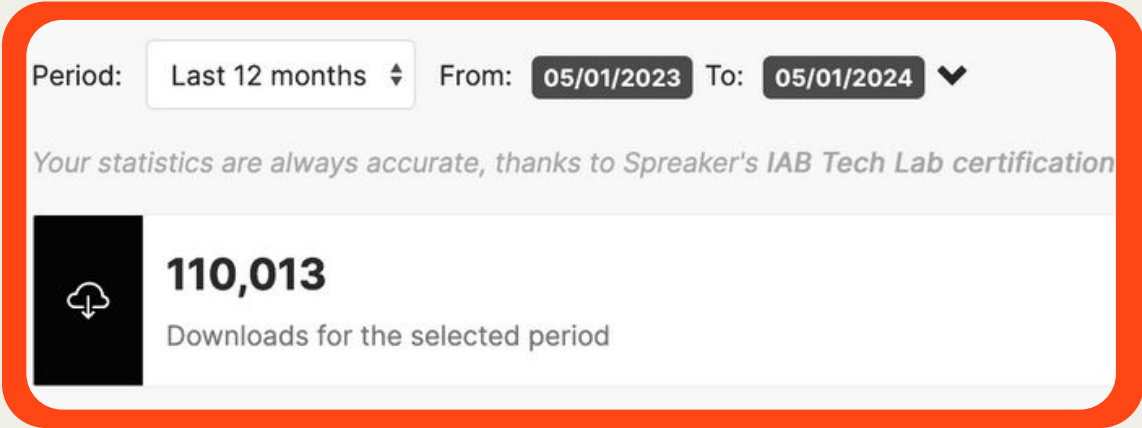
25% are highly engaged home drinkers, including  
former professionals & future founders ([Source](#))

## WHERE DO THEY LIVE?

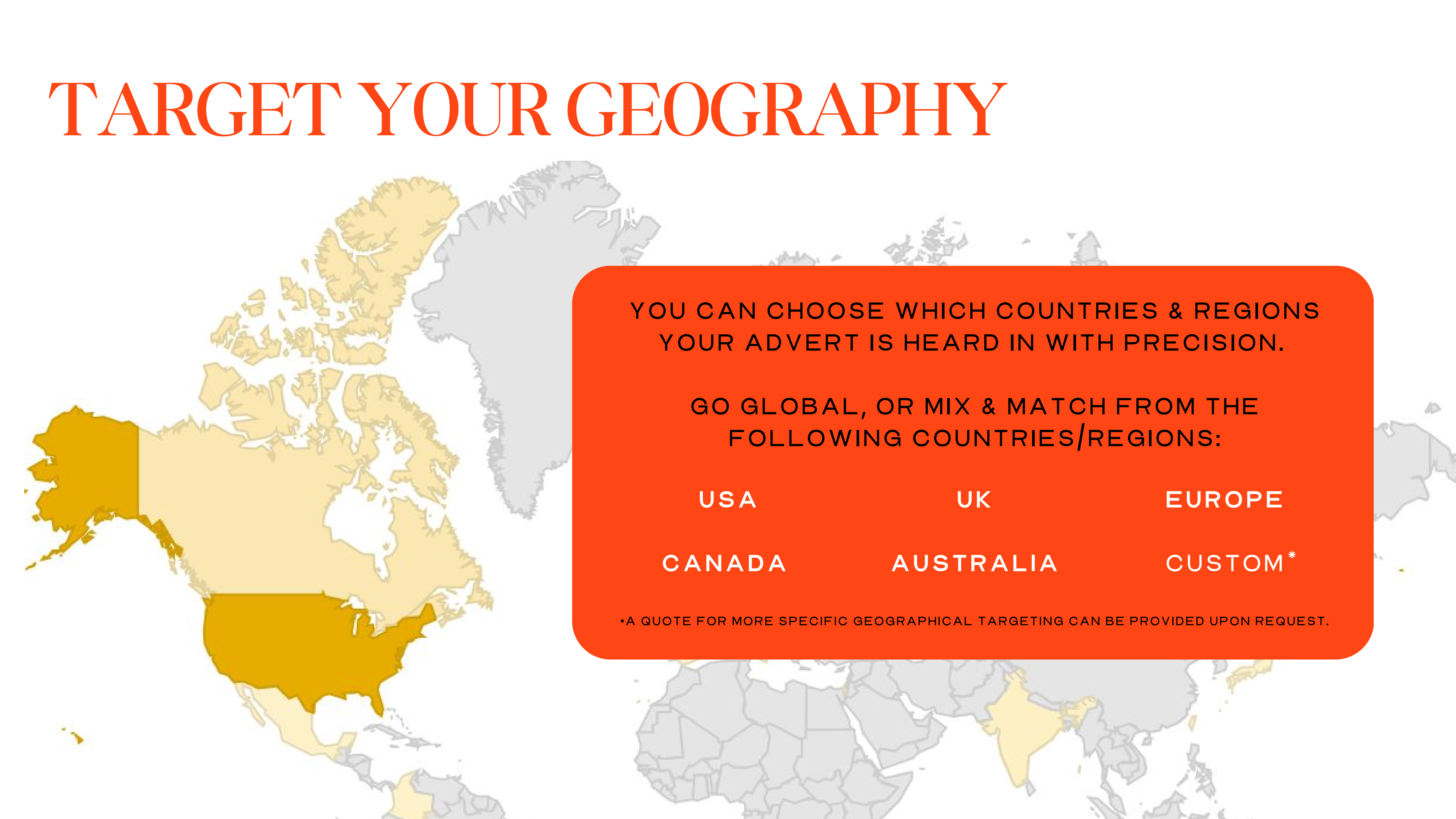
40% US/CAN, 20% UK 10% EU, 30% Other

## HOW MANY PEOPLE LISTEN?

James’ podcasts have been heard by  
many tens of thousands of people.



# TARGET YOUR GEOGRAPHY



YOU CAN CHOOSE WHICH COUNTRIES & REGIONS  
YOUR ADVERT IS HEARD IN WITH PRECISION.

GO GLOBAL, OR MIX & MATCH FROM THE  
FOLLOWING COUNTRIES/REGIONS:

USA

UK

EUROPE

CANADA

AUSTRALIA

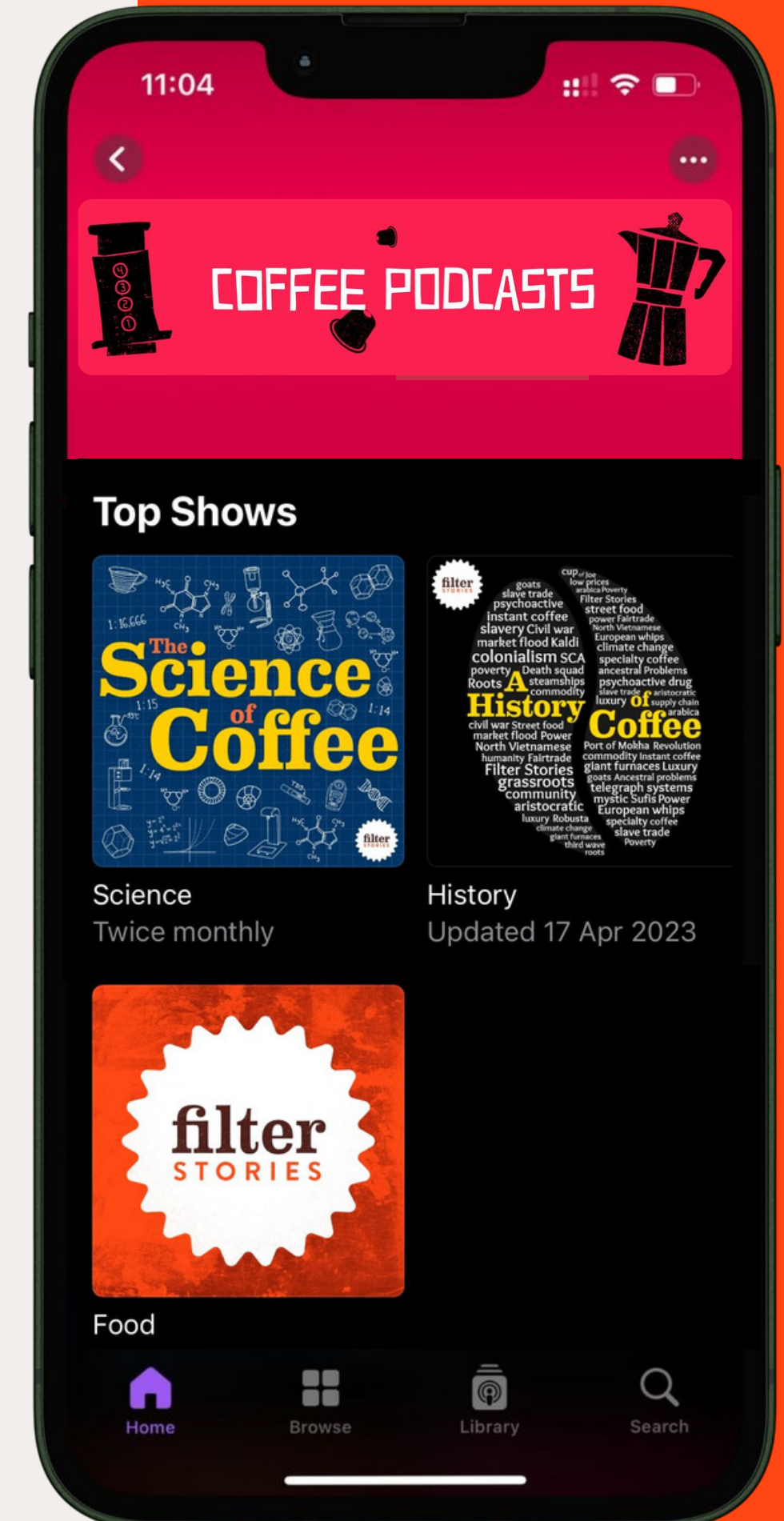
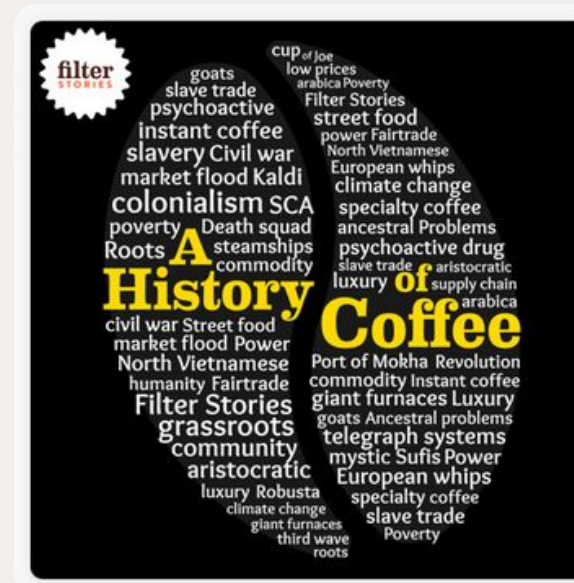
CUSTOM\*

\*A QUOTE FOR MORE SPECIFIC GEOGRAPHICAL TARGETING CAN BE PROVIDED UPON REQUEST.

find us on apple podcasts

# WHICH PODCASTS WILL YOUR ADVERT BE IN?

Your advert will be heard at the beginning of every episode downloaded across the entire back catalogue of 100+ episodes from James' The Science of Coffee, A History of Coffee & Filter Stories podcasts.





# 20 PARTNERS & COUNTING..



400'000 downloads to date

# WHY THE COFFEE COMMUNITY LOVES JAMES' PODCASTS

Listeners love the combination of **deep dive educational** content coupled with **professional audio documentary storytelling**. Listeners' time is precious & appreciate the **100+ hrs of work** behind every insight-filled episode to make every topic **entertaining** as well as **memorable**.

5.0 out of 5



588 RATINGS



theCoffeeScientist, 05/01/2023

**Fantastic!**  
All of James coffee podcast series are absouley fantastic! Highly engaging, very well done, completely professional while retaining an openness and inviting air and the mus [more](#)



#####mmm#####, 04/26/2023

**Super well done**  
A must listen for coffee drinkers



CrisinSeattle, 05/24/2022

**Super informative**  
Loved all the information provided through world class storytelling. Would recommend this to anyone looking to get a better understanding of the coffee industry.



BMoreGarrett, 05/13/2022

**Excellent information on ethics of coffee!**



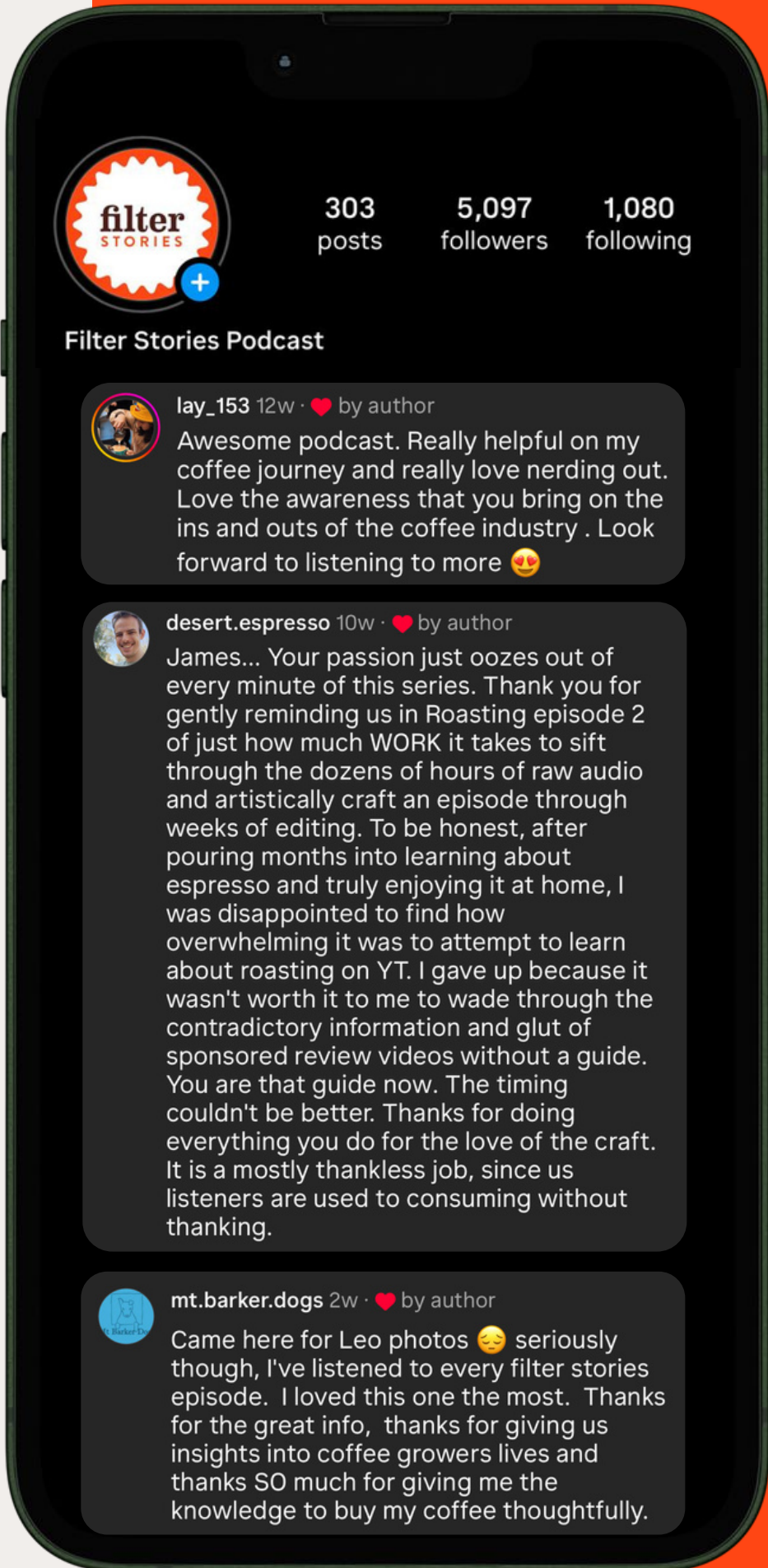
moorsmith, 04/13/2021

**Broad tableau and depth in time**



Old Man Beans, 08/04/2020

**Best Coffee Podcast**



# WHY INDUSTRY INFLUENCERS LOVE FILTER STORIES

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@WendelienDrinksCoffee, multiple  
World Champion & MC says :

“ Your podcast  
made me re–think  
the way I think  
about coffee.

...I love listening to your podcast. It makes me feel stronger as a coffee professional because I feel like I'm more equipped with the knowledge that I need to hold my weight in the coffee industry. ”



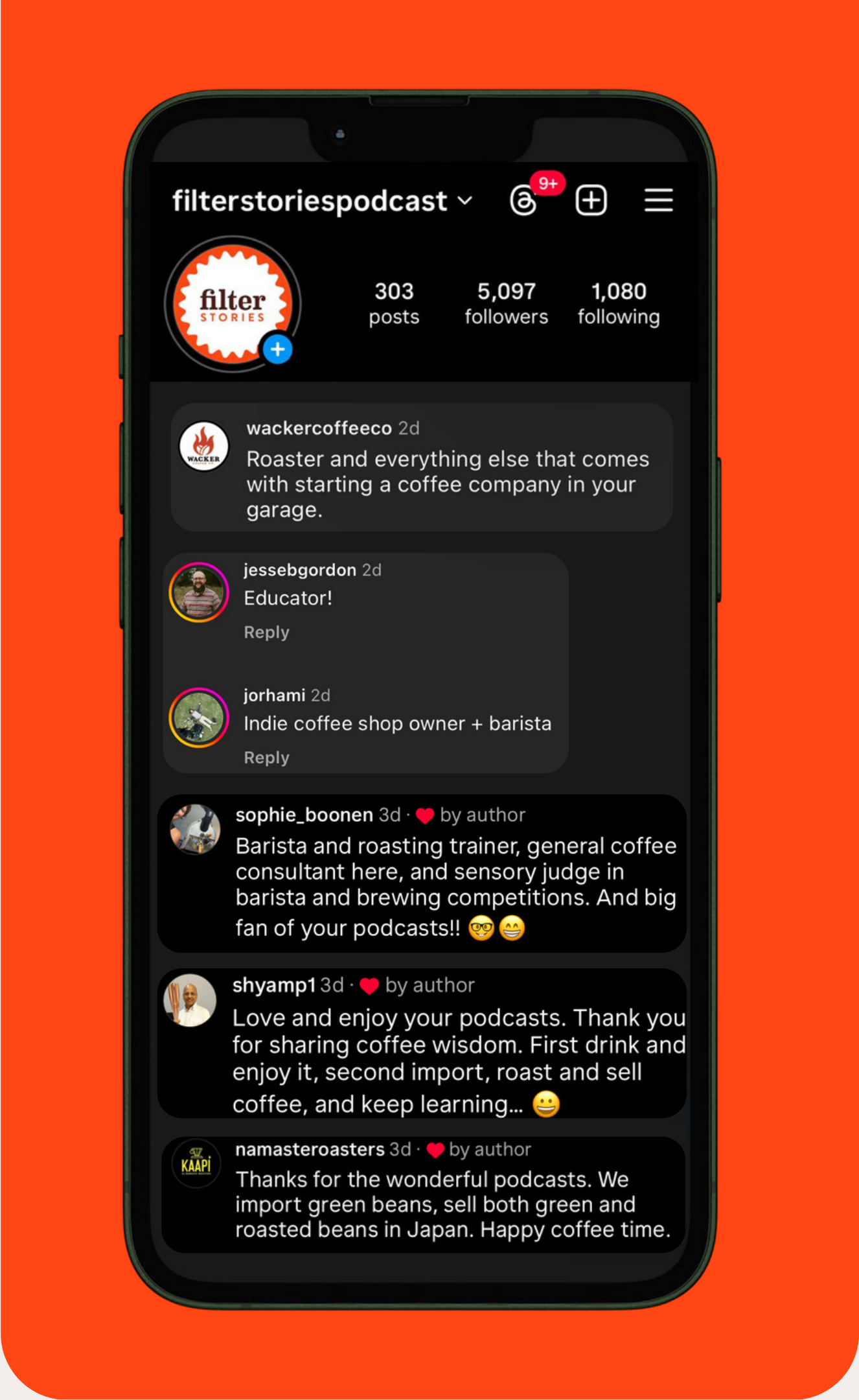
Mike  
Bawden,

“ James does  
an amazing job  
of bridging the  
gap between pros  
& home baristas.

55k followers  
strong on Insta  
at @micsmox

..I often find myself going  
back to re–listen to  
previous episodes again.”

# A GLOBAL COMMUNITY OF LISTENERS AND GUESTS



# OUR FOUNDER

James Harper is the creator of the coffee industry's leading podcast, **Filter Stories**, proudly producing educational storytelling for thousands of monthly coffee loving listeners all around the globe.

James is half Italian & grew up in Sydney. He lived in Hong Kong & Rome before starting his career at the Bank of England in 2009. Driven by his strong passion for coffee, he moved to Berlin in 2016 to work as The Barn Coffee Roaster's Wholesale Manager.

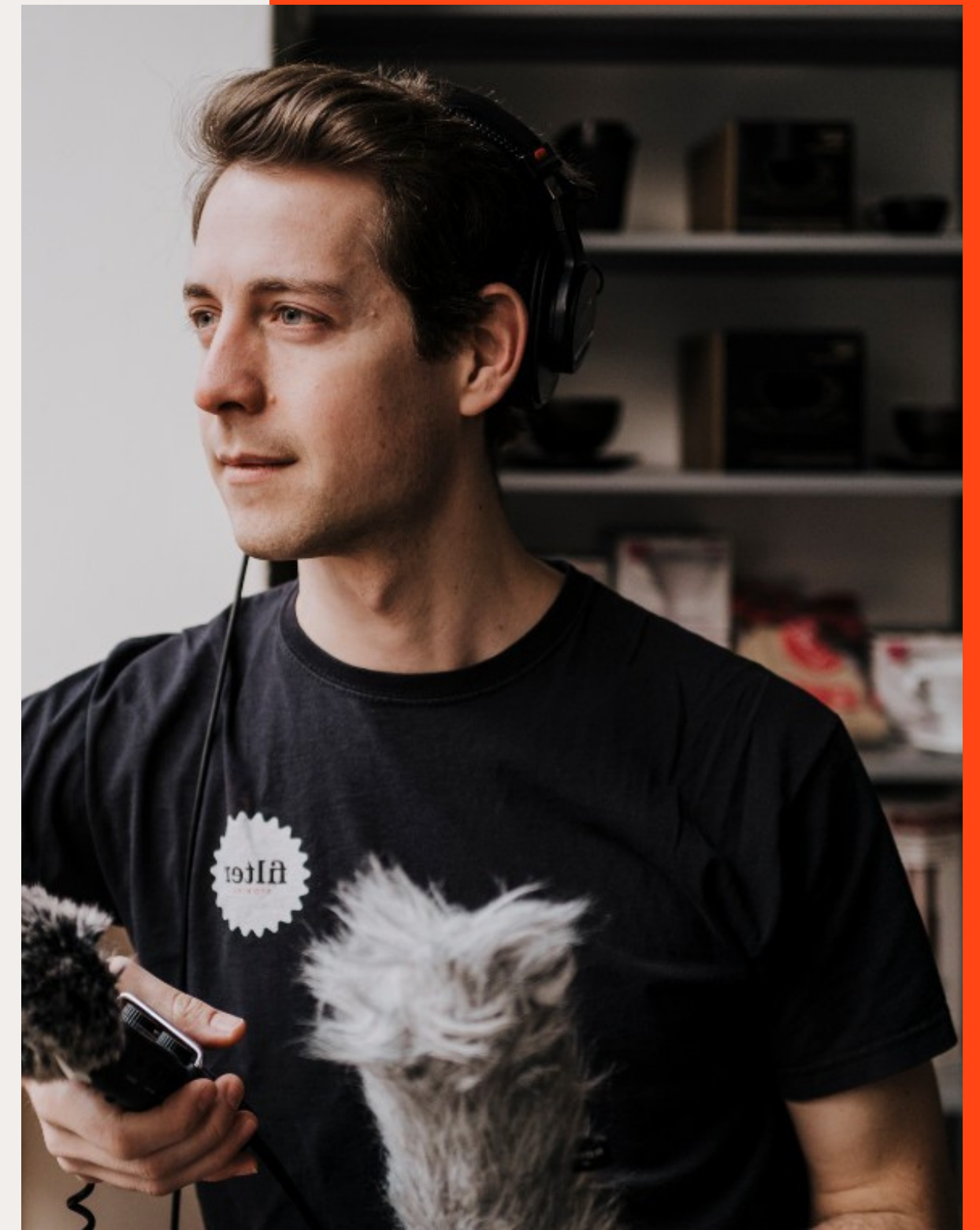
In early 2018, he flew to Guatemala to produce documentary podcasts on specialty coffee. The rest is history : Filter Stories was born & has since been downloaded over 400,000 times.

James also produces narrative podcasts for a wide array of clients including Porsche, BBC, SCA, 5THWAVE & many others.

Follow James on Instagram: [@filterstoriespodcast](https://www.instagram.com/filterstoriespodcast)

James Harper

*FOUNDER*



# CHOOSE YOUR ADVERTISEMENT

30 seconds  
Read by actor



INVESTMENT: £1.5K

60 seconds  
Read by James



INVESTMENT: £3.5K

3 minute advertorial  
Crafted by James



INVESTMENT: £6.5K

# 30 SECONDS, READ BY ACTOR

## Simple, accessible option for building brand awareness

- Your advert is 30 seconds long & actor-read
- Listeners hear your advert at the beginning of episode
- Your ad is embedded into 5,000 downloads across James' entire back catalogue spread out over the course of 12 months
- You choose which geographies to target with your ad
- £1,500 (+VAT, if applicable)

Click here to hear an example of your ad:



Equivalent to handing out  
1000s of tote bags at  
a coffee festival

# 60 SECONDS, READ BY JAMES

**Great for listeners to form a stronger emotional connection to your brand**

- Your advert is up to 60 seconds long & read by James himself
- James thanks your company for support & explains your service or product in his words.
- Host-read ads more effective because they lean on the emotional trust a listener shares with James.
- Listeners hear your advert at the beginning of episode
- Your ad is embedded into 5,000 downloads across James' entire back catalogue spread out over the course of 12 months
- You can choose which geographies to target
- £3,500 (+VAT, if applicable)

**Click here to hear an example of your ad:**



**Equivalent to attending a coffee festival & networking in-person with the local coffee community**

# 3 MINUTE ADVERTORIAL, CRAFTED BY JAMES

## Generate qualified leads with engrossing stories about your brand

- James interviews your team & produces a three minute advertorial showcasing your product's special features that James himself is excited to share with his audience.
- Host endorsement is exclusive, curated & a powerful way to getting listeners excited about your brand.
- Listeners hear your advertorial at the beginning of episode
- Your ad is embedded into 5,000 downloads across James' entire podcast back catalogue spread out over the course of 12 months
- You can choose which geographies to target
- £6,500 (+VAT, if applicable)

Click here to hear an example of your ad:

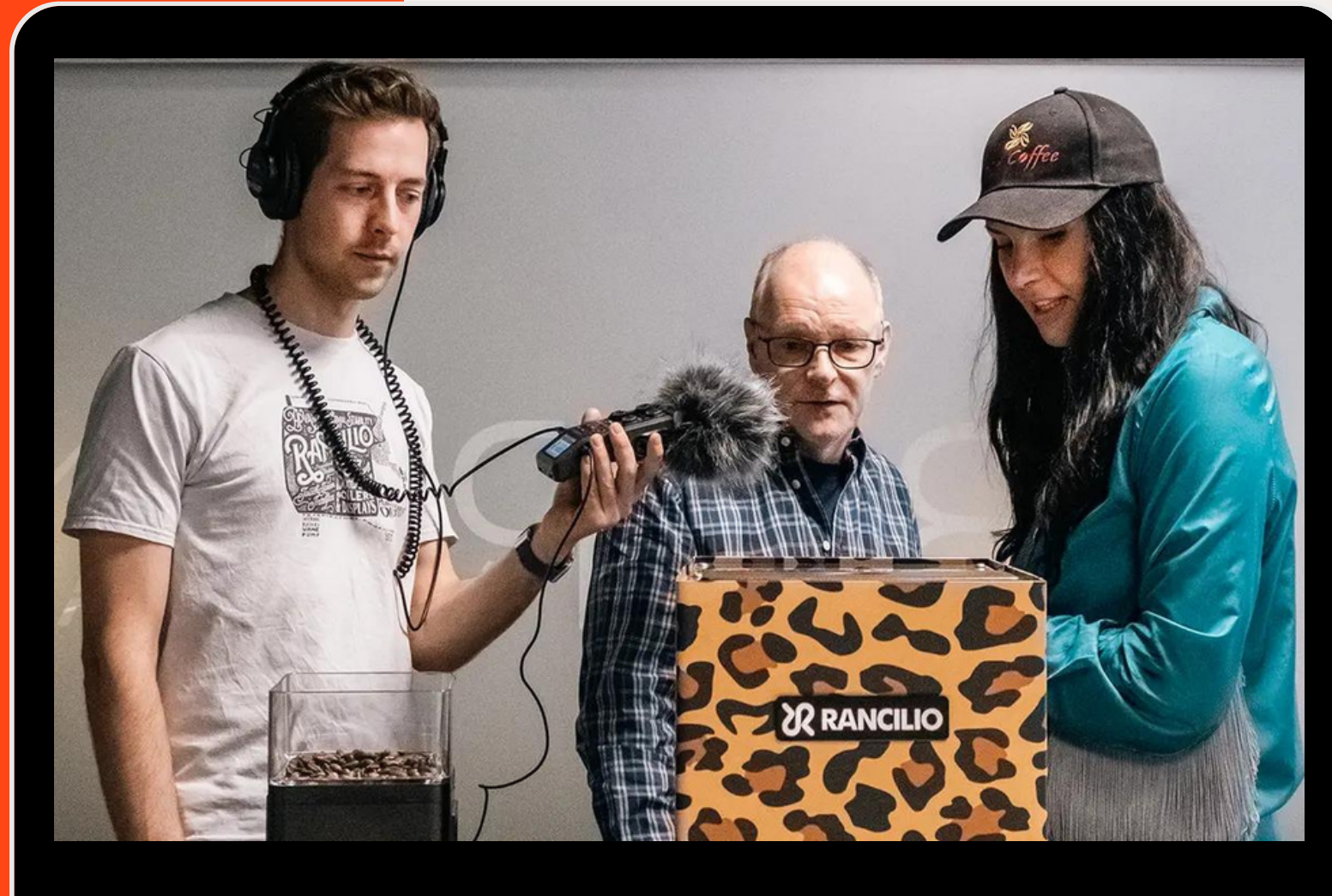


Equivalent to having a stand & your entire team presenting at a major industry trade show

# COMPARE YOUR CHOICES

|                                                                | 30 SECOND<br>READ BY ACTOR | 60 SECONDS<br>READ BY JAMES | 3 MINUTE ADVERTORIAL<br>CRAFTED BY JAMES |
|----------------------------------------------------------------|----------------------------|-----------------------------|------------------------------------------|
|                                                                | £1.5k                      | £3.5k                       | £6.5k                                    |
| Advert length                                                  | 30 seconds                 | 1 minute                    | 3 minutes                                |
| Precise location<br>ad targeting                               | ✓                          | ✓                           | ✓                                        |
| Read by James, your host                                       | ✗                          | ✓                           | ✓                                        |
| Explanation of product &<br>thanks for supporting<br>community | ✗                          | ✓                           | ✓                                        |
| Personal endorsement<br>from James, your host                  | ✗                          | ✗                           | ✓                                        |

# GET IN TOUCH



Send James an email: [hello@filterstories.org](mailto:hello@filterstories.org)

Find us on Insta : [@filterstoriespodcast](https://www.instagram.com/filterstoriespodcast)



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FIND MORE INFORMATION [WWW.FILTERSTORIES.ORG/ADVERTISE-WITH-JAMES](http://WWW.FILTERSTORIES.ORG/ADVERTISE-WITH-JAMES)

MEDIA KIT UPDATE 2025