bake’s audience includes owners, operators, decorators, pastry chefs and other purchasing influencers for the retail bakery, intermediate wholesale bakery, specialty bakery and bakery cafe/foodservice markets. The audience also includes bakery and foodservice distributors and brokers serving these markets.

**PRINT**

- **total print & digital circulation**: 40,720

**WEBSITE**

- **Site Page Views per month**: 43,270
- **Organic Search Result Growth**: 96.7%
- **Monthly Unique Visitors**: 16,814
- **41% of visitors return 3 times or more per month**

*Adobe Analytics, June 2017 - May 2018
**Adobe Analytics, June 2018

Source: Publisher’s Own Data

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online bake media kit at sosland.com/bakemagadvertising.
2019 EDITORIAL CALENDAR

January - technology

The technology issue will examine how to leverage technology to improve your bottom line. Other relevant topics featured in this issue include:

- Tech Tools to Add Efficiency
- POS Systems
- Create Your Own Videos
- Fermentation Techniques
- Deck Ovens
- Sustainability
- King Cakes
- Paczki/Filled Donuts
- Sprouted Grain Breads
- Empanadas
- Hot Sandwiches
- Cakenomics: Graduation/Spring Cakes

February - wholesale

The wholesale issue is an anticipated look at effective strategies to expand your business and distribution through wholesaling. Also featured in this issue:

- Opportunities to Expand Business
- Revenue Projections
- Using Data to Your Advantage
- Time-saving Cake Decorating Tips
- Sheeters
- Dairy-free Chocolates
- Cupcakes
- Spring Cookies
- Babka
- Kouign Amann
- Pizza

March - equipment innovations

The equipment innovations issue showcases current equipment trends with a focus on technical tips and professional advice. Other topics featured in this issue include:

- Investing in the Right Equipment
- Tax & Investment Tips
- Customer Loyalty Programs
- Shaping & Scoring
- Mixers
- Chocolate Glazes
- Wedding Cakes
- Muffins
- Whole Wheat Breads
- Sfogliatelle
- Specialty Coffee
- Panaderia - Midwest Regional Spotlight

April - convenience

The convenience issue will offer guidance and new product and merchandising ideas tailored to the needs of the fast-growing convenience market. Other topics featured include:

- Keeping Pace with a Mobile Society
- Hiring Ideas from the Experts
- Hosting an Event or Class
- Sculpting Cakes
- Dividers/Rounders
- Artisanal Gelato
- Graduation Cakes
- Dessert Donuts
- Sourdough Breads
- Baklava
- Wraps
- Cakenomics: Birthdays/Summer Cakes

May - consumer trends

The consumer trends issue will examine key trends and product development ideas that satisfy customer needs. Other relevant topics featured in this issue include:

- Leveraging Health and Diet Trends
- Managing Social Media
- Supporting Important Causes
- Working with Yeasts
- Slicers
- Premium Dark Chocolates
- Birthday Cakes
- Scones
- Baguettes
- Bostock
- Summer Beverages

June - promotions

The promotions issue will spotlight creative marketing and promotional opportunities geared to the consumer marketplace, including online social media campaigns, with a special focus on National Bakery Day. Other topics include:

- Marketing Ideas for National Bakery Day
- New Product Development
- Online Contests
- Rolled Fondant Innovations
- Freezers
- semifreddo Desserts
- Ice Cream Cakes
- Summer Cookies
- Sandwich Breads
- Kolache
- Parfaits
- Panaderia - South Regional Spotlight

Ad Close: First Friday of preceding month

Materials Due: 10th of preceding month

visit the online bake media kit at sosland.com/bakemagadvertising
2019 EDITORIAL CALENDAR

July - IBIE planning

The IBIE planning issue will showcase consumer trends, new products and equipment innovations, and offers a planning guide for the biggest bakery event of the year. Other topics include:

- How to Get the Most from IBIE
- Motivating Your Staff
- Email Marketing
- Fruit Fillings
- Depositors
- Chocolate Vessels
- Cheesecakes
- Snack Bars
- Focaccia
- Eclairs
- Ice Cream
- Cakenomics: Halloween/Fall Cakes

August - redbook

Special Issue: Comprehensive Guide to Wholesalers, Distributors & Benchmark Research

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.

September - holiday planning

The holiday planning issue is an anticipated look at seasonal merchandising tips and products for the holidays. Also featured in this issue:

- Planning Tips for the Holiday Season
- Responding to Customer Reviews
- Becoming a Local Sponsor
- Making Laminated Doughs
- Sprayers
- Confectionery
- Halloween Cakes
- Cake Donuts
- Pretzels
- Canalé
- Breakfast Sandwiches
- Panadería - Northeast Regional Spotlight

October - branding

The branding issue examines successful strategies to build your brand and increase your exposure. Other topics featured in this issue include:

- How to Distinguish Your Brand
- Sharing Your Bakery’s Story
- Sampling Your Products
- Packaging and Shipping
- Rack Ovens
- Chocolate Decorations
- Holiday Cakes
- Brownies
- Bagels
- Holiday Pies
- Soups
- Cakenomics: Christmas/Winter Cakes

November - innovation

Special Issue: twentyfive features 25 of the most influential artisan bakers and pastry chefs, showcasing their personal stories.

- twentyfive: The Innovators

December - store design

The store design issue examines how to create a more inviting and customer-friendly interior and exterior of your store. Other topics include:

- New Design Ideas for a New Year
- How to Open a New Store
- Charitable Efforts
- Donut Fry Shortenings
- Merchandisers
- Chocolate Compounds/Coatings
- Dessert Cakes
- Danish
- Rye Breads
- Macarons
- Salads
- Panadería - West Coast Regional Spotlight

Ad Close: First Friday of preceding month

Materials Due: 10th of preceding month

visit the online bake media kit at sosland.com/bakemagadvertising
Grow U.S. retail cake sales and profits with business building ideas from America’s most prolific cake sellers.

### PRINT

<table>
<thead>
<tr>
<th>Calendar</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>January: Graduation/Spring Cakes</td>
<td></td>
</tr>
<tr>
<td>April: Birthdays/Summer Cakes</td>
<td></td>
</tr>
<tr>
<td>July: Halloween/Fall Cakes</td>
<td></td>
</tr>
<tr>
<td>October: Christmas/Winter Cakes</td>
<td></td>
</tr>
</tbody>
</table>

**Format**
- Quarterly print and digital issues published as a supplement to bake magazine.

**Sponsorship**
- Full page ad in all four issues — includes one inside front or back cover position
- Cake Showcase: product news release in all four issues
- Bellyband or video insertion in one digital issue (To be scheduled at the time of the media buy and subject to availability).

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For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online bake media kit at sosland.com/bakemagadvertising.
**bake Magazine**

<table>
<thead>
<tr>
<th>Ad Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$12,025</td>
<td>$11,100</td>
<td>$10,175</td>
</tr>
<tr>
<td>Page</td>
<td>$6,500</td>
<td>$6,025</td>
<td>$5,525</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,150</td>
<td>$3,775</td>
<td>$3,050</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,675</td>
<td>$3,300</td>
<td>$2,675</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,175</td>
<td>$2,900</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

**Printing and binding:** Offset, saddle stitched  
**Trim size:** 8.75” x 10.75”  
**Live area:** Minimum .375” from trim  
**Line screen:** 150 line required  
**Paper:** Cover - 100lb Coated Freesheet Offset; Body - 45lb Coated Groundwood Offset

**Colors Available:** Publication prints standard 4-color process. Metallic and PMS colors are printed at additional cost. At publisher’s discretion, PMS colors may be manufactured from process colors.

**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:** PDF/X-1a 2001. 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 minimum resolution, 300 dpi/CYM/K, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi or vector.

**Preferred Media:** Email. PDF/X-1a 2001 files can be emailed to preflight@sosland.com or FTP. Large files may need to be submitted via FTP. Contact Preflight department for assistance.

**Creative Services:** At advertiser’s request, publisher may perform a specialized range of design, digital and media services in-house. Services may include the creation of advertisements, layout, ad alterations, etc. The advertiser will be billed $125 per hour.

Submit materials to preflight@sosland.com

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online bake media kit at sosland.com/bakemagadvertising.
Classified advertising is delivered in the print edition plus live links to your website or email in the digital edition. Overall rate is determined per column inch. (2.25" wide x 1" deep) and by frequency rate. Cost includes color, print ad, digital edition. Online Classifieds live in a special classified section on bakemag.com and include a live link to your email or website.

### Classified Ad Rates

**Monthly per inch rate**

<table>
<thead>
<tr>
<th>Size</th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10-12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&quot; x 1&quot;</td>
<td>$150</td>
<td>$140</td>
<td>$130</td>
<td>$120</td>
</tr>
</tbody>
</table>

Note: All prices are net per month.

### Online Classified Ad Rates

<table>
<thead>
<tr>
<th>Online Classified Ad Rates</th>
<th>1 Month</th>
<th>2 Months</th>
<th>3 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>$650</td>
<td>$850</td>
<td>$1,050</td>
<td></td>
</tr>
</tbody>
</table>

### Product Showcase

Cost includes ad creation, color print ad and digital edition with live link to your email or website. Send all materials as hi-resolution 300dpi PDF files.

#### Larger Ad Sizes Available

**Call for larger ad rates.**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5&quot; x 2.75&quot;</td>
<td>$725</td>
<td>$675</td>
<td>$550</td>
</tr>
</tbody>
</table>

Submit materials to webads@sosland.com

Please contact Lily O’Kane for more detailed information about either of these specialized ad positions at lokane@sosland.com or call (816) 968-2815
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.

**PRINT**

**Bakery Listings**
The 38th Annual REDBOOK will include rankings of the top instore bakeries and multi-unit retailers, in addition to plant information for major wholesale bakery companies, and intermediate wholesale bakeries in the U.S., Puerto Rico and Canada. All contact information and analysis of companies is organized geographically and alphabetically.

**Supplier Listings**
REDBOOK is a comprehensive guide of bakery equipment, supplies and services, and ingredients manufacturers.

<table>
<thead>
<tr>
<th>Ad Rates</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$12,375</td>
</tr>
<tr>
<td>1/2 Spread</td>
<td>$7,850</td>
</tr>
<tr>
<td>Page</td>
<td>$6,950</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$5,775</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,625</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,700</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,400</td>
</tr>
</tbody>
</table>

**DIGITAL**

In addition to the printed version, the REDBOOK is digitally available on www.bakemag.com. Your advertisement appears just as it does in the print version, plus email and web addresses in the ads are live links.

**REDBOOK Digital Edition Sponsorship:**
The digital edition sponsorship grants you an exclusive landing page video, a skyscraper ad that appears next to each page of the digital edition and a banner ad in the digital alert email (sent out quarterly).

**REDBOOK Digital Edition Sponsorship Rate:** $9,000

**AD CLOSE & MATERIALS DUE IN JULY**

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online bake media kit at sosland.com/bakemagadvertising.
### Monthly Ad Rates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$1,975</td>
<td>$2,375</td>
<td>$1,725</td>
<td>$1,475</td>
<td>$1,725</td>
</tr>
<tr>
<td>Size (pixels)</td>
<td>728x90</td>
<td>728x90</td>
<td>300x250</td>
<td>300x250</td>
<td>300x250</td>
</tr>
<tr>
<td></td>
<td>300x50 (Mobile)</td>
<td>728x200</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**File Size:** 200k maximum  
**Format:** JPEG, GIF, animated GIF and 3rd Party Tags. If submitting 3rd Party Tags for a leaderboard, separate tags are needed for desktop and mobile sizes. Flash (SWF) is not accepted. For video ads please speak to your sales rep about pricing.  
**Resolution:** 72 dpi  
**Color depth:** 8 bit (256 colors)  
Ads with white backgrounds must have a visible 1-pixel border.  
**Submit files to:** webads@sosland.com

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816) 756-1000.  
Visit the online bake media kit at sosland.com/bakemagadvertising.
In addition to the printed version, all monthly and special issues are available digitally on www.bakemag.com. The digital edition is easy to access, downloads quickly and is simple to flip through advertising and editorial pages. Your advertisement appears just as it does in the print version, plus email and web addresses in the ads are live links.

**bake** Digital Edition Sponsorship

<table>
<thead>
<tr>
<th>Wide Skyscraper + Banner*</th>
<th>Sponsorship + Video**</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500/month</td>
<td>$2,000/month</td>
</tr>
</tbody>
</table>

*The wide skyscraper (160x600 pixels) is visible on every page of the digital edition. In addition, this sponsorship includes a banner ad (468x60 pixels) in the digital edition email alert. Wide Skyscraper ad does not appear on mobile formats.

**Video/intro page does not appear on mobile/HTML5 version of the digital edition.

**Positions**

**bake Monthly Sponsorship**

1 Skyscraper (Digital Edition) & 1 Banner (Digital Alert Email)
160x600 & 468x60 pixels
$1,500/month

**bake Sponsorship and Video**

60 - Seconds
$2,000/month

**Specs**

All materials must be received 10 business days prior to the launch date.

DIGITAL EDITION SPONSORSHIP INCLUDES TWO AD LOCATIONS*

- In the digital edition Nxtbook platform: 160x600 pixels; 50k maximum; JPEG, PNG
- In the digital edition email alert: 468x60; 50k maximum; JPEG, GIF, Animated GIF

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online **bake** media kit at sosland.com/bakemagadvertising.
SLIDESHOWS

Help bakery decision-makers plan ahead and capitalize on sales opportunities. Each week a different slideshow spotlights innovative products, creative merchandising ideas and marketing opportunities.

SPONSORSHIP INCLUDES:
• Exclusive sponsorship of (one) slideshow
• Leaderboard ad and medium rectangle ad on the slideshow landing page
• Topics are archived for 12 months with your advertising
• Sponsorship recognition on the bakemag.com homepage
• Contribution of content
• Slideshow will be featured in the bakenews e-newsletter

<table>
<thead>
<tr>
<th>Sponsorship Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,250</td>
<td>$2,050</td>
<td>$1,850</td>
</tr>
</tbody>
</table>

VIDEO SPONSORSHIPS

Baker’s Workbench catches up with bakery masters and supplier technicians for new production twists that add value and efficiencies to bakery production.

SPONSORSHIP INCLUDES:
• Leaderboard ad (728x90 pixels) on video landing page
• Sponsored videos distributed by way of BakersWorkbench e-newsletter*
• Leaderboard ad (728x90 pixels) in BakersWorkbench e-newsletter

*Video production services available. Check with your Sosland sales representative for more information.

<table>
<thead>
<tr>
<th>Sponsorship Rates</th>
<th>per sponsored clip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,675</td>
</tr>
</tbody>
</table>

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online bake media kit at sosland.com/bakemagadvertising.
**BAKENEWS**

Bakenews is distributed Tuesday through Friday and offers valuable information for bakery owners, pastry chefs and decorators including industry news, formulas, decorating ideas, videos and slideshows.

**Sponsored Articles:**
Includes sponsor contributed article in the featured article section of Bakenews. Articles will be featured on bakemag.com for one week and archived for one year. Sold and distributed weekly.

<table>
<thead>
<tr>
<th>Bakenews</th>
<th>Size (pixels)</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 1</td>
<td>728x90 &amp; 300x50 (mobile)</td>
<td>$2,275/month</td>
</tr>
<tr>
<td>Leaderboard 2</td>
<td>728 x 90 &amp; 300x50 (mobile)</td>
<td>$2,275/month</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>$1,575/month</td>
</tr>
<tr>
<td>Sponsored Article</td>
<td>Up to 1k words &amp; up to 4 images</td>
<td>$1,500/article</td>
</tr>
</tbody>
</table>

Ad File Size: 50k max

**BAKETRENDS**

Baketrends is a weekly product spotlight e-newsletter distributed to retail, foodservice and instore bakery decision-makers.

**SPONSORSHIP OPPORTUNITIES:**
1. Featured Product Sponsorship*
   - Leaderboard ad
   - Exclusive product spotlight
   - Up to 4 immediate call-to-action options (Ex. video, email, website, more info.)
   - Lead report following sponsorship
2. Category Product Sponsorship**
   - Leaderboard
   - Product Spotlight
   - Lead report following sponsorship

<table>
<thead>
<tr>
<th>Baketrends</th>
<th>Size (pixels)</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Featured Sponsor (Leaderboard)</td>
<td>728x90 &amp; 300x50 (mobile)</td>
<td>$2,375/week</td>
</tr>
<tr>
<td>2. Category Sponsor (Leaderboard)</td>
<td>728x90 &amp; 300x50 (mobile)</td>
<td>$1,150/week</td>
</tr>
</tbody>
</table>

Ad File Size: 50k max

*Title: 30 characters. Description: 400 characters (no spaces). Image: 400x220 pixels

**Title: 30 characters. Description: 175 characters (no spaces). Image: 288x168 pixels

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online bake media kit at sosland.com/bakemagadvertising.
Sponsorship of bake’s e-newsletter sponsorships create branding for your company and a direct link to your website.

Sponsorship Rate:
- $2,375 per e-Newsletter

**Sponsorship includes:**
- Leaderboard & 1 Product Spotlight*
- Leaderboard: 728x90 pixels (desktop) & 300x50 pixels (mobile)
- Optional video - $500
- Lead report following sponsorship

*Product Spotlight Title: 30 characters. Description: 175 characters (no spaces). Image: 97x100 pixels.

Ad File Size: 50k max

**BREADWINNERS**

Monthly e-Newsletter focused on the latest trends and troubleshooting solutions for bread and roll production.

**EQUIPMENT & TECHNOLOGY**

Monthly e-Newsletter focused on the latest news and product innovations with equipment and technology.

**CAKENOMICS**

Monthly e-Newsletter focused on cake decorating best practices including new product trends and the latest tips and techniques from the nation’s leading decorators.

For more information please contact Troy Ashby at tashby@sosland.com or James Boddicker at jboddicker@sosland.com or call (816)756-1000. Visit the online bake media kit at sosland.com/bakemagadvertising.
New for 2019: Discovering America’s Bakeries Slideshows

Journey around the baking industry with the Discovering America’s Bakeries e-newsletter. Each Friday a new slide show exclusively spotlights a different bakery from around the country.

Monthly sponsorship comes with the following:

• Leaderboard ad (728x90 pixels) on Discovering America’s Bakeries e-newsletter
• Leaderboard ad (728x90 pixels) and Medium Rectangle (300x250 pixels) on Discovering America’s Bakeries slideshow landing pages
• Rate: $4,000/month

*slide shows and sponsor’s ads are archived on bakemag.com for additional exposure