

Hoppin Hopper: media kit 2026

hoppinhopper.co.uk · hello@hoppinhopper.co.uk · Independent UK home-coffee reviews and comparisons

ABOUT THE SITE

Hoppin Hopper is an independent UK site that helps people choose home-coffee kit and coffee with confidence. It has about 400 pages, including 89 reviews and 70 head-to-head comparisons. Every review is research-based: we draw on published specs, owner feedback, independent tests where they’re public, and UK retailer prices with the date we checked them. We never claim to have tested products in person. Each guide has a clear score grid and, where enough data exists, a radar chart. Pages open with short lifestyle hero videos, and the site is a fast-loading static build.

AUDIENCE

UK home-coffee buyers who are researching a purchase, from a first £50 cafetière or milk frother up to a bean-to-cup or espresso machine at around £1,100. Readers usually arrive with a buying question, such as “which machine is best for lattes?”, “is a bean-to-cup worth it?” or “what’s the difference between these two models?”, and they want plain answers, honest downsides and current UK prices.

Traffic: [monthly visitors: available on request] · [monthly page views: available on request]

CONTENT CATEGORIES

- **Coffee machines:** bean-to-cup, espresso, pod (Nespresso, Dolce Gusto, Tassimo) and filter
- **Grinders:** burr, manual and electric, matched to each brew method
- **Coffee:** beans, ground coffee, capsules, coffee bags and instant
- **Tea and matcha:** everyday teas, matcha grades and kit
- **Accessories and how-tos:** milk frothers, kettles, scales, and descaling and cleaning guides

SPONSORED FORMATS

Format	What you get
Sponsored comparison inclusion	Your product added to a relevant comparison or “best for” guide in a slot clearly labelled “Sponsored”, scored on the same criteria as everything else
Sponsored review	A dedicated research-based review of one product, with a score grid, dated UK prices, pros, cons and “who it isn’t for”
Sponsored feature	A longer, useful guide built around your range, such as a how-to, a buying guide or a recipe

EXAMPLE SPONSORED POST

Sample headline: Ad | Is the [Brand Model] worth it for UK latte lovers? Specs, running costs and owner feedback
Structure: 1) “Ad” label and a sponsorship note before any content · 2) a quick verdict: who it suits and who it doesn’t · 3) key specs and dated UK prices · 4) the score grid (and radar chart where eligible) · 5) what owners say, the good and the bad · 6) running costs and alternatives worth considering · 7) where to buy, with links marked rel=“sponsored”

DISCLOSURE AND EDITORIAL INDEPENDENCE

- We follow the UK CAP Code and ASA guidance. All paid content is labelled “Ad” or “Sponsored” up front, in the headline or before the first link, never only in a footer.
- Paid links use rel=“sponsored”.
- **Scores aren’t for sale.** Sponsors can check facts before publication but can’t approve verdicts, scores, rankings or “Best for” badges. Downsides always stay in.
- We never describe products as hands-on tested, and we don’t publish fake or incentivised reviews (DMCC Act 2024).

RATE CARD (PER POST)

Package	Price
Sponsored comparison inclusion	£150
Sponsored review	£250
Sponsored feature	£300
Launch bundle: one review + two comparison inclusions	£475
Price refresh at 6 months (optional)	£40

Each post stays live for at least 12 months. Prices are per post, exclude VAT where applicable and are payable on invoice before publication. Invoices come from JJL Consulting Solutions Limited (company number 15507623).

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