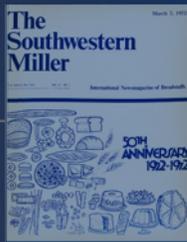


Milling & Baking News®



MEDIA GUIDE 2022



Milling & Baking News[®]

A CENTURY OF EXCELLENCE

For 100 years, *Milling & Baking News* has been the indispensable source of timely industry news and markets-focused information that grain-based foods professionals rely on to help them navigate the industry landscape and emerging trends of this rapidly changing market.

The trusted voice of the industry since 1922, *Milling & Baking News* continues to engage readers on the page and in digital formats with the latest insightful and compelling content covering the spectrum of must-know issues for grain-based foods executives.

 **CONNECT WITH US ON LINKEDIN**

bakingbusiness.com

Editorial staff



Neil Sosland
EXECUTIVE EDITOR,
MARKETS
nsosland@sosland.com



L. Joshua Sosland
EDITOR
jsosland@sosland.com



Eric J. Schroeder
MANAGING EDITOR
eschroeder@sosland.com



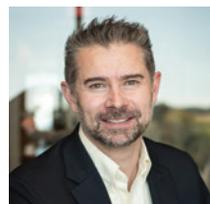
Jay Sjerven
SENIOR EDITOR,
MARKETS
jsjerven@sosland.com



Ron Sterk
SENIOR EDITOR, MARKETS
rsterk@sosland.com



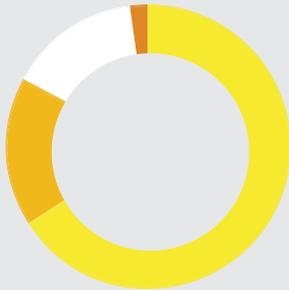
Jeff Gelski
SENIOR EDITOR
jgelski@sosland.com



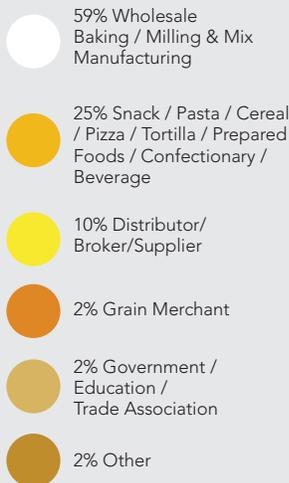
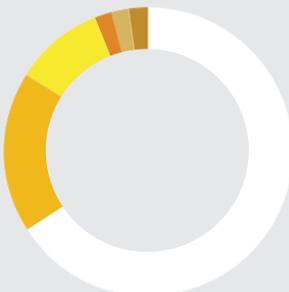
Matt Noltemeyer
ASSOCIATE EDITOR,
MARKETS
mnoltemeyer@sosland.com



CIRCULATION BY JOB FUNCTION



CIRCULATION BY BUSINESS CLASS



Source: Sosland Publishing@Circulation

Nearly 12,000,000 ways to connect with customers in 2022

Each month, *Milling & Baking News* delivers nearly a million opportunities to put your message in front of an engaged group of industry decision makers. Our omnichannel approach delivers news and information that drives the industry and provides the context and insights our readers need to respond to rapidly changing market dynamics.

60,699
Total Audience per Issue [Print & Digital]¹

2
Readers Per Print Copy²

782,191
Average Monthly Newsletter Circulation³

115,588
Average Monthly bakingbusiness.com sessions⁴



958,478

Average Monthly Opportunities to Connect with Customers⁵

Source:

1. Publisher's own data
2. Baxter Research Center – March 2021 – Reader + Pass Along Readership
3. Publisher's own data - may include duplication of viewers across/within channels. Figure includes pass-along readership for print Circulation.
4. Google Data Studio, January 2021-June 2021
5. Publisher's own data - may include duplication of viewers across/within channels. Figure includes pass-along readership for print Circulation.

OFFICIAL MEDIA PROVIDER OF IBIE



Be seen by the audiences that matter

Baking industry professionals trust Sosland Publishing to deliver the news and information they need for a successful IBIE 2022.

Once again, Sosland Publishing is the Official Media Provider of IBIE 2022, producing IBIE Innovation Showcase, the Official IBIE 2022 Show Directory and the IBIE 2022 Show Dailies, the official Retailer's Guide to IBIE, as well as the show's official website and mobile app. In addition, Sosland Publishing is producing three newsletters to help attendees plan and keep them up-to-date on the latest IBIE news and events: *Countdown to IBIE*, *Good Morning IBIE* and *IBIE Breaking News*. Put your print and digital messaging where it's bound to deliver eyes on your products and buyers to your booth – before, during and after the baking industry's most important show.

Connect with the right people at IBIE.

Reserve your space in these highly sought after resources to get your message to the decision makers at the most important show for the baking industry.

Don't miss your chance. Contact a sales representative at mbsales@sosland.com



FOR RATES, SPECS AND MORE INFORMATION, VISIT:
bakingbusiness.com/media-guide/mbn



IBIE 2022 WEBSITE



IBIE 2022 APP



RETAILER'S GUIDEBOOK TO IBIE



IBIE INNOVATION SHOWCASE



IBIE SHOW DIRECTORY



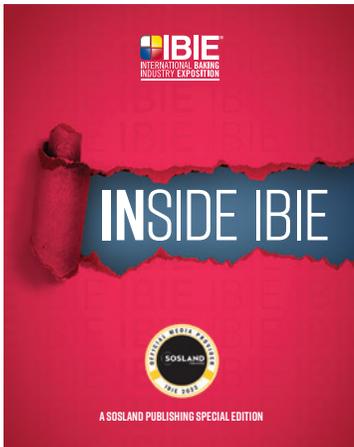
Milling & Baking News
Find us on facebook!

IBIE SHOW DAILIES



IBIE NEWSLETTERS

OFFICIAL MEDIA PROVIDER OF IBIE - *Cont.*



INSIDE IBIE

CLOSE DATE: MAY 20

With more to see at IBIE than ever before, attendees will turn to the one-and-only **INSIDE IBIE** pre-show guide to make the most of their time at IBIE 2022. Featuring expert analysis and key insights from the editors of *Baking & Snack*, *Food Business News*, *Milling & Baking News*, *bake*, *World Grain* and *Pet Food Processing*, the **INSIDE IBIE** pre-show guide will be read by more than 20,000 decision makers and industry pros in the lead up to the baking industry's most anticipated event. Put your message in front of the audience where it will make the most impact.

Ad rates

FULL PAGE	\$5,675
1/2 PAGE VERTICAL	\$3,975
1/2 PAGE HORIZONTAL	\$3,975
1/3 PAGE VERTICAL	\$2,850
1/3 PAGE HORIZONTAL	\$2,850



Reserve your space in these highly sought after resources and get your message to the right people at IBIE.

DON'T MISS YOUR CHANCE, CONTACT A SALES REPRESENTATIVE AT:
mbnsales@sosland.com

2022 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: www.bakingbusiness.com/media-guide/mbn

JANUARY

Jan 4- FBN: Non-GMO Ingredients and Labeling

Jan 11- MBN: Stock Market Review / Hot Cereal Update / Washington Update

Jan 18- FBN: Sugar Reduction / Dairy Proteins

Jan 25- MBN: FIS* Ingredients to Reduce Sugar / New Product Innovations

MARCH

Mar 1- FBN: Organic / Global Flavors

Mar 8- MBN: Centennial Series: Inside the History of *Milling & Baking News* / Consumer Trends / Grupo Bimbo Update

Mar 15- FBN: Cheese Ingredients / Hemp / CBD

Mar 22- MBN: FIS* Cost-effective Ingredients / Baking Hall of Fame / New Product Innovations / Weather

Bonus Distribution: GEAPS (March 26-29) / ABA (March 27 - 30)

Mar 29- FBN: Natural Products Expo West / Natural Sweeteners

MAY

May 3- MBN: FIS* Sustainable Sourcing / Milling Technology / Grupo Bimbo Update

May 10- FBN: Spicy Flavors / Clean Label: Flavors

May 17- MBN: Ingredient Market Insight / New Product Innovations / Weather

May 24- FBN: Plant-Based Ingredients / Fats and Oils

May 31- MBN: Ingredients Update / Washington Update / Flowers Foods Update

Bonus Distribution: Purchasing Seminar (June 6-8)

FEBRUARY

Feb 1- FBN: Winter Fancy Food Show Innovations / Beverage Flavors

Feb 8- MBN: Stock Market Analysis / IBIE Preview

Feb 15- FBN: Clean Label / Sauces, Dressing and Marinade Ingredients and Trends

Feb 22- MBN: FIS* Ingredients to Spark Bar Sales / New Product Innovations / Flowers Foods Update / Weather

Bonus Distribution: ASB Baking Tech (Feb. 27-March 1)

APRIL

Apr 5- MBN: Bread Perspective / Pasta Update / Washington Update

Apr 12- FBN: Alternative Flours / Sports Nutrition

Apr 19- MBN: News Feature: Transportation and Distribution / IBIE Preview / New Product Innovations / Weather

Bonus Distribution: NAMA (April 11-13) / IAOM (May 2-6)

Apr 26- FBN: Gluten-free / Meat Alternative Ingredients

JUNE

Jun 7- FBN: Snack Flavors / Clean Label: Colors

Jun 14- MBN: FIS* Plant Protein / Tortilla Update / Weather

Jun 21- FBN: Immunity Ingredients / Plant-Based Proteins

Jun 28- MBN: Centennial Series: Technological Advances in Flour Production / Consumer Trends / New Product Innovations

Bonus Distribution: IFT (July 10-13)



FOR SPECS AND MORE INFORMATION, VISIT:

bakingbusiness.com/media-guide/mbn

For more information, contact a sales representative at mbnsales@sosland.com

2022 EDITORIAL CALENDAR - Cont.

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: www.bakingbusiness.com/media-guide/mbn

JULY

Jun 5- FBN: Vegan / Non-GMO / Organic

Jul 12- MBN: FIS* Fats and Oils / IBIE Preview / Weather

Jun 19- FBN: Sustainable Ingredients / Clean Label: Texture

Jul 26- MBN: Centennial Series: The Changing Face of Futures Markets / Washington Update / New Product Innovations

SEPTEMBER

Sept 6- MBN: FIS* Ingredients to Spark Bread Sales / Cookies Update / Consumer Trends / Weather

Bonus Distribution: IBIE (Sept. 17-21)

Sept 13- FBN: Sports Nutrition / Digestive Health

Sept 20- MBN: Industry Perspective: Bread / Washington Update / New Product Innovations

Sept 27- FBN: Sugar Reduction / Clean Label

NOVEMBER

Nov 1- MBN: FIS* Hemp / Grupo Bimbo Update / Weather

Nov 8- FBN: Savory Flavors / Functional Ingredients

Nov 15- MBN: FIS* Gluten-free / Milling Technology / Washington Update / Flowers Foods Update

Nov 22- FBN: Allergen-free Ingredients / Extracts

Nov 29- MBN: Ingredient Market Insight / Ready-to-eat Cereal Update / New Product Innovations

AUGUST

Aug 2- FBN: IFT22 Ingredient Trends / IFT22 Innovations

Aug 9- MBN: FIS* Free-from Ingredients / Crackers Update / Grupo Bimbo Update / Weather

Aug 16- FBN: Keto Ingredients and Applications / Energy Ingredients

Aug 23- MBN: Ingredient Market Insight / New Product Innovations / Milling Technology / Flowers Foods Update

Aug 30- FBN: Flavors / Dairy Ingredients

OCTOBER

Oct 4- MBN: FIS* Ingredients for Mood / Cognition / Weather

Oct 11- FBN: Plant-Based Beverages / Gluten Free

Oct 18- MBN: News Feature: Transportation and Distribution / New Product Innovations

Oct 25- FBN: Nuts and Inclusions / Texture

DECEMBER

Dec 6- FBN: Fats and Oils / Sweeteners

Dec 13- MBN: Centennial Series: Inside the Sugar Reduction Surge / Consumer Trends / Weather

Dec 20- FBN: Flavors to Watch 2023

Dec 27- MBN: FIS* Ingredients to Reduce Net Carbs / New Product Innovations



FOR SPECS AND MORE INFORMATION, VISIT:
bakingbusiness.com/media-guide/mbn

For more information, contact a sales representative at mbnsales@sosland.com

CUSTOM DIGITAL PRODUCTS

WEBINARS

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

TARGETED EMAIL MARKETING

Deliver your message directly to your best prospects. Targeted emails are a great way to 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 milling and 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, multimedia platform for informing your customers while enticing them with a call to action.

AUTOMATED MARKETING CAMPAIGN

Automated marketing campaigns empower brands by amplifying their marketing efforts across various channels and nurture their target audiences based on their behavior, preferences or desirable characteristics. With this simple, yet effective approach, marketers can tailor their messaging across a number of touchpoints to engage and convert the decision makers they want to reach.

WHITE PAPERS

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

AUDIENCE EXTENSION

Reach bakingbusiness.com website visitors as they visit social media sites, navigate the web or use mobile apps. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Put your message in the right place, at the right time, in front of the right people.

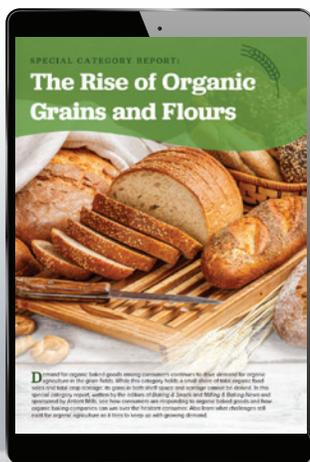
CUSTOM PUBLISHING

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

FOR SPECS AND MORE INFORMATION, VISIT:

bakingbusiness.com/media-guide/mbn

For more information, contact a sales representative at mbnsales@sosland.com



DIGITAL PRODUCTS - Newsletters

Newsletter ad rates

ADS	DAILY UPDATE		WEEKLY UPDATE	SOSLAND MORNING BRIEF	
	M/W/F	T/TH	FRIDAY	M/W/F	T/TH
Frequency					
BLOCKBUSTER	\$3,300	\$2,200	--	\$3,300	\$2,200
MEDIUM RECTANGLE 1	\$2,700	\$1,800	--	\$3,250	\$2,175
MEDIUM RECTANGLE 2	\$2,275	\$1,500	--	--	--
SPONSORED MESSAGE	--	--	--	\$2,700	\$1,800
SPONSORED MESSAGE & WBLOCKBUSTER	--	--	\$4,475	--	--

Newsletter ad specs

Blockbuster: 550x150 px

Medium Rectangle 1 & 2: 300x250 px

Sponsored message: 106x107 px logo or image

- Sponsored message title: up to 55 characters (including spaces)
- Sponsored message description: up to 150 characters (including spaces)

URL: Click-through URL must be supplied for each ad

Accepted formats: JPG, GIF or animated GIF

File size limit: 50 KB

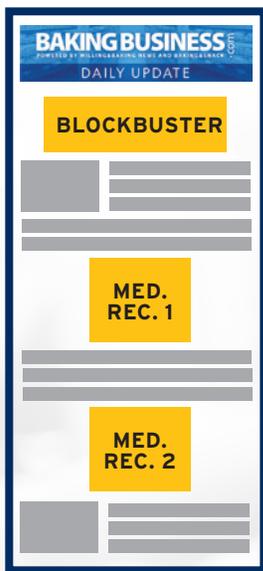


FOR SPECS AND MORE INFORMATION, VISIT:

bakingbusiness.com/media-guide/mbn

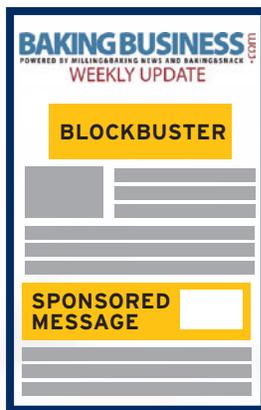
For more information, contact a sales representative at mbnsales@sosland.com

DIGITAL PRODUCTS - Newsletters Cont.



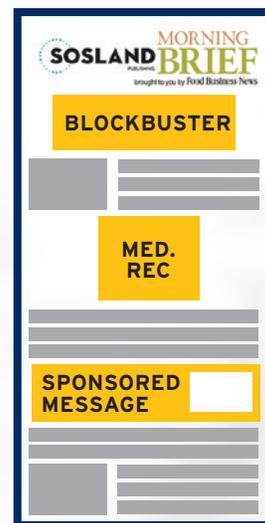
DAILY UPDATE

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



WEEKLY UPDATE

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.



SOSLAND MORNING BRIEF

A daily briefing of overnight news and timely market information.

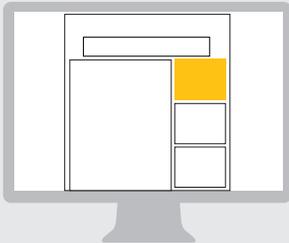
DIGITAL PRODUCTS - Website



LEADERBOARD



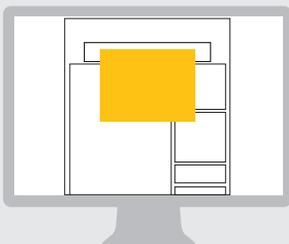
INLINE MEDIUM RECTANGLE



MEDIUM RECTANGLE 1



MEDIUM RECTANGLE 2



INTERSTITIAL

Website ad rates

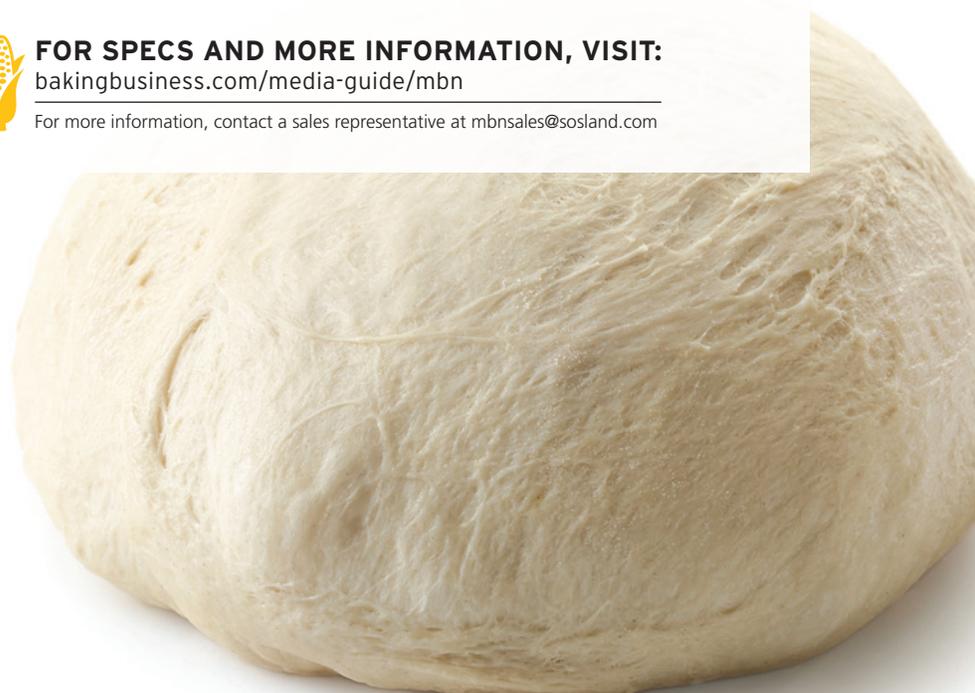
ADS	SIZES	RATES
LEADERBOARD	728x90 px 320x50 px*	\$2,950
EXPANDABLE LEADERBOARD	728x90 px 728x200 px 320x50 px*	\$3,050
INLINE MEDIUM RECTANGLE	300x250 px	\$3,150
MEDIUM RECTANGLE 1	300x250 px	\$2,750
MEDIUM RECTANGLE 2	300x250 px	\$2,250
INTERSTITIAL (PER WEEK)	640x480 px	\$3,750

*Mobile size

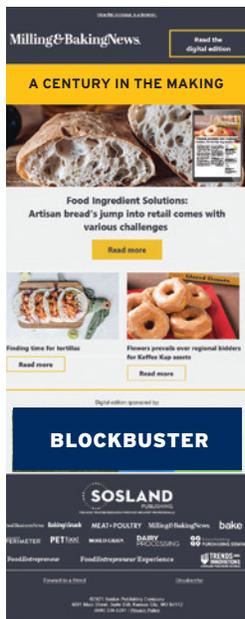


FOR SPECS AND MORE INFORMATION, VISIT:
bakingbusiness.com/media-guide/mbn

For more information, contact a sales representative at mbnsales@sosland.com



DIGITAL PRODUCTS - Digital Edition and Video



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 also will appear in the *Milling & Baking News* digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to an average of 17,916 recipients each month.

DIGITAL EDITION SPONSORSHIP

\$3,600

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

SPONSORSHIP + VIDEO OR INTRO AD

\$3,850

- Wide skyscraper and blockbuster
- Video or 360x300 px ad on the digital editorial intro page

Video Spotlight

\$4,500/month

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.



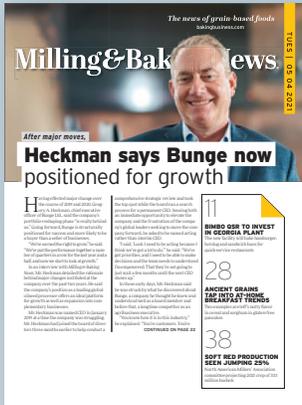
FOR SPECS AND MORE INFORMATION, VISIT:

bakingbusiness.com/media-guide/mbn

For more information, contact a sales representative at mbnsales@sosland.com



PRINT PRODUCTS



Print ad rates

SIZE	1X	6X	13X	26X	52X
FULL PAGE	\$5,750	\$4,800	\$4,400	\$4,100	\$3,350
2/3 PAGE	\$3,900	\$3,350	\$3,275	\$3,000	\$2,275
1/2 ISLAND	\$3,450	\$3,000	\$2,900	\$2,650	\$2,000
1/2 PAGE	\$3,450	\$3,000	\$2,900	\$2,650	\$2,000
1/3 PAGE	\$2,025	\$1,700	\$1,650	\$1,500	\$1,000

Website Classified Ads: \$650/per issue.

For Classified and Marketplace section ad rates and specs, contact Lily Alvarez at lalvarez@sosland.com or (816) 968-2815.

Annual Issue Rates

SIZE	One Time ¹	Sosland Advertiser ²	Program Advertiser ³	Regular Advertiser ⁴
FULL PAGE	\$8,400	\$8,150	\$6,850	\$5,850
2/3 PAGE	\$6,100	\$5,525	\$4,975	\$4,425
1/2 ISLAND	\$5,275	\$4,800	\$4,200	\$3,825
1/2 PAGE	\$5,025	\$4,575	\$4,000	\$3,625
1/3 PAGE	\$3,775	\$3,400	\$3,000	\$2,725

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.

Advertorials

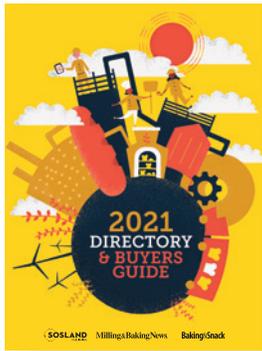
Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *Milling & Baking News* digital edition links directly to your website, driving engaged readers to your doorstep.

FOR SPECS AND MORE INFORMATION, VISIT:

bakingbusiness.com/media-guide/mbn

For more information, contact a sales representative at mbnsales@sosland.com

PRINT PRODUCTS - *Annual Issues*



Directory & Buyers Guide

As the only source of information on grain-based food producers and industry suppliers, this annual *Baking Directory & Buyers Guide* offers executives the convenience of both a directory and buyers guide.

Ad Close: December 30
Publishes: February



Baking Hall of Fame Edition

The *Baking Hall of Fame Edition* is included within the March 22nd of *Milling & Baking News* celebrating the extraordinary group of people inducted into the Baking Hall of Fame.

Ad Close: March 1
Publish Date: Within the March 22 issue of *Milling & Baking News*

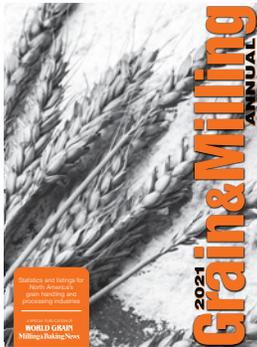


Corporate Profiles & State of the Industry Report

Corporate Profiles is an annual round-up of the news and events that affected the food and beverage industry's largest companies during the previous year. It is accompanied by Sosland Publishing's exclusive *State of the Industry report* that reviews the trends driving such product categories as grain-based foods, meat protein, dairy, beverages, prepared foods and others.

Ad Close: September 26
Publishes: October

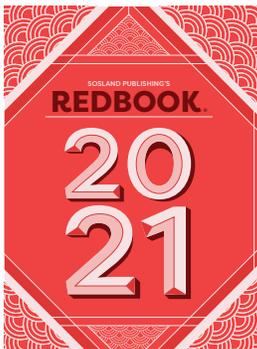
PRINT PRODUCTS - Annual Issues Cont.



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 15
Publishes: November



REDBOOK®

The annual *REDBOOK* is your opportunity to reach readers of *bake*, *Supermarket Perimeter*, *Baking & Snack* and *Milling & Baking News* magazines with a single ad, viewable in print and online year-round.

Ad Close: May 9
Publishes: July



FOR SPECS AND MORE INFORMATION, VISIT:

bakingbusiness.com/media-guide/mbn

For more information, contact a sales representative at mbnsales@sosland.com



FOR ADVERTISING INFORMATION, CONTACT:

OFFICE: (816) 756-1000 • (800) 338-6201



Mike Gude
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



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



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



Russell Brody
NATIONAL ACCOUNT EXECUTIVE
MILLING & BAKING NEWS,
BAKING & SNACK
rbrody@sosland.com
(848) 218-4020



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



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

bake
Baking & Snack

DAIRY
PROCESSING

Food Business News

Food Entrepreneur

MEAT+POULTRY

PET food
PROCESSING

supermarket
PERIMETER

WORLD GRAIN



Sosland Publishing

PURCHASING SEMINAR

Food Entrepreneur Experience



Milling & Baking News

BAKING BUSINESS .com



The most trusted resource for food
industry professionals.

4801 MAIN ST. SUITE 650, KANSAS CITY, MO 64112

sosland.com

Sosland Publishing performs a specialized range of design, digital and media services.
For more information, contact your sales representative.

See Terms & Conditions at
sosland.com/terms-and-conditions.html

