Milling & Baking News

bakingbusiness.com

Media Guide 2023
For over 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.
Nearly 12,000,000 ways to connect with customers in 2023

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.

64,135
Total Audience Per Issue [Print & Digital]

2.1
Readers Per Print Copy

971,753
Average Monthly Opportunities to Connect with Customers

789,101
Average Monthly Newsletter Circulation

118,517
Average Monthly bakingbusiness.com Sessions

Source:
1. Publisher’s own data
2. Baxter Research Center – March, 2022 – 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.

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

Ron Sterk
SENIOR EDITOR, MARKETS
rsterk@sosland.com

Jeff Gelski
SENIOR EDITOR
jgelski@sosland.com

Matt Noltemeyer
ASSOCIATE EDITOR, MARKETS
mnoltemeyer@sosland.com

Crystal Futrell
ASSOCIATE EDITOR, MARKETS
cfutrell@sosland.com

Gloria Cowdin
DIGITAL MEDIA ASSOCIATE EDITOR
gcowdin@sosland.com
## 2023 EDITORIAL CALENDAR

### JANUARY

- **Jan 3** - FBN: Emerging Plant-based Ingredients
- **Jan 17** - FBN: Food Entrepreneur: Sugar Reduction / Dairy Proteins
- **Jan 24** - MBN: FIS* Ingredients to Reduce Sugar / New Product Innovations
- **Jan 31** - FBN: Clean Label / Foodservice Flavors

### FEBRUARY

- **Feb 7** - MBN: Stock Market Analysis / Hot Cereal Update
- **Feb 14** - FBN: Sauces, Dressings and Marinade Ingredient Trends / Snack Ingredient Trends
- **Feb 21** - MBN: FIS* Sourcing Ingredients Domestically / New Product Innovations / Flowers Foods Update
  - **Bonus Distribution:** ASB (Feb. 28-March 2) / GEAPS (Feb. 24-28)
- **Feb 28** - FBN: Global Flavors / Organic

### MARCH

- **Mar 7** - MBN: News Feature: Advances in GMO Wheat / Consumer Trends / Grupo Bimbo Update
- **Mar 14** - FBN: Formulating with CBD / Hemp / Cheese Ingredients
- **Mar 21** - MBN: FIS* Bread Perspective / Pasta Update / New Product Innovations *(Baxter Research Study Issue)*
  - **Bonus Distribution:** ABA (March 26-31)
- **Mar 28** - FBN: Natural Sweeteners / Colors

### APRIL

- **Apr 4** - MBN: FIS* Gene-edited Ingredients / Baking Hall of Fame / Washington Update
  - **Bonus Distribution:** IAOM (April 17-21)
- **Apr 11** - FBN: Clean Label Flavors / Food Entrepreneur: Upcycled Ingredients
- **Apr 18** - MBN: News Feature: Transportation and Distribution / New Product Innovations
  - **Bonus Distribution:** NAMA (April 22-25)
- **Apr 25** - FBN: Meat Alternative Ingredients / Gluten Free

### MAY

- **May 2** - MBN: FIS* Ingredients Made from Fermentation / Milling Technology / Grupo Bimbo Update
- **May 9** - FBN: Sports Nutrition Ingredients / Functional Ingredient Trends
- **May 16** - MBN: Ingredient Market Insight / New Product Innovations
- **May 23** - FBN: Fats and Oils / Coffee / Tea Ingredient Trends
- **May 30** - MBN: Ingredients Update / Washington Update / Flowers Foods Update
  - **Bonus Distribution:** Sosland Publishing Purchasing Seminar (June 4-6)

### JUNE

- **Jun 6** - FBN: Clean Label: Colors / Snack Flavors
- **Jun 13** - MBN: FIS* The Value of Enzymes / Tortilla Update
  - **Bonus Distribution:** BEMA (June 21-24)
- **Jun 20** - FBN: Food Entrepreneur: Plant-based / Whole Grains / IFT Pre-Show Issue

---

*FIS= Food Ingredient Solutions
**Baxter Research Study Issues

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
### 2023 EDITORIAL CALENDAR - Cont.

**July**

<table>
<thead>
<tr>
<th>Date</th>
<th>MBN/FBN: Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul 4</td>
<td>FBN: Non-GMO / Organic / Batters, Breadcrings and Coating / IFT Show Issue (Baxter Research Study Issue)</td>
</tr>
<tr>
<td>Jul 11</td>
<td>MBN: FIS* Fats and Oils / Snack Cakes Update Bonus Distribution: IFT (July 16-19)</td>
</tr>
<tr>
<td>Jul 18</td>
<td>FBN: Clean Label - Texture / Sustainable Ingredients</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>MBN/FBN: Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 1</td>
<td>FBN: IFT23 Innovations / IFT23 Trends / IFT Post-Show Issue</td>
</tr>
<tr>
<td>Aug 8</td>
<td>MBN: FIS* Ensuring a Reliable Supply Chain / Crackers Update / Grupo Bimbo Update</td>
</tr>
<tr>
<td>Aug 15</td>
<td>FBN: Keto Ingredients and Applications / Sauces, Dressings and Marinade Innovations</td>
</tr>
<tr>
<td>Aug 22</td>
<td>MBN: Ingredient Market Insight / New Product Innovations / Milling Technology / Flowers Foods Update</td>
</tr>
<tr>
<td>Aug 29</td>
<td>FBN: Dairy Ingredient Innovations / Flavor Trends</td>
</tr>
</tbody>
</table>

### August

<table>
<thead>
<tr>
<th>Date</th>
<th>MBN/FBN: Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 5</td>
<td>MBN: FIS* Ingredients for Flavor / Cookies Update / Consumer Trends</td>
</tr>
<tr>
<td>Sep 12</td>
<td>FBN: Food Entrepreneur: Functional Ingredients / Dairy Alternative Ingredient Trends</td>
</tr>
<tr>
<td>Sep 26</td>
<td>FBN: Digestive Health / Sodium Reduction</td>
</tr>
</tbody>
</table>

### September

<table>
<thead>
<tr>
<th>Date</th>
<th>MBN/FBN: Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 3</td>
<td>MBN: FIS* Bioactives / Bars Update Bonus Distribution: NAMA (Oct. 5-8)</td>
</tr>
<tr>
<td>Oct 10</td>
<td>FBN: Clean Label / Sugar Reduction</td>
</tr>
<tr>
<td>Oct 17</td>
<td>MBN: News Feature: Transportation and Distribution / New Product Innovations</td>
</tr>
<tr>
<td>Oct 31</td>
<td>MBN: FIS* Ingredients for Sodium Reduction / Grupo Bimbo Update</td>
</tr>
</tbody>
</table>

### October

<table>
<thead>
<tr>
<th>Date</th>
<th>MBN/FBN: Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 7</td>
<td>FBN: Cost Reduction / Spicy Flavors</td>
</tr>
<tr>
<td>Nov 14</td>
<td>MBN: FIS* Making Ingredients More Sustainable / Milling Technology / Washington Update / Flowers Foods Update</td>
</tr>
<tr>
<td>Nov 21</td>
<td>FBN: Gluten-Free / CBD, Hemp Ingredient Innovations</td>
</tr>
<tr>
<td>Nov 28</td>
<td>MBN: Ingredient Market Insight / Ready-to-eat Cereal Update / New Product Innovations</td>
</tr>
</tbody>
</table>

### November

<table>
<thead>
<tr>
<th>Date</th>
<th>MBN/FBN: Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 5</td>
<td>FBN: Ingredients to Improve Delivery / Takeout Product Quality / Fruit, Nut and Vegetable Inclusions</td>
</tr>
<tr>
<td>Dec 12</td>
<td>MBN: News Feature: The Dietary Guidelines Advisory Committee / Consumer Trends</td>
</tr>
<tr>
<td>Dec 19</td>
<td>FBN: Protein Ingredients / Fats / Oils</td>
</tr>
<tr>
<td>Dec 26</td>
<td>MBN: FIS* Alternative Flours / New Product Innovations</td>
</tr>
</tbody>
</table>

### December

<table>
<thead>
<tr>
<th>Date</th>
<th>MBN/FBN: Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 26</td>
<td>FBN: Flavors to Watch 2024</td>
</tr>
</tbody>
</table>

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

For specs and more information, visit: bakingbusiness.com/media-guide/mbn
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.

EZINES
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.
DIGITAL PRODUCTS - Newsletters

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

View the Newsletter Ad Rates charts to the right to see what ad positions you can claim in our newsletters.

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

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.

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

<table>
<thead>
<tr>
<th></th>
<th>DAILY UPDATE</th>
<th>WEEKLY UPDATE</th>
<th>SOSLAND MORNING BRIEF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>M / W / F</td>
<td>T / TH</td>
<td>FRIDAY</td>
</tr>
<tr>
<td>BLOCKBUSTER</td>
<td>$3,475</td>
<td>$2,300</td>
<td>$3,475</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE 1</td>
<td>$2,825</td>
<td>$1,900</td>
<td>$3,300</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE 2</td>
<td>$2,400</td>
<td>$1,575</td>
<td>—</td>
</tr>
<tr>
<td>SPONSORED MESSAGE</td>
<td>—</td>
<td>—</td>
<td>$2,850</td>
</tr>
<tr>
<td>BLOCKBUSTER &amp; SPONSORED MESSAGE</td>
<td>—</td>
<td>—</td>
<td>$4,700</td>
</tr>
</tbody>
</table>

View the Newsletter Ad Rates charts to the right to see what ad positions you can claim in our newsletters.

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

For more information, contact a sales representative at mbnsales@sosland.com
Each month, more than 92,000 unique visitors turn to bakingbusiness.com for the latest trends and information shaping the milling and baking industries. From millers to marketers, the decision makers driving tomorrow’s smart strategies and disruptive transformation make Milling & Baking News and bakingbusiness.com their go-to sources for news.

Put your marketing message where it will make a difference with the people who make the decisions - more than 1.1 million times a year: bakingbusiness.com

### Website ad rates

<table>
<thead>
<tr>
<th>ADS</th>
<th>RATES / MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>$3,100</td>
</tr>
<tr>
<td>EXPANDABLE LEADERBOARD</td>
<td>$3,200</td>
</tr>
<tr>
<td>INLINE MEDIUM RECTANGLE</td>
<td>$3,300</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE 1</td>
<td>$2,900</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE 2</td>
<td>$2,375</td>
</tr>
<tr>
<td>ANCHOR</td>
<td>$3,950 / week</td>
</tr>
</tbody>
</table>

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 Editions

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 the Milling & Baking News digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 20,000 recipients each issue.

DIGITAL EDITION SPONSORSHIP - $3,775
• Wide skyscraper on the digital edition
• Blockbuster on the digital alert email

SPONSORSHIP + VIDEO OR INTRO AD - $4,050
• Wide skyscraper and blockbuster
• Video or ad on the digital editorial intro page

DIGITAL PRODUCTS - Video Spotlight

Video
$4,725 / 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 ad rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$5,800</td>
<td>$5,050</td>
<td>$4,625</td>
<td>$4,300</td>
<td>$3,525</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$4,100</td>
<td>$3,525</td>
<td>$3,450</td>
<td>$3,150</td>
<td>$2,400</td>
</tr>
<tr>
<td>1/2 ISLAND</td>
<td>$3,625</td>
<td>$3,150</td>
<td>$3,050</td>
<td>$2,775</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$3,625</td>
<td>$3,150</td>
<td>$3,050</td>
<td>$2,775</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$2,125</td>
<td>$1,850</td>
<td>$1,725</td>
<td>$1,575</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

Website Classified Ads: $650 / issue.
For Classified and Marketplace section ad rates and specs, contact Lauren Juliana at ljuliana@sosland.com or (816) 835-8235.

### Annual Issue Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>One Time¹</th>
<th>Sosland Advertiser²</th>
<th>Program Advertiser³</th>
<th>Regular Advertiser⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$8,100</td>
<td>$7,500</td>
<td>$6,750</td>
<td>$5,850</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$6,400</td>
<td>$5,800</td>
<td>$5,225</td>
<td>$4,650</td>
</tr>
<tr>
<td>1/2 ISLAND</td>
<td>$5,550</td>
<td>$5,050</td>
<td>$4,400</td>
<td>$4,025</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$5,275</td>
<td>$4,800</td>
<td>$4,200</td>
<td>$3,800</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$3,975</td>
<td>$3,575</td>
<td>$3,150</td>
<td>$2,850</td>
</tr>
</tbody>
</table>

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.
**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 21  
Publishes: February

**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: August 30  
Publishes: November

**Baking Hall of Fame Edition**
The Baking Hall of Fame Edition is included within the April 4th of Milling & Baking News celebrating the extraordinary group of people inducted into the Baking Hall of Fame.

Ad Close: March 14  
Publishes: April 4 issue of Milling & Baking News

**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 18  
Publishes: July

**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 1  
Publishes: October

**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 2-day event and something participants refer to time and again throughout the year.

Ad Close: May 11  
Publishes: June