

SNAC WORLD

As the official journal of the SNAC International, *SNAC World* is produced in cooperation with Sosland Publishing, publishers of industry-leading *Baking & Snack* magazine. In 2018, *SNAC World* reinvents itself from a quarterly publication to two targeted special issues: The official **SNAXPO Show Issue** and the **State of the Industry** guide.

The official **SNAXPO Show Issue** arrives in time for SNAXPO, the largest tradeshow dedicated specifically to the snack food industry. With in-depth coverage on the most important challenges facing snack food producers, as well as comprehensive show logistics, this issue offers readers everything they need to prepare for SNAXPO.

The **State of the Industry Guide** is now a stand-alone publication offering comprehensive insight into the latest market trends and sales figures for the top snack food categories, to be released in time for SNAC International's annual Executive Leadership Forum.

SNAC World is distributed to all SNAC International business and associate members, both domestic and international. Advertisements can be purchased individually or at a discounted, two-time package. Whether you are an established supplier to the snack food category or wish to grow your business, *SNAC World* should be the base of your marketing and sales plans.

2018 CALENDAR & RATES

FEBRUARY

SNAXPO Show Issue

Ad Close: January 29

Ad Sizes	Individual Issues
Full Page	\$2,750
Half Page	\$1,850
Innovation Showcase	\$2,750

AUGUST

Official State of the Industry Guide

Ad Close: July 9

Ad Sizes	Individual Issues
Full Page	\$2,750
Half Page	\$1,850
Cover Sponsorship	\$6,875

Please contact **Paul Lattan, Steve Berne** or your **Sosland sales representative** to receive more detailed information about these media opportunities. Phone: (816) 756-1000

Visit sosland.com/bakingandsnackadvertising for more information.