



Baking & Snack

2015 MEDIA GUIDE

Baking & Snack

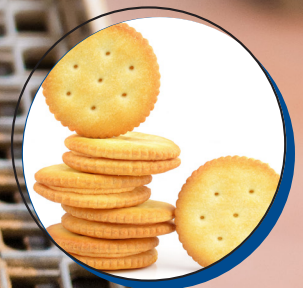
is the knowledge authority
for development, production,
packaging and distribution
of grain-based foods.

bakingBUSINESS.com

eSource

**DIRECTORY &
BUYERS GUIDE**

**SNACK
WORLD**



EDITORIAL CALENDAR

JAN-JUN 2015

Topics		Topics continued		Show Previews	Show Distribution
ANNUAL EDITION					Close Date: 1/15
2015 Directory and Buyers Guide					
FEBRUARY					
Close Date: 1/15					
Special Reports	Capital Spending Perspective	Processing	Ovens	ABA B&CMA	BEMA Winter Summit ASB
Trends	Breakfast Foods	Equipment	Waffles/Wafers		
Formulating	Variety Flours	Operations	Recipe Management		
R & D	Sodium Reduction				
MARCH					
Close Date: 2/16					
Special Reports	Economic Census Review	Processing	Dividing	TIA AACCI	ABA Annual Meeting SNAXPO
Trends	Niche Marketing	Equipment	Pan Systems		
Formulating	Enzymes	Packaging	Metal Detection/ Inline Safety		
R & D	Sugar-Sparing	Distribution	Warehouse-Distribution		
APRIL					
Close Date: 3/16					
Special Reports	iba Preview	Processing	Mixing	IFT	B&CMA Technical Conference
Trends	Functional Foods	Equipment	Frying		
Formulating	Fats and Oils	Packaging	Robotics		
R & D	Antioxidants				
MAY					
Close Date: 4/15					
Special Reports	Sustainable Design	Processing	Depositing		TIA Purchasing Seminar
Trends	Front of Package	Equipment	Gluten-Free Makeup		
Formulating	Protein	Packaging	Wrappers		
R & D	Flavors				
JUNE					
Close Date: 5/15					
Special Reports	1. Clean Label 2. iba: Plant Profile	Processing	Ingredient Handling		IFT
Trends	Alternative Snacks	Equipment	Conveying/Belting		
Formulating	Gluten-Free	Packaging	Secondary Packaging		
R & D	Fruits, Nuts				

TOP MAGAZINE...BY EVERY MEASURE

Leading Publication

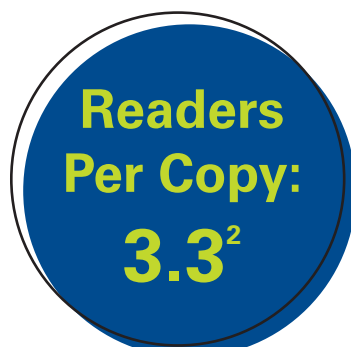
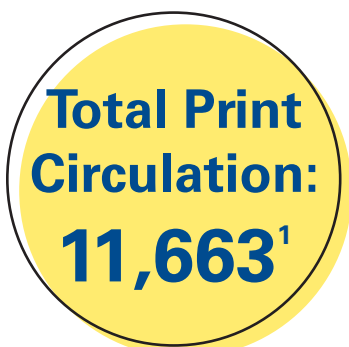
Baking & Snack is the established premier information source for the more than \$100 billion grain-based foods industry.* With a focus on processing and in-plant operations, *Baking & Snack* is written for managers and decision makers responsible for the development, production, packaging and distribution of grain-based foods. It covers ingredient technologies, processing technologies, industry news and marketing trends. Whether you are interested in marketing your products to the North American or international markets, or whether you have a preference for print or electronic media, *Baking & Snack* is the best media source in the industry to deliver your message.

*2012 US Census

EDITORIAL CALENDAR

Topics	Topics continued	Show Previews	Show Distribution
JULY Close Date: 6/15			
Special Reports	1. Co-Packing Considerations 2. iba: Plant Profile	Processing	Ovens AACC Pack Expo
Trends	School Nutrition	Equipment	Sheeting/Laminating
Formulating	Inclusions, Toppings	Packaging	Bulk Packaging
R & D	Sustainable Sourcing		
AUGUST Close Date: 7/15			
Special Reports	1. Food Safety and Sanitation 2. iba: Plant Profile	Processing	Artisan Technology iba, Munich
Trends	In-Store Bakery/ Foodservice Providers	Equipment	Spraying/Coating
Formulating	Fiber	Packaging	Closures
R & D	Chocolate, Cocoa		
SEPTEMBER Close Date: 8/14			
Special Reports	Construction Report: Site Selection Considerations	Processing	Mixing Pack Expo AACC B&CMA Annual Meeting
Trends	Cookies and Crackers	Equipment	Refrigeration/Freezing
Formulating	Gums, Hydrocolloids	Packaging	Vertical F/F/S
R & D	Probiotics	Distribution	Fleets
OCTOBER Close Date: 9/15			
Special Reports	Financing and Leasing	Processing	Ingredient Handling
Trends	Pizza Trends	Equipment	Seeding/Topping
Formulating	Sweeteners	Packaging	Baggers
R & D	Chemical Leavening		
NOVEMBER Close Date: 10/15			
Special Reports	iba Review	Processing	Bar Technology
Trends	Portion Control	Equipment	Flatbread Technology
Formulating	Bakery Shortenings	Operations	Trays, Racks
R & D	Flavors		
DECEMBER Close Date: 11/16			
Special Reports	Operations Executive of the Year	Processing	Slicing ASB 2016
Trends	Ethnic Foods	Equipment	Dessert Decorating
Formulating	Dairy, Ingredients	Packaging	Stackers
R & D	Whole Grains		

JUL-DEC 2015



¹ BPA, June 2014 | ² Baxter Research, March 2014 | ³ Adobe Analytics, July 2014 | ⁴ Publisher's own data

PRINT ADVERTISING RATES

Regular Issue Rates*

Color (per page): 4-Color \$1,950

Size	1X	6X	13X	26X	52X
Page	\$5,780	\$5,050	\$4,330	\$3,600	\$2,880
1/2(h)	\$3,460	\$3,040	\$2,600	\$2,160	\$1,720
1/2(v)	\$3,460	\$3,040	\$2,600	\$2,160	\$1,720
1/3(h)	\$2,600	\$2,290	\$1,950	\$1,640	\$1,290
1/3(v)	\$2,600	\$2,290	\$1,950	\$1,640	\$1,290

*rates per insertion

Classified Rates

Frequency	Rate
1-3	\$138
4-6	\$128
7-9	\$106
10+	\$96

Classified Ads Contact:
Lily O'Kane
 Phone: (816) 968-2815
lokane@sosland.com

DIGITAL EDITION

Double Your Ad Exposure

In addition to the printed version, all monthly and special issues are available online. 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 before the print magazine is delivered to subscribers and is available in more than 50 languages.

Sponsorship

(160x600 and 300x250 pixels) **\$3,700/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, a medium rectangle ad will also appear in the digital edition alert email sent to the entire www.bakingbusiness.com distribution list.



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.

Ad Enhancement Options	Rate
Embedded Video	\$520/video
Audio Clip	\$260/insertion
Bellybands over the cover	\$770
Bellybands over an article/ad inside	\$410
Blow-in Card	\$520
Gatefolds	\$1,550
Tab Attached to an Ad	\$210
Flash Ad (creative/development extra)	\$520



A 59% increase in page views of the digital edition for February - May 2014 compared with February - May 2013.

Size	One Time ¹	Sosland Advertiser ²	Program Advertiser ³	Regular Advertiser ⁴
Page	\$7,680	\$7,460	\$6,270	\$5,390
1/2(h)	\$4,600	\$4,180	\$3,660	\$3,320
1/2(v)	\$4,600	\$4,180	\$3,660	\$3,320
1/3(h)	\$3,450	\$3,120	\$2,730	\$2,480
1/3(v)	\$3,450	\$3,120	\$2,730	\$2,480

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

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.

iOS APP

Value-Added Exposure

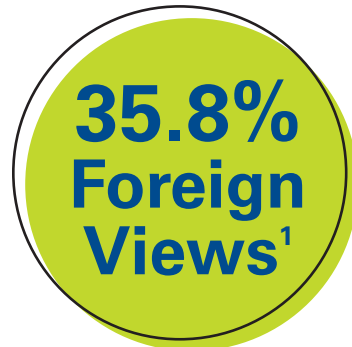
The digital edition is also available in the *Baking & Snack* iOS App. The app features an archive of all *Baking & Snack* back issues, plus an RSS feed that pulls the latest article headlines from *BakingBusiness.com*. Search for *Baking & Snack* in the app's catalog to download directly onto your iPhone,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



Available on the App Store



A 12% increase in digital edition visits for February - May 2014 compared with February - May 2013.



35.8% of the unique visitors to the digital edition of *Baking & Snack* come from outside the United States in May 2014.

¹ Adobe Analytics

TARGETED E-NEWSLETTERS

Operations Update

The premier weekly e-newsletter is 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.

B&S International

Emailed weekly to subscribers worldwide, *Baking & Snack International* offers 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.

BakingBusiness.com

is the online authority for development, production, packaging and distribution of grain-based foods.

Pricing

All newsletter ad pricing is based on a calendar month.

Location	Operations Update	Formulations Update	Baking & Snack International
Leaderboard (728x90 & 300x50)	\$2,000/month	\$2,000/month	\$2,000/month
Med. Rectangle 1 (300x250)	\$2,000/month	\$2,000/month	\$2,000/month
Med. Rectangle 2 (300x250)	\$2,000/month	\$2,000/month	\$2,000/month
Med. Rectangle 3 (300x250)	\$2,000/month	\$2,000/month	\$2,000/month

SOSLAND REPRESENTATIVES

Print and Web

For advertising opportunities in *Baking&Snack* or any of the affiliated publications listed on the back, contact your Sosland representative at **816-756-1000, 800-338-6201** or visit www.bakingbusiness.com/Magazine/Media-Kit

Representative	Email
Paul Lattan	plattan@sosland.com
Steve Berne	sberne@sosland.com
Mike Gude	mgude@sosland.com
Dave DePaul	ddepaul@sosland.com
Bruce Webster	bwebster@sosland.com
Lily O'Kane	lokane@sosland.com

Baking&Snack

4800 Main Street, Suite 100
Kansas City, MO 64112
Phone: (800) 338-6201 or (816) 756-1000
Fax: (816) 968-2878

ONLINE PRODUCTS

BakingBusiness.com

Find *Baking & Snack* online at www.bakingbusiness.com. This unique online resource is developed in partnership with our sister publication *Milling & Baking News* magazine. To learn about advertising opportunities online with *Milling & Baking News* and *Baking & Snack*, visit: Advertising.BakingBusiness.com.

Online Marketing/Advertising Opportunities

- Research Assistant
- Run-of-site ad positions on website
- Ad positions on article pages
- Digital edition sponsorships
- Podcasts
- Webinars
- Email marketing
- Video e-mercials
- Targeted newsletters

118% increase
in new visitors to
bakingbusiness.com
in May 2014.

118%
Growth¹
in New
Visitors

¹ Adobe Analytics - May 2013 vs. May 2014



**Learn more
about our Online
Marketing Opportunities.**



Visit:

Advertising.BakingBusiness.com

MEDIA SPECS

Print Specs

Binding: Saddle Stitch
Paper: Cover - 80-lb enamel; body - 45-lb enamel
Inserts: Contact publisher for specifications

Colors Available: Standard 4-color process. Metallic and PMS colors printed at additional cost. At publisher's discretion, PMS colors may be manufactured from process.

4-Color Density Specifications: Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

Material Required: Ads should be submitted in a digital format. PDF/X-1a, Native InDesign, Illustrator and PhotoShop documents are accepted for both PC and MAC. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap image and QR codes resolution must be 1200 dpi.

Preferred Media: Email or FTP. Files submitted via FTP require a PDF for proofing. MAC files must be compressed using Stuffit Software. PDF/X-1a files can be e-mailed to preflight@sosland.com. For additional information, contact the PreFlight Department.

Composition by Publisher: Publisher will compose advertisements and make corrections or alterations at advertiser's request. The advertiser will be billed a minimal production charge (publisher's cost + 15%). Hard proofs will be provided upon request to the advertiser if production deadlines are met.

Send advertising materials to: preflight@sosland.com

For additional questions:
Baking&Snack
Attn: Nora Wages
4800 Main Street, Suite 100
Kansas City, MO 64112-2513
phone: 816-756-1000
fax: 816-756-0494

For advertising opportunities in *Baking & Snack* or any of the affiliated publications listed below, contact your Sosland representative at 816-756-1000, 800-338-6201 or for full print and web specs and sizes, visit our website at www.bakingbusiness.com/Magazine/Media-Kit

AFFILIATED MEDIA

Print and Web

To learn more about any of these affiliated media options, refer to their respective media guides or contact your Sosland representative today.

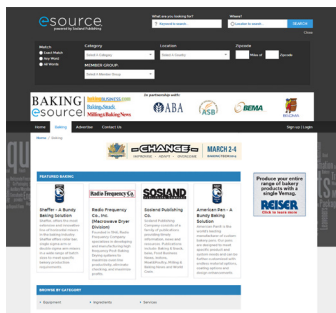
BakingBusiness.com

Bakingbusiness.com is the cooperative effort between *Milling & Baking News* and *Baking & Snack* to bring news articles and market information to online readers.



eSource

The only industry-wide online search engine and buyers guide for everything baking. The site was conceived, developed and managed with a collaborative effort of Sosland Publishing, ABA, ASB, BEMA and B&CMA.



Snack World

As the official journal of the Snack Food Association (SFA), *Snack World* is a stand-alone, quarterly magazine distributed to a captive audience of all SFA business and associate members both domestically and internationally. There are many outstanding advertising and sponsorship opportunities to promote your company.



Directory & Buyers Guide

The only complete source of information on grain-based foods producers and industry suppliers offers the convenience of both a directory and buyers guide. The publication is organized and designed to be easy to navigate and is separated into both a directory section and a buyers guide.

