A DYNAMIC INDUSTRY DESERVES A DYNAMIC NEWS SOURCE

Long recognized as the baking industry’s most trusted source of news and information, Baking & Snack offers relevant and timely coverage. From the most innovative ingredient and equipment technologies, breaking news and facility investments to the latest industry trends, wholesale baking and snack professionals lean on our content for insights into practical solutions and approaches to the challenges they face. Baking & Snack’s industry-best team of editors and contributors take pride in connecting the industry with its all-encompassing unbiased coverage while delivering your message to a highly engaged audience.

Subscriber segments

- 44.6% Bread / Cake
- 17.3% Snacks
- 12.9% Cookie / Cracker
- 9.3% Mix Manufacturer
- 6.3% Candy / Confection
- 2.8% Pizza
- 2.7% Cereal
- 2.6% Tortilla
- 1.5% Pasta

Source: BPA Report - June 2023, Total Qualified 11,800
CLOSE TO 14,000,000 WAYS TO CONNECT WITH CUSTOMERS IN 2024¹

Each month, Baking & Snack provides on average over 1.1 million opportunities to connect with a highly engaged group of baking industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.

2.3
Readers per print copy²

9,066
Total average print circulation per issue³

20,828
Average digital circulation per issue⁴

996,293
Average monthly newsletter distribution⁵

120,084
Average monthly bakingbusiness.com sessions⁶

1,158,665
Average monthly opportunities to connect with customers⁷

Circulation by business class

Top Management / Administration: 53.2%

Plant Operations / Engineering: 22.9%

Technical / R&D / Quality Control: 15.2%

Purchasing / Marketing / Sales: 8.7%

Source: BPA Report - June 2023, Total Qualified 11,800

Source:
1. Publisher’s own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
2. Baxter Research Center, March 2003
3. BPA Report - June 2023. Print = 9,066 per issue (11 times per year)
4. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 5,084 Total Qualified Circulation (BPA Report, June 2023) + 15,744 Non-qualified (Publisher’s own data, June 2023)
5. Publisher’s own data, June 2023 - Aggregate monthly distribution (distribution x frequency) for Morning Brief, bakingbusiness.com Daily, bakingbusiness.com Weekly, Baking & Snack Update, Operations Update, Product Development Update, Global Perspectives, Innovations Update, Food Safety Monitor and Baking & Snack Pro Tips newsletters. No attempt has been made to identify or eliminate duplication that may exist across media channels
6. BPA Report - June 2023
7. Publishers own data, June 2023 – may include duplication of viewers across/within channels (Total Average Monthly Print Circulation x Readers per Print Copy + Average Monthly Newsletter Circulation + Average Monthly bakingbusiness.com Sessions). Figure includes pass-along readership for print circulation

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# 2024 Editorial Calendar

Calendar and Show Distribution subject to change
*Baxter Research Study issue

## Topics

<table>
<thead>
<tr>
<th>Jan/Feb</th>
<th>Feb</th>
<th>Mar*</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPECIAL REPORTS</td>
<td>Capital Spending Report</td>
<td>New Product Development</td>
<td>Sustainability</td>
<td>Workforce</td>
<td></td>
</tr>
<tr>
<td>MARKET TRENDS</td>
<td>Artisan Bread</td>
<td>Tortillas &amp; Flatbreads</td>
<td>Snacks</td>
<td>Buns &amp; Rolls</td>
<td>Bars</td>
</tr>
<tr>
<td>FORMULATING</td>
<td>Fiber</td>
<td>Extended Shelf Life</td>
<td>Enzymes</td>
<td>Keto-Friendly Formulating</td>
<td>Protein</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>Sodium Reduction</td>
<td>Egg Replacement</td>
<td>Chemical Leavening</td>
<td>Sugar Reduction</td>
<td>Fats &amp; Oils</td>
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<tr>
<td>PROCESSING</td>
<td>Sweet Goods</td>
<td>Cookie &amp; Cracker</td>
<td>Flatbread &amp; Tortilla</td>
<td>Bun &amp; Roll</td>
<td>Pretzel</td>
</tr>
<tr>
<td>EQUIPMENT</td>
<td>Extrusion</td>
<td>Ingredient Handling</td>
<td>Conveyors</td>
<td>Frying</td>
<td>Mixing</td>
</tr>
<tr>
<td>PACKAGING &amp; OPERATIONS</td>
<td>Maintenance</td>
<td>Smart Manufacturing</td>
<td>Snack Packaging</td>
<td>Sliced Bread Packaging</td>
<td>Robotics</td>
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<tr>
<td>SHOW PREVIEWS</td>
<td>ABA Preview</td>
<td>TIA Preview</td>
<td>IFT FIRST Preview</td>
<td>BEMA Convention Preview</td>
<td></td>
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<tr>
<td>SHOW DISTRIBUTION</td>
<td>ASB BakingTECH</td>
<td>ABA, SNX</td>
<td>TIA</td>
<td>Sosland Publishing Purchasing Seminar</td>
<td>BEMA, IFT FIRST</td>
</tr>
<tr>
<td>CLOSE DATES</td>
<td>DEC 28, 2023</td>
<td>FEB 14</td>
<td>FEB 29</td>
<td>MAR 29</td>
<td>APR 26</td>
</tr>
</tbody>
</table>
### 2024 Editorial Calendar - cont.

Calendar and Show Distribution subject to change

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>Jul</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<tr>
<td><strong>SPECIAL REPORTS</strong></td>
<td>Nutrition Labeling</td>
<td>State of the Baking Industry Report</td>
<td>iba 2025 Preview</td>
<td>IBIE 2025 Preview</td>
<td>Operations Executive of the Year</td>
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<tr>
<td><strong>MARKET TRENDS</strong></td>
<td>Donuts</td>
<td>Pizza</td>
<td>Pan Bread</td>
<td>Cookies &amp; Crackers</td>
<td>Sweet Goods</td>
<td>Pies</td>
</tr>
<tr>
<td><strong>FORMULATING</strong></td>
<td>Fortification &amp; Enrichment</td>
<td>Allergen-Free Formulating</td>
<td>Texture</td>
<td>Fats &amp; Oils</td>
<td>Dairy &amp; Eggs</td>
<td>Cannabis/CBD/Hemp</td>
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<tr>
<td><strong>R&amp;D</strong></td>
<td>Inclusions</td>
<td>Dough Conditioners</td>
<td>Sweeteners</td>
<td>Alternative Grains</td>
<td>Plant-based Protein</td>
<td>Chocolate</td>
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<tr>
<td><strong>PROCESSING</strong></td>
<td>Pan Bread</td>
<td>Pies</td>
<td>Artisan Bread</td>
<td>Bars &amp; Confectionery</td>
<td>Pizza</td>
<td>Donuts</td>
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<td><strong>EQUIPMENT</strong></td>
<td>Sheeting &amp; Laminating</td>
<td>Ovens</td>
<td>Depositing/Icing/Glazing</td>
<td>Pan Coating &amp; Handling</td>
<td>Cooling &amp; Freezing</td>
<td>Mixing</td>
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<tr>
<td><strong>PKG &amp; OPERATIONS</strong></td>
<td>Food Safety &amp; Sanitation</td>
<td>Quality Assurance/Metal Detection/Vision Systems</td>
<td>Remote Technology</td>
<td>Packaging Innovation</td>
<td>Cookie Packaging</td>
<td>Design &amp; Build</td>
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<tr>
<td><strong>SHOW PREVIEWS</strong></td>
<td>PACK EXPO Int'l Preview; Nexus Preview</td>
<td>Cereals &amp; Grains 2024 Preview</td>
<td>Nexus, Cereals &amp; Grains 2024</td>
<td>PACK EXPO Int'l</td>
<td>ASB BakingTech 2025 Preview; SNX Preview</td>
<td></td>
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<tr>
<td><strong>SHOW DISTRIBUTION</strong></td>
<td></td>
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</tr>
</tbody>
</table>

**CLOSE DATES**

- May 27
- Jun 26
- Jul 30
- Sep 9
- Oct 2
- Oct 29

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*SCAN THE QR CODE TO GET THE SPECS*

For rates and more information, contact a sales representative at bakingsnacksales@sosland.com
**PRINT MARKETING OPPORTUNITIES**

**Print ad rates**

<table>
<thead>
<tr>
<th>AD TYPES</th>
<th>1X</th>
<th>3X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWO-PAGE SPREAD</td>
<td>$9,800</td>
<td>$8,550</td>
<td>$7,350</td>
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<tr>
<td>FULL PAGE</td>
<td>$6,525</td>
<td>$5,700</td>
<td>$4,900</td>
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<tr>
<td>1/2 PAGE (HORIZONTAL, VERTICAL)</td>
<td>$4,120</td>
<td>$3,595</td>
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<tr>
<td>1/3 PAGE (HORIZONTAL, VERTICAL)</td>
<td>$3,100</td>
<td>$2,705</td>
<td>$2,335</td>
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<tr>
<td>CLASSIFIED</td>
<td>$175</td>
<td>$150</td>
<td>$125</td>
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</table>

*Above is a list of standard ad sizes. For additional sizes, please speak to your representative. Increased frequency rates may be earned in combination with other Sosland Publishing publications.

**CLASSIFIED ADS:**
For classified section ad specs, contact our sales team at classifiedsales@sosland.com.

**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 Baking & Snack's digital edition, driving engaged readers to your doorstep.
PRINT MARKETING OPPORTUNITIES - cont.

Directory & Buyers Guide

The Directory and 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.

WHAT’S INSIDE:
- Directory of North American-based producers, including details on plant locations, headquarters, and operational and executive teams
- Buyers guide featuring more than 400 categories and 1,000+ manufacturers for all things wholesale baking and snack

BENEFITS OF ADVERTISING:
- Your brand will appear in the digital edition and sortable online directory and buyers guide
- Brand exposure with the combined circulation of Baking & Snack and Milling & Baking News
- Used time and again by industry executives throughout the year

Close date: January 2
Publishes: February

SCAN THE QR CODE TO GET THE SPECS
For rates and more information, contact a sales representative at bakingsnacksales@sosland.com

PRINT + DIGITAL SOLUTIONS

MEET YOUR BUYERS AT EVERY TURN.
Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email us at bakingsnacksales@sosland.com, or call us at (816) 756-1000 or (800) 338-6201.
DIGITAL MARKETING OPPORTUNITIES

CUSTOM WEBINARS
Baking & Snack’s hosted webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging Baking & Snack’s reach to its exclusive subscriber database drives quality viewership and ensures that your messaging is heard by difference-makers across the baking 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 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 baking 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 Baking & Snack newsletter to engaged readers.

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

Case study videos
Bring your solutions to life with engaging customer-centric video content. Your brand will share a customer success story via a video interview with a Baking & Snack editor. From the challenge to development strategy and implementation, the customer (and your brand, if appropriate) will walk viewers through the process their teams endured to achieve success. This benefit-driven narrative is designed to elevate your marketing message, raise brand awareness and ultimately generate leads.

SCAN THE QR CODE TO GET THE SPECS
For rates and more information, contact a sales representative at bakingsnacksales@sosland.com
DIGITAL MARKETING OPPORTUNITIES - cont.

Newsletters

**WEEKLY UPDATE**
Delivered every Thursday, *Weekly Update* covers timely news, technology, features and events of the grain-based foods industry. This comprehensive newsletter is designed to inform and educate the *Baking & Snack* audience between our monthly print issues.

**OPERATIONS UPDATE**
This premier weekly newsletter is delivered on Tuesdays directly to executives in operations, engineering and plant-level management in baking and grain-based foods manufacturing. *Operations Update* provides relevant news and information on engineering, production, packaging, maintenance and sanitation topics.

**PRODUCT DEVELOPMENT BRIEF**
Stay ahead of the curve with our *Product Development Brief*. Delivered on Wednesdays, readers rely on this newsletter for the latest in consumer trends and new product development in the grain-based foods industry.

**INNOVATIONS UPDATE**
Innovations in grain-based foods are always of high interest to our readers. Delivered every third Monday, *Innovations Update* focuses specifically on the latest advancements in the industry. Updates include products/packaging, equipment, ingredients, new patents, innovation centers and more.

**PRO TIPS**
Delivered on the last Thursday of the month, the *Baking & Snack ProTips* newsletter brings readers a compilation of insights, tips and hard-won wisdom from some of the most established professionals in the baking industry.

**GLOBAL PERSPECTIVES**
*Global Perspectives* is delivered each Monday and offers the latest headlines and insights about the international baking industry.

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**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 chart below to see which ad positions you can claim in our newsletters.

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**Newsletter ad rates**

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>EACH AD POSITION BLOCKBUSTER, MEDIUM RECTANGLE 1, 2, &amp; 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKLY UPDATE THURSDAYS</td>
<td>$3,100</td>
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<tr>
<td>OPERATIONS UPDATE TUESDAYS</td>
<td>$3,100</td>
</tr>
<tr>
<td>PRODUCT DEVELOPMENT BRIEF WEDNESDAYS</td>
<td>$2,950</td>
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<tr>
<td>INNOVATIONS UPDATE EVERY 3RD MONDAY</td>
<td>$1,050</td>
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</table>

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>SOLE SPONSORSHIP BLOCKBUSTER, SPONSORED MESSAGE, MEDIUM RECTANGLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRO TIPS LAST THURSDAY OF THE MONTH</td>
<td>$4,100</td>
</tr>
<tr>
<td>GLOBAL PERSPECTIVES MONDAYS</td>
<td>$3,675</td>
</tr>
</tbody>
</table>
Website advertising

Baking & Snack’s 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 average monthly sessions on bakingbusiness.com.¹

¹. Source: BPA Report – June 2023

Website ad rates

<table>
<thead>
<tr>
<th>AD TYPES</th>
<th>RATES (PER MONTH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
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</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>$3,525 PER WEEK</td>
</tr>
</tbody>
</table>

Video spotlight

$4,725

Let bakingbusiness.com host your company video. Your video will be featured on the home page for one month, promoted in Baking & Snack newsletters for one month and housed on the video page for one year. In addition, your video will be sent via email to a list of 5,000.
DIGITAL MARKETING OPPORTUNITIES - cont.

Digital edition
As the exclusive sponsor of Baking & Snack’s 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 also appear in Baking & Snack’s digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 20,600 recipients each month.¹

DIGITAL EDITION SPONSORSHIP - $4,000 PER MONTH
• Wide skyscraper ad on the digital edition
• Blockbuster ad on the digital alert email

SPONSORSHIP + VIDEO OR INTRO AD - $4,200 PER MONTH
• Wide skyscraper ad and blockbuster ad
• Video or intro ad on the digital edition intro page

Podcast: Since Sliced Bread
$12,500 PER SEASON

Align your brand with the industry’s top thought leaders. Baking & Snack’s Since Sliced Bread podcast engages industry leaders in candid conversations about pressing issues impacting the baking industry. This quarterly podcast explores a fresh topic each season and gives your brand an exclusive opportunity to showcase its industry expertise while boosting brand awareness.

Your sponsorship will include three audio ads within each podcast episode, a roadblock ad on the podcast page (leaderboard ad and three medium rectangle ads), a sponsorship mention in the podcast alert (blockbuster ad) and in social media posts.

Q1, Season 17: Wisdom from the Hall of Fame: Hear conversations with living inductees into the Baking Hall of Fame as they share their wealth of knowledge and experience.
Q2, Season 18: Sensational Snacks: Take a deep dive into how the snack category is evolving and what is driving innovation.
Q3, Season 19: Automation Ups and Downs: Bakery and snack manufacturers are incorporating more automation into production, but how do you ensure a smooth transition and get the most out of the investment?
Q4, Season 20: Pervasive Pizza: Pizza remains one of America’s favorite foods, and its popularity continues to grow with regional diversity and new formats.

For rates and more information, contact a sales representative at bakingsnacksales@sosland.com

¹. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 5,084 Total Qualified Circulation (BPA Report, June 2023) + 15,744 Non-qualified (Publisher’s own data, June 2023)