

2014^{the} directory & buyers guide



The only complete source of information on grain-based foods producers and industry suppliers, this issue offers executives the convenience of both a directory and buyers guide. The Directory section offers a comprehensive listing of all major producers of grain-based foods categorized by products produced and includes both headquarters and plant locations. The Buyers Guide lists all the key industry suppliers indexed by the products and services commonly used by grain-based foods producers. The publication is organized and designed to be easy to navigate.

Combined Circulation Widespread Distribution

Your single advertisement in the *Directory & Buyers Guide* will give you exposure to both the *Baking & Snack* and *Milling & Baking News* subscribers as the issue offers combined circulation to an expanded user base. This insures your advertisement will be delivered to all levels of decision makers. In fact, 92% of the subscribers have influence in the purchasing decisions at their companies.*

*Baxter Research, March 2013

The subscriber base is composed of the following job functions:

- **Top Management/ Administration**
- **Plant Operations/ Engineering**
- **Technical/R&D/ Quality Control**
- **Purchasing/Marketing**

Stand Out In The Crowd

Make it easy for your customers to find you.

By including your company in the *Directory & Buyers Guide* **you can dominate your product categories** in the Buyers Guide section. With your display advertisement you will receive a special, full-color listing in the Manufacturers Guide section and your logo will be displayed with your company listing. Please note, non-display advertisers just receive a very simple listing in this area.

Additionally, under every specific product listing that you supply, your company/brand name will be alphabetically prioritized to the front of the list and highlighted in red with your web site included. Please note, non-display advertisers will have a basic treatment at the bottom of the listings.

If your marketing plans call for standing out among your competitors and making it easier for your customers to locate your products, then you need to participate in the *Directory & Buyers Guide*.

Annual Issue Year-Long Shelf Life

As an annual, special issue, the *Directory & Buyers Guide* is used time and time again by industry executives throughout the year. In fact, research shows the average subscriber refers to the publication 9.2 times per year.* No other advertising opportunity can match the value and staying power of this 350+ page issue.

*SPC Research, 2013

Rates

Note: Increased frequency rates may be earned in combination with other Sosland publications.

4-Color \$2,020

Size	One Time ¹	Sosland Advertiser ²	Program Advertiser ³	Regular Advertiser ⁴
Page	\$7,240	\$6,570	\$5,910	\$5,090
2/3	\$5,420	\$4,920	\$4,420	\$3,940
1/2 Isl	\$4,700	\$4,260	\$3,720	\$3,400
1/2	\$4,340	\$3,950	\$3,450	\$3,130
1/3	\$3,250	\$2,950	\$2,580	\$2,350

¹One Time

This rate applies to advertisers participating in only a single annual issue.

²Sosland Advertiser

This rate applies to any current advertiser, regardless of frequency or size.

³Program Advertiser

This applies to advertisers committed to a set advertising plan for the year.

⁴Regular Advertiser

Applies to advertisers maintaining a monthly schedule in at least one Sosland publication.

For ad specifications or other information please visit:

www.bakingbusiness.com/magazine/media-kit

On-Line Component

eSource



In 2013, Sosland Publishing, in cooperation with the ABA, ASM, BEMA and B&CMA, launched a revolutionary, dynamic search engine and buyers guide for the grain-based foods industry.

eSource launched in April and is the online hub for anyone who does business in the baking industry. With cross-organization promotional support and Google, Yahoo and Bing optimization, eSource is the go-to destination for executives and decision makers looking for products and information, online.

For more information on eSource visit:

www.bakingbusiness.com/magazine/media-kit