

2024

Milling & Baking News<sup>®</sup>



MEDIA GUIDE

[bakingbusiness.com](http://bakingbusiness.com)

**SOSLAND**  
PUBLISHING



# Milling & Baking News®

*More than a century of excellence*

For over 100 years, *Milling & Baking News* has been relied on for relevant and timely industry news and market-focused information.

Grain-based foods executives lean on *Milling & Baking News* content for insights into practical solutions and approaches to the challenges they face.

**ST. LOUIS** – Bunge Ltd. and Viterra have agreed to a merger that will create one of the world's largest agribusiness firms, moving it closer in size and scope to leading agribusiness giants Cargill and ADM.

As part of the \$18 billion deal, which was unanimously approved by both companies' board of directors, Viterra shareholders will receive about 65.6 million shares of Bunge stock, carrying a value of about \$6.2 billion, and approximately \$2 billion in cash. Bunge also will assume \$9.8 billion of Viterra's debt. The cash and stock deal would result in Bunge owning 70% of the company while Glencore will own 15%, the Canada Pension Plan Investment Board will own 12% and British Columbia Investment Management would own 3%.

If the merger is approved by regulators, Bunge's annual revenues would move closer to US agribusiness rival ADM, which reported sales of nearly \$302 billion in 2022. Bunge and Viterra's combined sales were more than \$67 billion last year.

Following the close of the transaction, which is expected to take place in 2024, the combined company will operate as Bunge, led by Gregory A. Heckman, Bunge's chief executive officer, and John W. Neppel, Bunge's chief financial officer. David W. Mattiske, CEO of Viterra, will join the Bunge executive leadership team in the role of co-chief operating officer. The combined company's initial board will be comprised of 6 representatives from Bunge and 4 representatives nominated by Viterra shareholders.

The company's headquarters will be in St. Louis, while Viterra's current headquarters in Rotterdam, The Netherlands, will be an important commercial location in the future of the combined company.

Mr. Heckman, who took over as CEO of Bunge in 2019 at a time when the company was struggling as a takeover target with sagging profits, said during a June 15 conference call with analysts that the

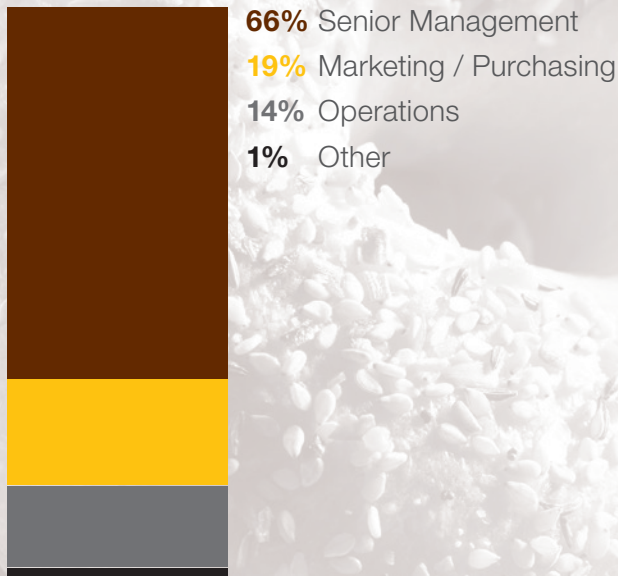
CONTINUED ON PAGE 22

**11**  
**ACE BAKERY PLANT FINDS NEW OWNER**  
Gaffney Bakery, LLC, a newly formed baked foods and pie producer, will invest \$96 million to establish operations in South Carolina.

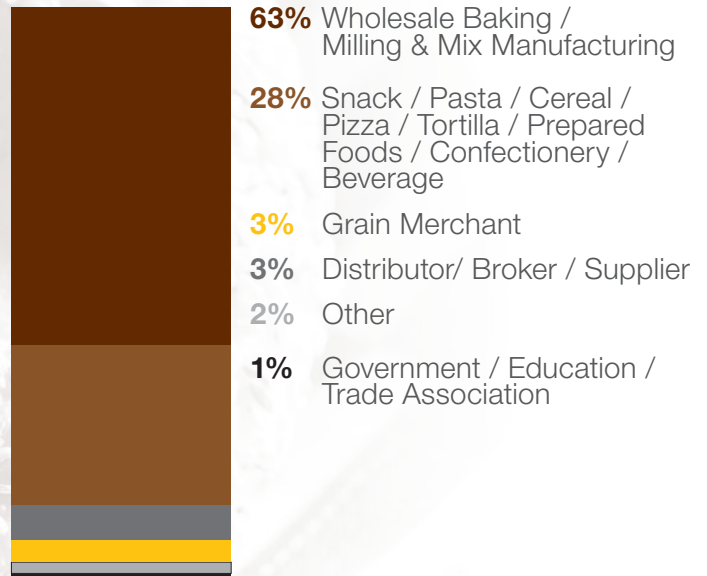
**24**  
**CONSUMERS RESPOND TO INFLATION**  
Research shows consumers are willing to trade down on some items in order to splurge on others when they believe the value is worth the spend.

**28**  
**ROBERT BENTON OF FLOWERS TO RETIRE**  
His 43-year career has spanned all levels of the company, from local and regional manufacturing positions to executive positions.

## CIRCULATION BY JOB FUNCTION



## CIRCULATION BY BUSINESS CLASS



Source: Sosland Publishing@ Circulation



Connect with us on social media

# Nearly 11 million ways to connect with customers in 2024<sup>1</sup>

*Milling & Baking News*' omnichannel approach delivers critical context and insight about the latest news and information driving the grain-based foods industry. Each month, *Milling & Baking News* provides on average over 900,000 opportunities to connect with a highly engaged group of industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



## 913,716

Average monthly opportunities to connect with customers<sup>2</sup>

## 58,961

Total audience per month (print & digital)<sup>3</sup>

## 734,671

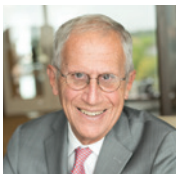
Average monthly newsletter circulation<sup>4</sup>

## 120,084

Average monthly *bakingbusiness.com* sessions<sup>5</sup>

1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
2. Publisher's own data, June 2023. May include duplication of viewers across/within channels (Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly *bakingbusiness.com* Pageviews).
3. Sosland Publishing® Circulation. Qualified circulation for analyzed issues (January 2023 – June 2023), for both Print and Digital x Reader + Pass-along Readership (Baxter Research Center – March 2023.)
4. Publisher's own data, June 2023. Aggregate monthly distribution (distribution x frequency) for *Morning Brief*, *bakingbusinessnews.com Daily*, and *bakingbusinessnews.com Weekly*. No attempt has been made to identify or eliminate duplication that may exist across media channels.
5. Google Data Studios – January 2023 – June 2023

## EDITORIAL STAFF



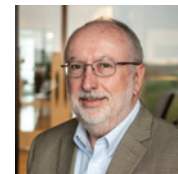
**Neil Sosland**  
EXECUTIVE EDITOR,  
MARKETS  
nsosland@sosland.com



**L. Joshua Sosland**  
EDITOR  
jsosland@sosland.com



**Eric Schroeder**  
MANAGING EDITOR  
eschroeder@sosland.com



**Ron Sterk**  
SENIOR EDITOR,  
MARKETS  
rsterk@sosland.com



**Jeff Gelski**  
SENIOR EDITOR  
jgelski@sosland.com



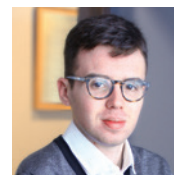
**Crystal Futrell**  
ASSOCIATE EDITOR,  
MARKETS  
cfutrell@sosland.com



**Matt Noltemeyer**  
ASSOCIATE EDITOR,  
MARKETS  
mnoltemeyer@sosland.com



**Sean Dolan**  
DIGITAL MEDIA  
ASSOCIATE EDITOR  
sdolan@sosland.com



**Zachary Sosland**  
ASSOCIATE EDITOR  
zsosland@sosland.com



# 2024 editorial calendar

## Milling & Baking News / Food Business News

Calendar and Bonus Distribution subject to change.

Ad close date is three weeks prior to issue date. For specific close dates, please visit: [bakingbusiness.com/media-guide/mbn](http://bakingbusiness.com/media-guide/mbn)

**FIS = Food Ingredient Solutions**

**\*Baxter Research Study Issue**

## JANUARY

- Jan 9 - Stock Market Review / Donuts Update
- Jan 16 - Sugar Reduction / Emerging Plant-Based Ingredients
- Jan 23 - FIS: Nuts / New Product Innovations
- Jan 30 - Clean Label / Dairy Ingredients

## MARCH

- Mar 5 - News Feature: Fusarium Head Blight / Consumer Trends / Grupo Bimbo Update  
Bonus Distribution: NAMA (March 9-12)
- Mar 12 - Colors / Fats and Oils
- Mar 19 - FIS: Artificial Intelligence for Product Development / Pasta Update / New Product Innovations
- Mar 26 - Alternative Proteins / Beverage Ingredient Trends

## MAY

- May 7 - Functional Ingredient Innovations / Sports Nutrition
- May 14 - News Feature: Sustainable Packaging / New Product Innovations
- May 21 - Clean Label: Meat Alternative Ingredients / *Food Entrepreneur*: Dairy & Meat Alternatives
- May 28 - News Feature: Transportation and Distribution / Ingredients Update / Flowers Foods Update  
Bonus Distribution: Sosland Publishing Purchasing Seminar (June 2-4)

## FEBRUARY

- Feb 6 - Stock Market Analysis / Hot Cereal Update
- Feb 13 - Condiment Flavor Innovation / Advances In Precision Fermentation
- Feb 20 - FIS: Sodium Reduction / New Product Innovations / Flowers Foods Update  
Bonus Distribution: ASB (Feb. 27-29) / GEAPS (Feb. 24-27)
- Feb 27 - *Food Entrepreneur*: Sweeteners / Organic Ingredient Trends

## APRIL

- Apr 2\* - Bread Perspective / Baking Hall of Fame  
Bonus Distribution: ABA (April 14) / IAOM (April 15-19)
- Apr 9 - Cost Reduction Innovations / Global Flavors
- Apr 16 - News Feature: Ingredient Market Insight / New Product Innovations
- Apr 23 - Health and Wellness / Meat Alternative Ingredients
- Apr 30 - FIS: Snack Flavors / SNAXPO Review / Milling Technology

## JUNE

- Jun 4 - Sodium Reduction / Snack Flavors
- Jun 11 - FIS: Sugar Reduction / Tortilla Update
- Jun 18 - Plant-Based Protein Innovation / Ancient Grains
- Jun 25 - News Feature: Ingredient Market Insight / Consumer Trends / New Product Innovations  
Bonus Distribution: BEMA (June 28-July 2)

# 2024 editorial calendar - cont.

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**FIS = Food Ingredient Solutions**

### JULY

- Jul 2 - Non-GMO/Organic / Fruit & Vegetable Ingredient Trends
- Jul 9 - FIS: Allergen-Free Ingredients / Snack Cakes Update / General Mills Update  
Bonus Distribution: IFT FIRST (July 14-17)
- Jul 16 - Whole Grains / Sustainable Ingredients
- Jul 23 - News Feature: Cross Category Collaboration / New Product Innovations
- Jul 30 - IFT FIRST Innovations / IFT Ingredient Trends

### SEPTEMBER

- Sep 3 - FIS: Fats and Oils / Cookies Update / Consumer Trends  
Bonus Distribution: NAMA (Sept. 12-15)
- Sep 10 - Flavor Enhancers and Maskers / Functional Ingredient Trends
- Sep 17 - News Feature: Regenerative Ag / Company Profile: Inside the New Kellogg / New Product Innovations
- Sep 24 - Using Contract Manufacturers to Innovate / Clean Label

### NOVEMBER

- Nov 5 - Sports Nutrition / What's Next for Plant-Based Ingredients?
- Nov 12 - FIS: Sustainable Ingredients / Grupo Bimbo Update
- Nov 19 - Allergen-Free Ingredients / *Food Entrepreneur*: Beverage Innovation
- Nov 26 - Ingredient Market Insight / Ready-to-Eat Cereal Update / New Product Innovations

### AUGUST

- Aug 6 - FIS: Ingredients from the Sea / Crackers Update / Mondelez Update
- Aug 13 - Vegan Ingredients / Protein Ingredient Trends
- Aug 20 - Ingredient Market Insight / New Product Innovations / Milling Technology / Flowers Foods Update
- Aug 27 - *Food Entrepreneur*: Plant-based / Flavor Trends

### OCTOBER

- Oct 1 - FIS: Prebiotics, Probiotics and Postbiotics / Bread Industry Perspective
- Oct 8 - Gluten Free / Sauces, Dressings and Marinades Ingredient Trends
- Oct 15 - News Feature: Trade with China / New Product Innovations
- Oct 22 - Beverage Flavors / Sugar Reduction
- Oct 29 - FIS: Clean Label / Milling Technology

### DECEMBER

- Dec 3 - Special Report: The Trends Issue / Flavors to Watch in 2025
- Dec 10 - News Feature: Attracting Next Generation Leaders / Consumer Trends
- Dec 24 - FIS: Ingredients that the Dietary Guidelines May Impact / New Product Innovations



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# Print marketing opportunities

## PRINT AD RATES

AD TYPES	1X	6X	13X	26X
TWO-PAGE SPREAD	\$12,150	\$11,250	\$10,125	\$8,775
FULL PAGE	\$5,800	\$5,050	\$4,625	\$4,300
2/3 PAGE	\$4,100	\$3,525	\$3,450	\$3,150
1/2 ISLAND	\$3,625	\$3,150	\$3,050	\$2,775
1/2 PAGE	\$3,625	\$3,150	\$3,050	\$2,775
1/3 PAGE	\$2,125	\$1,850	\$1,725	\$1,575
CLASSIFIED	\$200	\$175	\$150	\$125

### CLASSIFIED ADS:

For classified section ad rates and specs, contact our sales team at [classifiedsales@sosland.com](mailto:classifiedsales@sosland.com).

## ANNUAL ISSUE RATES

AD TYPES	RATES
TWO-PAGE SPREAD	\$11,250
FULL PAGE	\$6,750
2/3 PAGE	\$5,225
1/2 ISLAND	\$4,400
1/2 PAGE	\$4,200
1/3 PAGE	\$3,150
CLASSIFIED	\$175



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## ADVERTORIALS

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing the journalistic style article or one of our editorial experts will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in *Milling & Baking News* digital edition, driving engaged readers to your doorstep.



# Print marketing opportunities - cont.

## ANNUAL ISSUES



### Directory & Buyers Guide

The *Directory & Buyers Guide* is the most comprehensive directory in the grain-based foods industry, focused on wholesale baking and snacks. Advertising in this indispensable resource published by *Baking & Snack* and *Milling & Baking News* provides year-round visibility for customers searching for ingredients, equipment, packaging, and related solutions.

**Ad Close:** January 2

**Publishes:** February

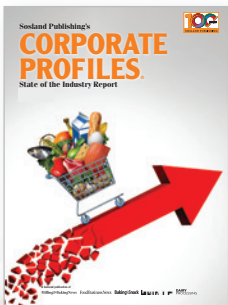


### Baking Hall of Fame Edition

The *Baking Hall of Fame Edition* is included within the April 2nd issue of *Milling & Baking News* and celebrates Baking Hall of Fame inductees' careers and contributions to the baking industry, providing your brand an opportunity to honor these industry leaders' legacies.

**Ad Close:** March 12

**Publishes:** April 2 issue of *Milling & Baking News*

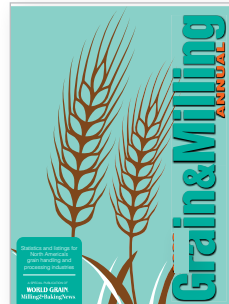


### Corporate Profiles / State of the Industry Report

Sosland Publishing's *Corporate Profiles/State of the Industry Report* offers a unique opportunity to boost your company's message. This special edition provides critical industry insight from our team of editorial and industry experts into 2024's most innovative food and beverage companies. These corporate profiles are complemented by an exclusive *State of the Industry Report* covering trends and issues driving such product categories as grain-based foods, meat and poultry, beverages, packaged foods, dairy and others.

**Ad Close:** September 9

**Publishes:** October

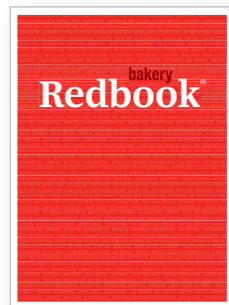


### Grain & Milling Annual

The *Grain & Milling Annual* serves as a directory, statistical resource and historical record of the grain and milling industries in the United States, Canada, Mexico and the Caribbean.

**Ad Close:** September 24

**Publishes:** November

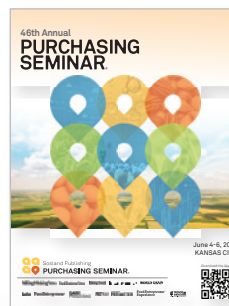


### Bakery Redbook®

The 43rd annual *Bakery Redbook®* covers all segments of the baking industry and provides an opportunity to get your brand message in front of a broad audience, including the combined circulation of *bake*, *Baking & Snack*, *Milling & Baking News*, and *Supermarket Perimeter*. A single advertisement will receive year-round exposure in our print edition, digital edition, and online, searchable directory.

**Ad Close:** May 21

**Publishes:** July



### Sosland Publishing Purchasing Seminar Program Book

The Sosland Publishing Purchasing Seminar is an important event for food industry executives involved in ingredient purchasing, energy and supply chain management. Each attendee receives a program book with a comprehensive overview of the two-day event. This marketing opportunity provides your brand with year-round coverage as participants continue to reference this comprehensive resource.

**Ad Close:** April 25

**Publishes:** June



# Digital marketing opportunities

## Custom webinars

Milling & Baking News' hosted webinars offer a powerful opportunity for brands looking to share their compelling content and expert insights with targeted audiences. Leveraging Milling & Baking News' reach to its exclusive subscriber database drives quality viewership and ensures that your messaging is heard by difference makers across the grain-based foods industry.

## Targeted email marketing

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, announce special offers and drive qualified traffic and leads to your website.

## E-zines

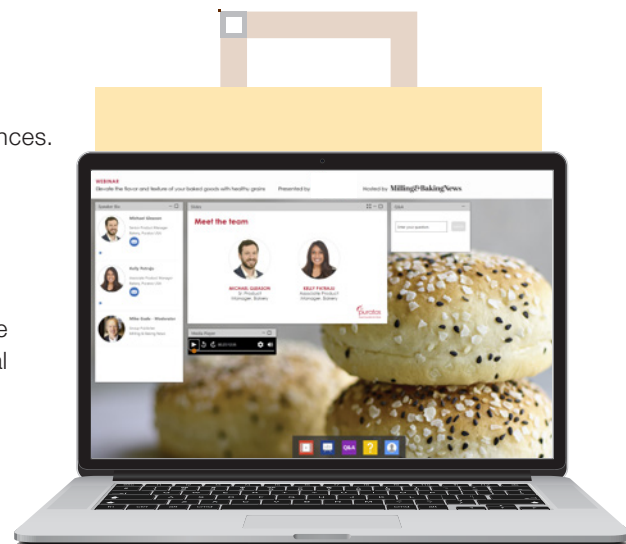
Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to baking companies' challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, interactive digital magazine for informing your customers while enticing them with a call to action.

## White papers

Bakingbusiness.com will host your white paper and promote it to a targeted audience. White paper hosting includes a reference on the white paper listing page and a dedicated landing page.

## Audience extension

Stay engaged with *bakingbusiness.com* visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.



## Native articles

Native content extends your brand's recognition within the food industry through our high-traffic website, *bakingbusiness.com*. Your brand's thought leadership, processing expertise, or other native content will be woven within our site and will also be promoted in a newsletter published by Milling & Baking News that reaches a broad audience of engaged readers.

NEW!

## Custom publishing

For unique custom digital publishing projects, Milling & Baking News delivers a wealth of marketing solutions with creativity, professionalism and credibility.



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# Digital marketing opportunities - cont.

## NEWSLETTERS



Stay informed. Categorized by subject, the *bakingbusiness.com Daily Update* covers the day's vital industry news.



Delivered every Friday, the *bakingbusiness.com Weekly Update* provides the latest news, events and information from the grain-based foods industry you may have missed during the week.

### SOLE SPONSORSHIP



Published every business day before 9 a.m. Central Time, the *Morning Brief* highlights the most important news and markets information that occurred overnight.

## NEWSLETTER AD RATES

AD TYPES	DAILY UPDATE		WEEKLY UPDATE	SOSLAND MORNING BRIEF	
	M / W / F	T / TH	FRIDAY	M / W / F	T / TH
BLOCKBUSTER	\$3,475	\$2,300	—	\$3,475	\$2,300
MEDIUM RECTANGLE 1	\$2,825	\$1,900	—	\$3,300	\$2,200
MEDIUM RECTANGLE 2	\$2,400	\$1,575	—	—	—
SPONSORED MESSAGE	—	—	—	\$2,850	\$1,925
BLOCKBUSTER & SPONSORED MESSAGE	—	—	\$4,700	—	—

### How newsletter sponsorships drive results

(Blockbuster - advertise here!)

(Newsletter Topic)  
**Reaches food industry decision makers**

(Medium Rectangle - advertise here!)

(Sponsored Message - advertise here!)  
**Builds brand awareness with built-in, targeted audiences**

(Newsletter Topic)  
**Aligns your brand with a trusted news source**

### Pick your spot

View the newsletter ad rates chart at left to see what ad positions you can claim in our newsletters.

## Digital marketing opportunities - cont.



### WEBSITE ADVERTISING

Milling & Baking News' crafted strategies and tactics get your message to the right people at the right time via THEIR preferred channels. In addition to print, *bakingbusiness.com* – the wholesale baking industry's trusted, premier website – offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From run of site (ROS) ads, exclusive sponsorships, and more, your marketing messages will get noticed through more than 120,000 monthly sessions on *bakingbusiness.com*.<sup>1</sup>

1. Google Data Studios – January 2023 – June 2023

### WEBSITE AD RATES

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$3,100
EXPANDABLE LEADERBOARD	\$3,200
INLINE MEDIUM RECTANGLE	\$3,300
MEDIUM RECTANGLE 1	\$2,900
MEDIUM RECTANGLE 2	\$2,375
ANCHOR	\$3,525 PER WEEK

EVERY

CUSTOMER'S

JOURNEY

IS

UNIQUE

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#### MEET YOUR BUYERS AT EVERY TURN.

Integrated print and digital solutions reach them on their time, their terms and their path.

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# Digital marketing opportunities - cont.



## DIGITAL EDITION

As the exclusive sponsor of the *Milling & Baking News*' digital edition, your wide skyscraper ad will appear next to every page in the sponsored digital edition. In addition to this premium location, your blockbuster ad will appear in *Milling & Baking News*' digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 16,000 recipients each issue.<sup>1</sup>

1. Sosland Publishing Circulation.

### DIGITAL EDITION SPONSORSHIP - \$3,775

- Wide skyscraper ad on the digital edition
- Blockbuster ad on the digital alert email

### SPONSORSHIP + VIDEO OR INTRO AD - \$4,050

- Wide skyscraper ad and blockbuster ad
- Video or ad on the digital edition intro page



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## VIDEO SPOTLIGHT

\$4,725

Let *bakingbusiness.com* host your company video. Your video will be featured on the home page for one month, housed on the video page for one year and promoted in the daily newsletter for one week. In addition, your video will be sent via email to a list of 5,000 industry professionals.



# Milling & Baking News

**bakingbusiness.com**

For advertising information, please contact:



**Mike Gude**  
GROUP PUBLISHER  
MILLING & BAKING NEWS,  
FOOD BUSINESS NEWS,  
BAKING & SNACK  
mgude@sosland.com  
(816) 507-8882



**Dan Flavin**  
PUBLISHER  
WORLD GRAIN  
dflavin@sosland.com  
(816) 520-2864



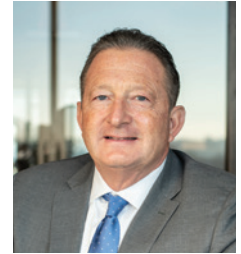
**Troy Ashby**  
PUBLISHER  
BAKE,  
SUPERMARKET PERIMETER  
tashby@sosland.com  
(816) 589-1827



**James Boddicker**  
PUBLISHER  
BAKING & SNACK  
jboddicker@sosland.com  
(913) 669-1763



**Bruce Webster**  
ASSOCIATE PUBLISHER  
bwebster@sosland.com  
(816) 536-5882



**David DePaul**  
ASSOCIATE PUBLISHER  
ddepaul@sosland.com  
(908) 472-8259



**Matt O'Shea**  
ASSOCIATE PUBLISHER  
moshea@sosland.com  
(847) 217-7484



**Lily Alvarez**  
NATIONAL  
ACCOUNT EXECUTIVE  
lalvarez@sosland.com  
(816) 968-2815



**Tom Huppe**  
NATIONAL  
ACCOUNT EXECUTIVE  
thuppe@sosland.com  
(816) 606-9070



**Josh Buttshaw**  
MEDIA SALES  
REPRESENTATIVE  
jbuttshaw@sosland.com  
(848) 218-4020



**Lauren Juliana**  
INSIDE SALES  
REPRESENTATIVE  
ljuliana@sosland.com  
(816) 835-8235



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**PURCHASING SEMINAR**

**TRENDS AND INNOVATIONS**  
by Food Business News