

Baking & Snack

2014 MEDIA GUIDE

Baking & Snack is the knowledge authority for development, production, packaging and distribution of grain-based foods.



OUR STAFF AVERAGES 25 YEARS OF EXPERIENCE
Baking & Snack editors, contributors and publishing staff combine to offer unmatched grain-based foods/journalism experience.

Pictured from left to right: Charlotte Atchley, Bruce Webster, Steve Berne, Shane Whitaker, Joanie Spencer, Dan Malovany, Laurie Gorton, Paul Lattan and Mike Gude. Not Pictured: Dave DePaul and Lily O'Kane

LEADERSHIP

Baking & Snack continues to be the leading choice among marketers in the grain-based foods industry for good reason. *Baking & Snack* is the most respected, comprehensive and credible publication to industry readers. It is the leader in covering ingredient technologies, processing technologies, industry news and marketing trends. Its readers — your customers and potential customers — rely on *Baking & Snack* as an industry resource on a regular basis; 83%* of respondents report reading three to four of the four most recent issues. Multiple research studies demonstrate *Baking & Snack* is the best industry magazine to deliver your message.

*Baxter Research, March 2013

2014 EDITORIAL CALENDAR



Close dates for advertising in an issue are the 15th of each preceding month. Mail date is the 15th of the cover month.

Special January Edition

Topics	February	March	April	May	June
Special Reports	Capital Spending Report	Interpack Preview		Ingredient Innovation Centers	Category Crossover
Trends	Snack Cake Wars	Lifestyle Brands / New Age Snacks	Trends in Bars	Cake Trends	Bagel Trends
Formulating	Fats & Oils	Variety Flours	Gluten-Free	Variety Syrups	Fiber
R & D	Enzymes	Organic, non-GMO	Fruits	Flour Analysis Instruments	FSMA and the Formulator
Processing	Mixing	Ingredient Handling	Ovens	Topping / Finishing	Dough Handling
Equipment	Gluten-Free	Spirals / Belting	Sheeting / Laminating	Refrigeration / Freezing	Waffles / Griddles
Operations (O) Packaging (P) Distribution (D)	(O) Startup Efficiencies	(D) Fleet Management		(D) Distribution Technologies (O) Clean Equipment Design	
Show Previews		B&CMA	IFT		
Show Distribution	BEMA, March 1-2 SNAXPO, March 1-4 ASB, March 2-4 Natural Products Expo West, March 6-9 ABA, March 16-19		B&CMA, April 27-30 Interpack, May 8-14	TIA, May 30-31 Supplieside Marketplace, June 2-3	BEMA, June 19-24 IFT, June 21-24

For print specifications or any other information not in this media kit, please visit www.bakingbusiness.com/Magazine/Media-Kit

Regular Issue Rates

Size	1X	6X	13X	26X	52X
Page	\$5,610	\$4,900	\$4,200	\$3,500	\$2,800
1/2(h)	\$3,360	\$2,950	\$2,520	\$2,100	\$1,670
1/2(v)	\$3,360	\$2,950	\$2,520	\$2,100	\$1,670
1/3(h)	\$2,520	\$2,220	\$1,890	\$1,590	\$1,250
1/3(v)	\$2,520	\$2,220	\$1,890	\$1,590	\$1,250

Color (Per Page)

4-Color \$1,900

Annual Issue Rates

Size	One Time ¹	Sosland Advertiser ²	Program Advertiser ³	Regular Advertiser ⁴
Page	\$7,460	\$7,240	\$6,090	\$5,230
1/2(h)	\$4,470	\$4,060	\$3,550	\$3,220
1/2(v)	\$4,470	\$4,060	\$3,550	\$3,220
1/3(h)	\$3,350	\$3,030	\$2,650	\$2,410
1/3(v)	\$3,350	\$3,030	\$2,650	\$2,410

Color (Per Page)

4-Color \$2,000

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

Classified Advertising Rates

Frequency Rate	1-3	4-6	7-9	10+
	\$134	\$124	\$103	\$93

Contact: **Lily O'Kane**
Phone: (816) 968-2815
or email lokane@sosland.com



¹ **One Time:** This rate applies to advertisers participating in only a single annual issue.

² **Sosland Advertiser:** This rate applies to any current advertiser, regardless of frequency or size.

³ **Program Advertiser:** This rate applies to advertisers committed to a set advertising plan for the year.

⁴ **Regular Advertiser:** This rate applies to advertisers maintaining a monthly schedule in at least one Sosland publication.

Total Circulation: 11,809¹
Readers Per Copy: 3.3²
Total Readership: 38,970³



1 BPA, June 2013 | 2, 3 Baxter Research, March 2012

July	August	September	October	November	December
		Construction Report			Operations Executive of the Year
Mid-Year Report	Premium Breads	Global Trends (including Mediterranean Diet)	Pizza Trends	Bakery in the Freezer Case	Cookies
Chemical Leavening	Pre-mixes, Fortification	Protein	Chocolate, Cocoa, Coatings	Nuts	Starches
Colors	Gums, Hydrocolloids	Calorie Reduction	Bakery Shortenings	Dairy, Eggs	Flavors
Dividing / Rounding	Mixing	Ovens	Ingredient Handling	Depositing	Slicing / Portioning
Sweet Goods Processing	Flatbreads	Cake Processing / Decorating	Pan Coating Systems	Cookie / Cracker Makeup	Baked Snack Processing
(O) Pest Control	(P) Vertical Packaging	(P) Wrappers (D) Trucks	(P) Metal Detection / Inline Safety		(P) Baggers / Closures
TIA, AACC		Pack Expo			ASB 2015 SNAXPO 2015
		B&CMA, Sept. 21-23 AACCI, Oct. 5-8	Pack Expo International, Oct. 26-29		

For advertising information contact:
 816-756-1000 • 800-338-6201

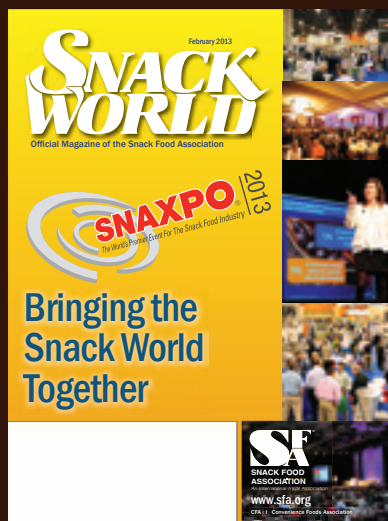
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As the official journal of the Snack Food Association (SFA), *Snack World* is a stand-alone, quarterly magazine published in cooperation with *Baking & Snack*. With four issues including the Annual State of the Industry Report, there are many outstanding advertising and sponsorship opportunities to promote your company and products as well as support the SFA. *Snack World* is distributed to a captive audience of all SFA business and associate

members both domestically and internationally. Whether you are an established supplier to the snack food category or wish to grow your business, *Snack World* should be at the base of your marketing plans.

To learn more, check out the *Snack World* media guide or contact your Sosland representative.

DIGITAL EDITION



Digital Edition Sponsorship

(160x600 pixels)

\$3,600/month

As the exclusive sponsor of the *Baking & Snack* digital edition, your wide skyscraper ad **1** will appear at every page turn. In addition to this premium location, your ad will also appear in the digital edition alert email sent to the entire www.bakingbusiness.com distribution list.



The digital edition is also available in the *Baking & Snack* iOS App. You can download the app from the iTunes store. The app features an archive of all *Baking & Snack* back issues, plus an RSS feed that pulls the latest article headlines from www.BakingBusiness.com that can be viewed from within the app. Search for *Baking & Snack* in the app's catalog to download directly onto your iPhone, iPod touch or iPad.



Double Your Ad Exposure

In addition to the printed version, all monthly and special issues are available online. The digital edition is easy to access, downloads quickly and allows readers to flip through advertising and editorial pages. Your advertisement appears just as it does in the print version, plus email and Web addresses in the ads are live links. The digital edition is posted on www.bakingbusiness.com seven to ten days before the print magazine is mailed to subscribers and is available in more than 50 languages.

Ad Enhancements

(Digital edition of your print ad)

Make your print ad come alive. *Baking & Snack* now offers a menu of enhancements to make your ad stand out from the rest of the pages. Call your sales representative to learn more about the functionality and appearance of the items offered here.

Video:	\$500/video
Audio clip:	\$250/insertion
Bellybands over the cover:	\$750
Bellybands over an article/ ad inside the magazine:	\$400
Blow-in card:	\$500
Gatefolds:	\$1,500
Tab attached to an ad:	\$200
Flash ad: (creative/development extra)	\$500

VIDEO E-MERCIALS



Video E-mercials

Baking & Snack works directly with you to produce and deliver 60-second video commercials

designed to showcase your products. In addition to being a dynamic, high-impact promotional tool, once produced, the e-mercials can be presented in many ways to your customers and prospects. In addition, the month's featured video is showcased next to the digital edition of *Baking & Snack* (see Digital Edition image above). Your video is then promoted via an exclusive e-blast and also in our newsletters.

Contact your Sosland representative for pricing or to learn more about the Video E-mercial opportunities.



RESEARCH ASSISTANT

Research Assistant

This is the ultimate resource for bakers that helps them research topics quickly and easily. Research Assistant compiles articles from www.bakingbusiness.com and other Sosland Publishing properties on pertinent baking topics.

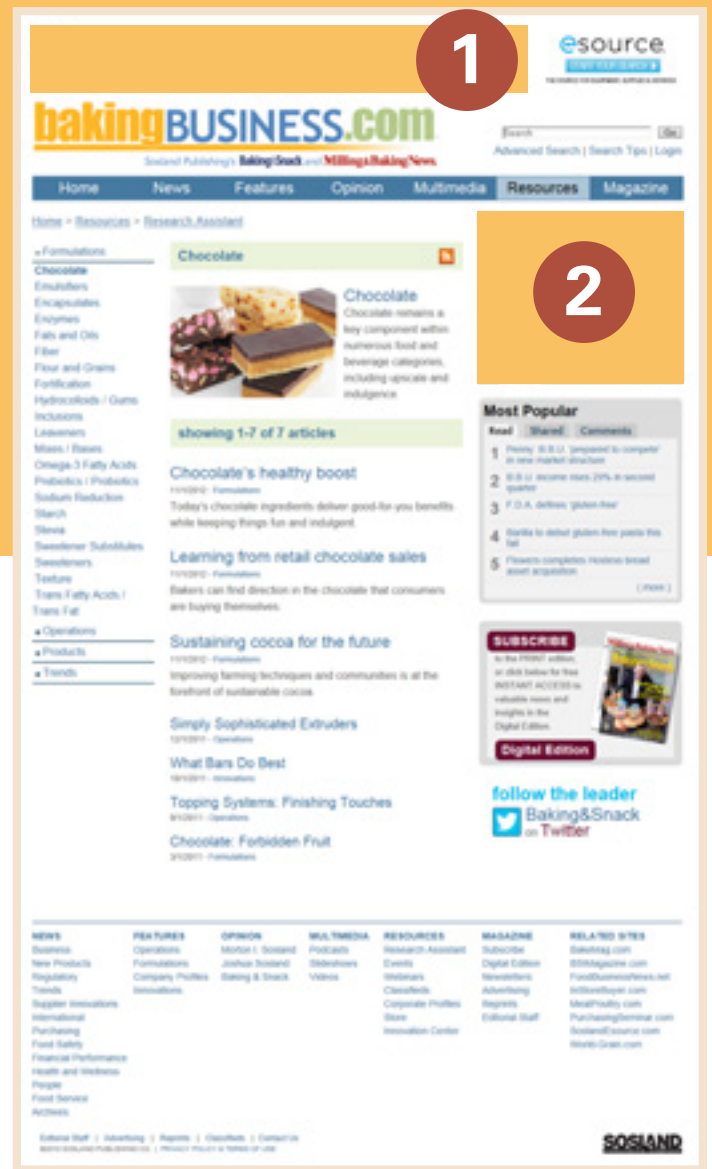
For more information, please visit:

www.bakingbusiness.com/Media-Kit/RAtopics



Sponsorship of a topic provides you:

1. Exclusive leaderboard **1** and medium rectangle **2** advertising on topic page and on the related article pages.
2. Topics are featured for three weeks in the daily e-newsletters and on the home page of www.bakingbusiness.com.
3. Topics are archived for 12 months with your advertising.
4. Activity report and lead information is sent one month following topic date.
5. Sponsorship of a topic also gives you sponsorship of the corresponding keyword.



www.bakingbusiness.com#researchassistant

Rate: \$1,800/topic

E-NEWSLETTERS

Operations Update

The premier weekly e-newsletter delivered directly to management and operations executives in baking and grain-based foods manufacturing. The latest news and information on engineering, production, packaging, maintenance and sanitation are offered in this weekly e-newsletter.

Formulations Update

This weekly e-newsletter by *Baking & Snack* is produced specifically for top management, marketing, R&D, product development, quality control and production executives. *Formulations Update* focuses on new products, ingredients and formulations targeted to industry experts.

Baking & Snack International

Emailed weekly to subscribers worldwide, the *Baking & Snack International e-newsletter* offers all the most pertinent headlines and articles from news outlets around the world. In addition, readers can gain knowledge through **exclusive** reports from industry experts such as Euromonitor and Mintel.

All e-Newsletter Ads \$1,950 each
Leaderboard (728x90 & 300x50 pixels)
Medium Rectangle (300x250 pixels)

All newsletter ad pricing is based on a calendar month.

NEW MEDIA OPPORTUNITIES

Additional Options

Baking & Snack offers a wealth of options to help get the message you want to the people you want to reach. From Podcasts and Webinars that allow you to explain your ideas in your own words or interact with a group of leads, to Design Services and Email Marketing that creates your message in a professional manner, *Baking & Snack* delivers. If you have an idea that doesn't fit into any other category, our Custom Media Service is available to design what ever you propose in the format that best suits your objectives.



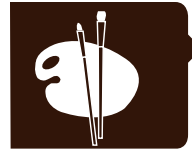
Custom Media

From custom print/digital publishing projects to white papers and reprints, *Baking & Snack* delivers a wealth of marketing solutions with creativity, professionalism and credibility. *Baking & Snack* also offers a wide array of sponsorship opportunities including industry calendars, trade show maps and sponsored text. Sponsorships offer unique high-profile opportunities to create exposure for your company.



Podcasts

Each month, *Baking & Snack* provides wholesale bakers with quick tips and practical advice on how to operate more efficiently. From hiring the right people to solving everyday challenges on the production floor, our expertise will help bakeries find new ways to boost their bottom lines.



Design Services

Sosland offers creative design assistance for all your media and promotions needs. Costs depend on the scope of work and level of your company's advertising commitment with Sosland.



Webinars

Generate highly qualified leads while educating the industry on a topic or product of your choosing with a webinar produced by Sosland Publishing. Webinars offer a great opportunity to build brand awareness and generate sales leads with your clients no matter where they are located. Let Sosland Publishing help you market and present your event to the industry.



Email Marketing

Baking & Snack develops and delivers a wide array of e-blast marketing strategies using our combined database of more than 155,000 food industry executives to target your desired audience. E-blasts are a great way to introduce new products, make special announcements, promote trade show participation and drive qualified traffic to your website.

AFFILIATED MEDIA

bakingBUSINESS.com

The website for both *Baking & Snack* and *Milling & Baking News*.

esource™

The only comprehensive search engine and online buyers guide for the baking industry.

**SNACK
WORLD**

The official journal of the Snack Food Association (SFA).

For advertising opportunities in any of these affiliated publications, contact your Sosland representative or visit:
www.bakingbusiness.com/Magazine/Media-Kit

Baking & Snack

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