

2010 Advertising Planning Guide

BAKING & SNACK INTERNATIONAL

experience

credibility

timeliness

leadership

BAKING & SNACK INTERNATIONAL

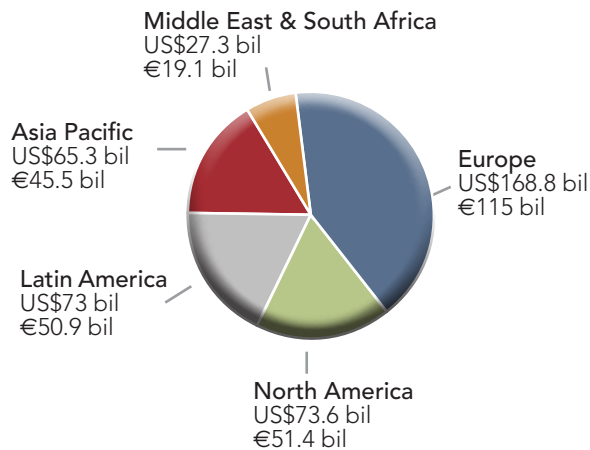
www.bsimagazine.com



Baking & Snack International offers both print and electronic advertising opportunities for suppliers looking to impact the largest industrial bakers worldwide. *Baking & Snack International* reaches more than 14,000 subscribers in 150 countries*, and is the only truly international magazine for the \$400 billion worldwide grain-based foods market. With a line-up of unique content, the magazine includes global news, market data/analysis, corporate features and formulation/processing technologies. For 2010, the magazine will publish quarterly in both print and digital versions. An accompanying Web site, www.bsimagazine.com, and weekly e-newsletter are also available to readers and offer more timely and in-depth information.

*Source: Publisher's own data

Global Market for Bakery Products 2008



Source: Euromonitor International

BSImagazine.com is the leading online resource for trends and technology for the global industrial baking market. The site offers industry-related news, a calendar of bakery meetings and events around the world and links to industry web sites. It also provides feature articles found in the most recent issue of *Baking & Snack International* as well as archived issues.

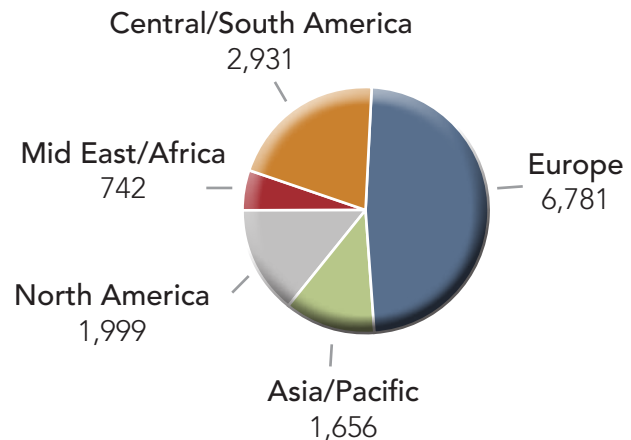


Circulation

Total Circulation	14,109
Readers per copy	3.0
Total Readership	42,327

Source: SPC Circulation Records, September 2009

Geographical Distribution



2010 Editorial Calendar

1st quarter February

Market Update: Europe

Corporate Profile

Ingredient Features: Fiber, Ingredient Innovations

Processing, Packaging Features: Ovens, Conveyors

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

EUROPAIN- 6-10 March, Paris, France

Ad Close Date: January 4

2nd quarter - May

Market Update: Asia Pacific/ Australasia

Corporate Profile

Ingredient Features: Fats/Oils, Dough Conditioners

Processing, Packaging Features: Mixers, Finishing Equipment

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

IBIE - 26-29 Sept., Las Vegas, NV

Ad Close Date: April 1

3rd quarter - August

Market Update: North/South/Latin America

Corporate Profile

Ingredient Features: Wholegrains, Chocolate

Processing, Packaging Features: Fryers, Dividing/Rounding

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

IBIE - 26-29 Sept., Las Vegas, NV

Ad Close Date: July 1

4th quarter - November

Market Update: Middle East/South Africa

Corporate Profile

Ingredient Features: Colors/Flavors, Inclusions

Processing, Packaging Features: Sheeters/Laminators

Ingredient Handling

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

IBIE Review

Ad Close Date: September 28

Sample Reader Companies

Al Oumara — Lebanon

*Agritech SpA — Italy

Arnott's — Australia

Associated British Foods Plc (ABF) — UK

Bahlsen GmbH & Co KG — Germany

Barilla Holding SpA — Italy

*Bauducco — Brazil

Bimbo — Sara Lee Corp. — Spain

Bimbo SA de CV — Mexico

*Braces — UK

*Britannia Industries Ltd / Groupe Danone — India

British Bakers — UK

Cereal Partners Worldwide — Switzerland

*Der Bäcker Ruetz — Austria

*Fresh Start Bakeries — USA

Gamesa — PepsiCo Inc — Mexico

*Gardenia Bakeries Inc — Philippines

General Mills Inc — USA

George Weston Ltd — Canada

*Goodman Fielder Ltd / Burns, Philp & Co Ltd — Australia

Groupe Danone — France

Gruma SA de CV — Mexico

*Grupo Siro — Spain

*Hiestand International — Switzerland

IFFCO — UAE

Karl Fazer Oy AB — Finland

Kellogg Co — USA

Kraft Foods Inc — USA

Kuwait Flower Mills & Bakeries Co. S.A.K. — Kuwait

*Lanterna Alimentari Genova — Italy

*Lantmännen Unibake — Denmark

Lotte Group — Japan

M. Dias Branco — Brazil

Maple Leaf Foods — Canada

*Millba AS — Norway

*Modern Bakery LLC — UAE

Nebico Pvt. Ltd. / National Biscuits & Confectionary — Nepal

Nestlé SA — Switzerland

Parmalat Finanziaria SpA — Italy

*Pepperidge Farm — USA

*Productos Gabi — Mexico

RHM Ltd / Rank Hovis Ltd — UK

Sabritas — PepsiCo Inc — Mexico

*Sasko Bakeries — South Africa

*Shikishima Baking Co Ltd — Japan

Siberian Bread Corp. — Russia

*Tasti Baking Co. — New Zealand

Ülker — Turkey

United Biscuits (Holdings) Plc — UK

Warburtons Ltd — UK

Western Bakeries — Saudi Arabia

Yamazaki Baking Co Ltd — Japan

*Profiled in *Baking & Snack International*

Ad Sizes

Publication Trim Size 8" x 10.75" (width x depth)

	INCHES (width x depth)			MM (width x depth)		
	Standard Ads (non-bleed)	Bleed Ads		Standard Ads (non-bleed)	Bleed Ads	
		Trim*	Bleed		Trim*	Bleed
2 Page Spread	15 x 10	16 x 10.75	16.25 x 11	381 X 254	406.4 X 273.05	412.75 X 279.4
1/2 Page Spread	15 x 4.875	16 x 5.375	16.25 x 5.625	381 X 123.8	406.4 x 136.525	412.75 X 142.875
Page	7 X 10	8 X 10.75	8.25 X 11	178 x 254	203.2 x 273.05	209.55 X 279.4
2/3 page (V)	4.625 X 10	5.25 X 10.75	5.5 X 11	117 x 254	133.35 x 273.05	139.7 x 279.4
1/2 page island	4.625 X 7.5	5.25 X 8	5.5 X 8.25	117 x 191	133.35 x 203.2	139.7 x 209.55
1/2 page (H)	7 X 4.875	8 X 5.375	8.25 X 5.625	178 x 124	203.2 x 136.525	209.55 x 142.875
1/2 page (V)	3.375 X 10	4 X 10.75	4.25 X 11	86 x 254	101.6 x 273.05	107.95 x 279.4
1/3 page (H)	7 X 3.25	8 X 3.75	8.25 X 4	178 x 83	203.2 x 95.25	209.55 x 101.6
1/3 page (V)	2.125 X 10	2.75 X 10.75	3 X 11	54 x 254	69.85 x 273.05	76.2 x 279.4
1/3 page square	4.625 X 4.875	5.25 X 5.375	5.5 X 5.625	117 x 124	133.35 x 136.525	139.7 x 142.875
1/4 page (H)	7 X 2.375	8 X 2.875	8.25 X 3.125	178 x 60	203.2 x 73.025	209.55 x 79.375

*Live area should be held 3/8" from trim

*Live area should be held 9.52mm from trim

Regular Issue Rates

(Applies to monthly and quarterly)

	1X	6X	13X	26X	52X
Page	\$4,996	\$4,362	\$3,739	\$3,116	\$2,493
2/3	\$3,739	\$3,265	\$2,796	\$2,323	\$2,050
1/2 Isl	\$3,234	\$2,827	\$2,426	\$2,046	\$1,864
1/2	\$2,992	\$2,616	\$2,245	\$1,864	\$1,488
1/3	\$2,240	\$1,964	\$1,674	\$1,406	\$1,112

2-Color	\$690
4-Color	\$1,790

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

Classified Advertising Rates

Frequency	1-2	3-5	6-11	12+
Rate	\$125	\$120	\$100	\$80

Annual Issues



Specs

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.

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.

Binding: saddle stitched

Paper: Cover - 80-lb enamel; body - 45-lb enamel

Line Screen: 150-line required

Inserts: Contact publisher for specifications

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.

Material Required

Ads should be submitted in a digital format. PDF/X-1a, Native InDesign, Quark, Illustrator and PhotoShop documents are accepted for both PC and MAC. All materials must be accompanied by a Kodak Approval or equivalent color proof. Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap image resolution must be 1200 dpi. Complete specifications and forms can be found at:

<http://www.bakingbusiness.com>

Preferred Media: CD or FTP

Files submitted via FTP require a PDF for proofing (plus Kodak Approval or equivalent, as stated above). 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.

Ship advertising materials on disk or CD to:

Baking & Snack

Attn: Debbie Maniez
4800 Main Street, Suite 100
Kansas City, MO 64112-2513 USA

phone: (+1) 816 756 1000

fax: (+1) 816 756 0494

e-mail: preflight@sosland.com

Annual Issue Rates

Size	¹ One Time	² Sosland Advertiser	³ Program Advertiser	⁴ Regular Advertiser
Page	\$6,824	\$6,195	\$5,572	\$4,800
2/3	5,104	4,640	4,166	3,708
1/2 Isl	4,430	4,012	3,510	3,203
1/2	4,094	3,719	3,250	2,946
1/3	3,064	2,781	2,430	2,215

Color (Per Page)

2-Color \$850

4-Color \$1,900

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

¹One Time

This rate applies to advertisers participating in only a single annual issue.

²Sosland Advertiser

This rate applies to any current advertiser, regardless of frequency or size.

³Program Advertiser

This rate applies to advertisers committed to a set advertising plan for the year.

⁴Regular Advertiser

This rate applies to advertisers maintaining a monthly schedule in at least one Sosland publication.