



Panadería, a quarterly magazine in both print and digital formats, is an essential marketing resource delivering valuable insight into America's rapidly increasing Hispanic market. The connection with Hispanic bakery segments allows Panadería to focus on the people, techniques and products at Hispanic bakeries across North America. Don't miss this opportunity to reach this dynamic, growing and powerful segment of the industry.

9,000 TOTAL CIRCULATION

CONSUMPTION

The purchasing power of Hispanics continues to increase. Growing by an astounding 50% from 2010-2015, Hispanics are spending more on groceries and shopping perishables than any other consumer group in the U.S.

Nielsen, 2016

POPULATION

According to the most recent national projections published by the U.S. Census Bureau, Hispanics account for almost 18% of the total U.S. population and they're expected to continue showing growth, reaching 24% of the population by 2040.

Nielsen, 2016

PURCHASING POWER

In 2015 there were over 57 million Hispanics in the United States with over \$1.3 trillion in purchasing power. By 2020, those numbers are projected to rise to \$1.7 trillion.

Nielsen, 2016

PANADERÍA IS YOUR DIRECT RESOURCE TO HELP ESTABLISH A SUCCESSFUL CONNECTION WITH HISPANIC BAKERS.

2018 EDITORIAL CALENDAR

MARCH: THE INSPIRATION ISSUE

Stories of inspiration from innovative panaderías that are proving that hard work and determination can do wonders.	<ul style="list-style-type: none"> • Inspirational Success Stories • Sweet Snacks • Celebration Cakes • Purchasing Habits • East • Spring Holidays • Cuernitos • Hispanic Breads & Sweets
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Ad/Materials Deadline: February 1

JUNE: THE SNACKING ISSUE

Find out new and different ideas for Hispanic snack foods that appeal to a wide range of customers across the country.	<ul style="list-style-type: none"> • Bringing in New Customers • Foods to Go • Wedding Cakes • Hispanic Millennials • West • Summer Festivals • Empanadas • Hispanic Breads & Sweets
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Ad/Materials Deadline: May 1

SEPTEMBER: THE COMMUNITY ISSUE

Read how family-owned panaderías are connecting to local communities to strengthen ties to their neighborhoods.	<ul style="list-style-type: none"> • Connecting to Communities • Cookies • Tres Leches Cakes • New Product Development • South • Day of the Dead • Polvorones • Hispanic Breads & Sweets
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Ad/Materials Deadline: August 1

DECEMBER: THE MARKETING ISSUE

Creative ways panaderías market their products to kids and create lasting impressions (and sales) with families.	<ul style="list-style-type: none"> • Appealing to Kids • Grain Breads and Snacks • Special Occasion Cakes • Dietary Trends • North • Dia de los Reyes • Rosca de Reyes • Hispanic Breads & Sweets
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Ad/Materials Deadline: November 1



PRINT RATES

Spread	\$4,950
Page	\$3,375
1/2 page	\$1,850
1/3 page	\$1,325
Advertising Translation Services	\$55

MECHANICAL SPECS

Magazine Trim Size: 8.75 x 10.75

	Standard (Non Bleed)	Trim Size	with Bleed
Spread	16 x 9.25	17.5 x 10.75	17.75 x 11
Full page	7.25 x 9.25	8.75 x 10.75	9 x 11
1/2 horizontal	6.75 x 4.25	8.75 x 5.25	9 x 5.5
1/2 vertical	3.25 x 8.75	4.25 x 10.75	4.5 x 11
1/2 island	4.625 x 7.5	5.25 x 8	5.5 x 8.25
1/3 horizontal	7.25 x 2.75	9 x 3.875	8.75 x 3.625
1/3 vertical	2 x 9.25	3 x 11	2.75 x 10.75
Product Showcase	3.5 x 2.75		

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