



## **Milling & Baking News**

The News Weekly of Grain-Based Foods

### 2010 Integrated Media Planning Guide

[www.bakingbusiness.com](http://www.bakingbusiness.com) | Webinars | [bakingbusiness.com](http://bakingbusiness.com) daily eNewsletter

State of the Industry & Corporate Profiles | Annual Purchasing Seminar

Baking/Snack Directory & Buyers Guide | Grain & Milling Annual | Baking Hall of Fame



“Milling & Baking News has been an important influence in my business career. I have been a reader for over 20 years and I have gained an incredible amount of insight from the pages of *Milling & Baking News* and through the annual Purchasing Seminar.”

-Lee Covert, Elan Nutrition

Content is the key to *Readership* and *Readership* is the key to marketing success.

BPA Audited, **100%** paid circulation <sub>3</sub>

One of the **highest** renewal rates in trade publishing <sub>1</sub>

**3.1 additional** grain-based foods industry readers per copy <sub>2</sub>

**14,555** grain-based foods executives read each issue of *Milling & Baking News* <sub>2</sub>

**56%** of readers spend more than 30 minutes with each issue of *Milling & Baking News* <sub>2</sub>

**64%** of *Milling & Baking News* readers also use the digital edition or [bakingbusiness.com](http://bakingbusiness.com) on a regular basis <sub>2</sub>

**93%** read 3 or 4 of the last four issues of *Milling & Baking News* <sub>2</sub>

Source: 1 Publishers own data; 2 Baxter Research Center, February, 2009; 3 June 2009 BPA Circulation Statement

## Reaching the buyers who matter

An experienced, educated audience who is responsible for 90% of the ingredient purchasing decisions in the grain based foods industry.

Source: Baxter Research, February, 2009

- **95%** of readers report involvement in buying, recommending, specifying or approving ingredient and equipment purchases
- **82%** Took purchasing action as a result of an ad/editorial appearing in *Milling & Baking News*
- **76%** Are involved with approving or purchasing major ingredients, mixes and bases
- **75%** Have 26 or more years of grain-based foods industry experience
- **57%** Work in a company with more than 100 employees

“I find *Milling & Baking News* to be one of the most informative publications and I use it almost on a daily basis as reference material.”

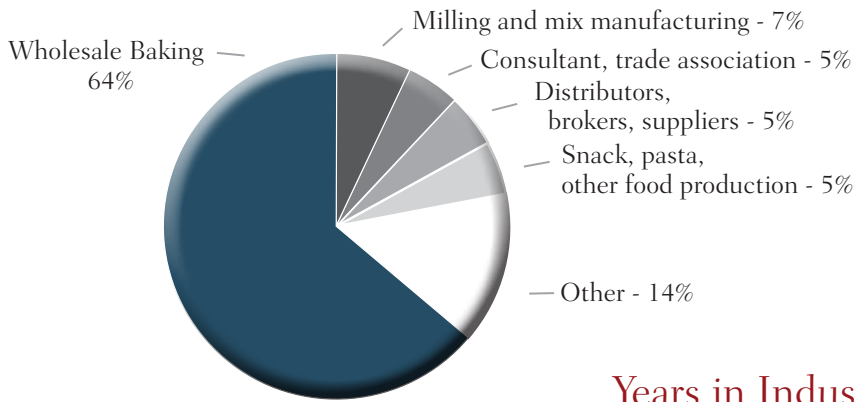
-Purchasing Director, Alessi Bakeries

“I continue to find the Milling & Baking News magazine an essential tool to help our business navigate through these volatile times. Both the ingredients markets information as well as the business environment updates allow me to be better prepared for the challenges in our marketplace.”

-Hayden Wands, Sara Lee

## Business Profile

\*Source: Baxter Research, February, 2009

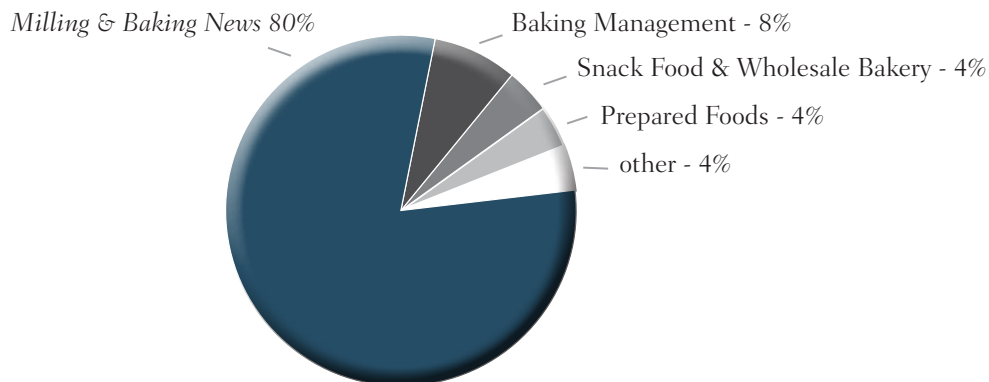


## Years in Industry\*

More than 20 years	64%
16 to 20 years	11%
11 to 15 years	9%
6 to 10 years	5%
3 to 5 years	9%
Less than 3 years	2%

## Most relied on

*Milling & Baking News* continues its position as the magazine your customers rely on most for news and information about the grain-based foods industry.



Source: Baxter Research, February 2009



“I use it to keep up with the latest issues and trends, including ingredient innovations, what my competitors are doing, new regulatory developments, etc.”

-Plant Manager,  
George Weston  
Bakeries

# 2010 Editorial Calendar

Issue	Ad close	Editorial Feature	Bonus Distribution
Jan 5	Dec 17	FOOD BUSINESS NEWS	
Jan 12	Dec 23	Stock Market Analysts / Hot Cereal Update / Corn Wet Milling	
Jan 19	Dec 30	FOOD BUSINESS NEWS	
Jan 26	Jan 7	Stock Market Review / Regulatory Affairs	
Feb 2	Jan 14	FOOD BUSINESS NEWS	
Feb 9	Jan 21	FIS: Nuts / Bagel Update / Corn Wet Milling	<i>Bonus:</i> Geaps / IBA Winter Meeting
Feb 16	Jan 28	FOOD BUSINESS NEWS	
Feb 23	Feb 4	Product Perspective: Bread / Regulatory Affairs	<i>Bonus:</i> ASB/SFA/ BEMA Winter Summit
Mar 2	Feb 11	FOOD BUSINESS NEWS	
Mar 9	Feb 18	FIS: Fats and oils / Signature Interview / <b>IAOM Preview</b> (Milling Technology)	<i>Bonus:</i> ABA/NAMA
Mar 16	Feb 25	FOOD BUSINESS NEWS	
Mar 23	Mar 4	<b>Baker of the Year</b> / Buns and Rolls Update / Corn Wet Milling	
Mar 30	Mar 11	FOOD BUSINESS NEWS	
Apr 6	Mar 18	FIS: Gluten Free, Allergies / <b>IAOM Show Guide</b> (Milling Technology) / Regulatory Affairs	<i>Bonus:</i> IAOM
Apr 13	Mar 25	FOOD BUSINESS NEWS	
Apr 20	Apr 1	Feature: Grain Market Roundtable / <b>Baking Hall of Fame</b> / Corn Wet Milling	<i>Bonus:</i> BCMA / NYIFT
Apr 27	Apr 8	FOOD BUSINESS NEWS	
May 4	Apr 15	FIS: Digestion, Fiber / Ready-to-Eat Cereal Update / Regulatory Affairs/ AIB Annual Report	
May 11	Apr 22	FOOD BUSINESS NEWS	
May 18	Apr 29	<b>IAOM Review</b> (Milling Technology) / <b>IBIE Update</b> / Corn Wet Milling	
May 25	May 6	FOOD BUSINESS NEWS	
Jun 1	May 13	Signature Interview / Ingredients Update / Regulatory Affairs	<i>Bonus:</i> Purchasing Seminar
Jun 8	May 20	FOOD BUSINESS NEWS	
Jun 15	May 27	News Feature: Transportation and Distribution / <b>IBIE Update</b> / Corn Wet Milling	<i>Bonus:</i> BEMA
Jun 22	Jun 3	FOOD BUSINESS NEWS	
Jun 29	Jun 10	FIS: Vitamin D, Fortification / Pizza Update / Regulatory Affairs	
Jul 6	Jun 17	FOOD BUSINESS NEWS	

## For advertising information contact:

Mike Gude, [mgude@sosland.com](mailto:mgude@sosland.com) / Dave DePaul, [ddepaul@sosland.com](mailto:ddepaul@sosland.com) / Bruce Webster, [bwebster@sosland.com](mailto:bwebster@sosland.com)  
 Dan Flavin, [dflavin@sosland.com](mailto:dflavin@sosland.com) / Mark Cornwell, [mcornwell@sosland.com](mailto:mcornwell@sosland.com) / Paul Lattan, [plattan@sosland.com](mailto:plattan@sosland.com)  
 Matt Feder, [mfeder@sosland.com](mailto:mfeder@sosland.com) / **Classified sales:** Lily O'Kane, [Lokane@sosland.com](mailto:Lokane@sosland.com)

Issue	Ad close	Editorial Feature	Bonus Distribution
Jul 13	Jun 24	News Feature: Biotechnology (Milling Technology) / <b>IBIE Preview</b> / Corn Wet Milling	<i>Bonus: IFT</i>
Jul 20	Jul 1	FOOD BUSINESS NEWS	
Jul 27	Jul 8	FIS: Stevia, Sweeteners / Crackers Update / Whole Wheat Production / Regulatory Affairs	
Aug 3	Jul 15	FOOD BUSINESS NEWS	
Aug 10	Jul 22	FIS: Cost Reduction / <b>IBIE Preview</b> / Corn Wet Milling	
Aug 17	Jul 29	FOOD BUSINESS NEWS	
Aug 24	Aug 5	Feature: Grain Market Roundtable / Signature Interview / Regulatory Affairs	
Aug 31	Aug 12	FOOD BUSINESS NEWS	
Sep 7	Aug 19	FIS: Ingredients to keep a plant humming / Cookies Update / Milling Technology / Corn Wet Milling	
Sep 14	Aug 26	FOOD BUSINESS NEWS	
Sep 21	Sep 2	Industry Perspective: Bread / Regulatory Affairs/ <b>IBIE Issue</b>	<i>Bonus: IBIE</i>
Sep 28	Sep 9	FOOD BUSINESS NEWS	
Oct 5	Sep 16	FIS: Sodium Reduction / Tortilla Update / Corn Wet Milling	
Oct 12	Sep 23	FOOD BUSINESS NEWS	
Oct 19	Sep 30	News Feature: Transportation and Distribution / Regulatory Affairs	<i>Bonus: NAMA/AACC</i>
Oct 26	Oct 7	FOOD BUSINESS NEWS	
Nov 2	Oct 14	FIS: Yeast / Pasta Update / Corn Wet Milling	
Nov 9	Oct 21	FOOD BUSINESS NEWS	
Nov 16	Oct 28	FIS: Artisan / Milling Technology / Regulatory Affairs	
Nov 23	Nov 4	FOOD BUSINESS NEWS	
Nov 30	Nov 11	Feature: Grain Market Roundtable / Bars Update / Corn Wet Milling	
Dec 7	Nov 18	FOOD BUSINESS NEWS	
Dec 14	Nov 25	Signature Interview / Regulatory Affairs	
Dec 21	Dec 2	FOOD BUSINESS NEWS	
Dec 28	Dec 9	FIS: Ethnic Ingredients / Sweet Goods Update	



## Digital Edition

Available on-line, the *Milling & Baking News* Digital Edition is an exact replica of the printed version presented in a state-of-the-art format that allows readers to access the content the way you would with a printed magazine. The digital edition is easy to access, downloads quickly and is simple to flip through advertising and editorial pages. Your digital advertisements feature live links to your company web site and e-mail addresses. **All offered at no charge with your advertisement in the print version.**

# bakingBUSINESS.com Total redesign in 2010!

Bakingbusiness.com is being **completely redesigned** to make reading and searching for feature stories faster and easier while providing advertisers larger ad sizes to better promote products and services.

## HOME PAGE



### Leaderboard

The new Leaderboard size gives your advertising message maximum exposure in a premium location. The Leaderboard is featured at the top of every page of the site.

**Size:** 728 x 90 pixels, 50k maximum file size

**Cost:** \$2,200/month

### Rectangle

Located in the main content area on every page of the web site, your Rectangle ad will be in the readers' view at all times. The Rectangle is not only the largest sized ad but, statistically, it also has the highest click-through rate.

**Size:** 300 x 250 pixels, 50k maximum file size

**Cost:** \$2,200/month

## NEWS ARTICLE PAGE



### Banner

The Banner ad serves as a footer next to the commonly searched links on the web site. On the article pages, the banner will make a lasting impression as visitors read the articles.

**Size:** 468x60 pixels, 50k maximum file size

**Cost:** \$1500/month

## Online Impact Reporting

All on-line marketing opportunities come with optional advanced reporting designed to help you measure the impact of your campaigns and optimize your marketing spend. Impressions and click-through rates are delivered on a monthly basis, as well as detailed lead information on site visitors who click on your ads. Talk to your sales representative to learn more about how we can help you successfully manage your online campaigns.

## Online Marketing

### Targeted E-Mail Marketing

Deliver your message directly to your best prospects. E-Blasts are a great way to introduce new products, announce special offers, or just drive qualified traffic and leads to your web site. A detailed report of lead information from clicks on your e-blast will be sent to you one week following the e-blast launch. Contact your sales representative for custom pricing and campaign options.



### Webinars

Generate leads while educating the industry with a custom webinar on the topic of your choice. Your webinar will be promoted through the print magazine, digital edition, on-line ads, and e-mail marketing. Sponsors will receive the full registration list with contact information and the webinar will be available online for 3 months after the live event. Contact your sales representative for pricing.





Daily

The Bakingbusiness.com Daily e-Newsletter delivers the latest news and features to 11,900\* food industry executives each afternoon. New in 2010, you will have the option to sponsor the Monday/Wednesday/Friday newsletter or the Tuesday/Thursday newsletter.

	M/W/F	T/Th	
<b>Leaderboard:</b>	\$2,225/month	\$1,485/month	728x90 pixels
<b>Rectangle:</b>	\$1,780/month	\$1,185/month	300x250 pixels
<b>Banner:</b>	\$1,495/month	\$1,000/month	468x60 pixels

Weekly

The weekly newsletter is e-mailed on Fridays to a circulation of 16,440\* food industry professionals. We offer a comprehensive compilation of the week's top stories as they appeared on Bakingbusiness.com.

<b>Leaderboard:</b>	\$1,075/month	728x90 pixels
<b>Rectangle:</b>	\$785/month	300x250 pixels
<b>Banner:</b>	\$585/month	468x60 pixels

Food Safety Monitor



Sosland Publishing's Food Safety Monitor is an every-other-week e-Newsletter designed to keep food and beverage industry executives informed about the latest news affecting the safety and wholesomeness of the food supply.

The only timely source of food safety information, Sosland Publishing's Food Safety Monitor is delivered to the in-boxes of over 61,000\* industry executives. If you sell or market food safety or quality control systems or applications, there is no better vehicle to deliver your message than the Food Safety Monitor e-Newsletter!

<b>Leaderboard:</b>	\$2,015/month	728x90 pixels
<b>Banner:</b>	\$1,100/month	468x60 pixels
<b>Tower:</b>	\$1,465/month	150x300 pixels

Format: JPEG, GIF, Animated GIF. 50k maximum file size  
Internal Redirects and Flash SWF are not acceptable for e-newsletters.

Online Specs

Ad delivery instructions

Submit all online ads as an e-mail attachment to: webads@sosland.com. Materials must be received one week before the start or change of the campaign to ensure trafficking on the start/change date. A working click-through URL must be submitted with every ad. The click-through URL should NOT be embedded in flash creatives because impressions cannot be counted if the URL is in the .swf file.

Format: JPEG, GIF, Animated GIF, Internal Redirect, Flash SWF and NEW Expandable Banners (call for special rates & details)

Resolution: 72 dpi

Color depth: 8 bit (256 colors)

Flash Requirements

Clicks on Flash ads can only be tracked with the proper code included in the initial design. A clickTAG button must be added on the topmost layer and contain the following action script exactly as it appears:

```
on (release){
    getURL (clickTAG, "_blank");
}
```

clickTAG Coding Instructions:

Use the getURL function in the Actions-Frame panel to write the tracking code.

1. Add an extra layer to the top of the layer panel.
2. Select that layer with the Selection tool.
3. Use the Rectangle tool to cover the creative throughout the entire timeline.
4. Convert the rectangle into a "Button" symbol.
5. Make the rectangle transparent: Effect panel > Alpha > 0%
6. In the Actions-Frame panel, give the following action to the transparent rectangle:

```
getURL: clickTAG (check the Expression box)
Window: _blank
Variables: Don't send
```

Customer may be billed for alterations made to online ads.

# State of the Industry & Corporate Profiles



*There is no other issue like it in the food industry.*

## Corporate Profiles

- The only issue of its kind published in the food industry
- Focus on 25 of the top food companies in the world (your customers)
- A review of their latest strategic initiatives and financial outlook
- Valuable insight about the businesses and the industry segments in which they participate

This year's companies to watch include:

Cadbury Schweppes	Kellogg
Campbell	Kraft
ConAgra	Nestle
Flowers Foods	Pepsico
General Mills	Ralcorp
Grupo Bimbo	Sara Lee
H.J. Heinz	Schwan's
Hershey Mars/Wrigley	Smucker
Interstate Bakeries Corp.	Weston

Place your advertisement across from some of the top companies in the food industry.

## State of the Industry Report

The food industry is facing unprecedented challenges as it moves into 2010. Industry information is critical to the planning process and the 2010 State of the Industry Report aims to provide our industry with the knowledge and the insight it needs to move forward. Our award winning staff of editors will take a critical look at the 7 major food industry segments and the special issues facing them as we look ahead. Most importantly, it is information you won't find in any single issue of any magazine anywhere.

This year's issue will cover all these industry segments:

- Prepared and Frozen Foods
- Grain-Based Foods
- Beverage
- Meat and Poultry
- Dairy
- Confectionery

Pick your category, pick your position. Now found digitally on FoodBusinessNews.net & Bakingbusiness.com

- Your advertising message will be seen all year
- Content will be updated on a regular basis

## Circulation

A combined circulation of *Food Business News*, *Baking & Snack* and *Milling & Baking News* and *Meat & Poultry*. Nearly 25,000\* of the top product development and process development professionals in the general food and grain-based foods industries.

\*Source: Publishers own data

Publishes: October

Ad Close: September 15

# Annual Issues

## Baking/Snack Directory & Buyers Guide

**Publish:** January • **Ad close:** November 30



With 350+ pages of industry information, the Baking/Snack Directory & Buyers Guide is the most comprehensive resource available to decision makers in grain-based foods. It offers the resources of a directory of the major grain-based foods producers combined with a buyers guide that lists the leading industry suppliers indexed by the products they supply. Published in January, the issue receives 365 days of use by decision makers industry wide.

## Baking Hall of Fame Edition

**Publish:** April 7 • **Ad close:** April 3



*Milling & Baking News* and *Baking & Snack*, with the full support of the American Society of Baking, is once again producing an exclusive edition detailing the many contributions of the Baking Hall of Fame inductees. There are sponsorship opportunities available within each of the feature stories. Circulation includes *Milling & Baking News* and *Baking & Snack* subscribers as well as the ASB membership... plus a substantial number of copies will be available at the Baking Hall of Fame at the AIB International. Please contact your Sosland representative for rates and available positions.

## Grain & Milling Annual

**Publish:** November • **Ad close:** October 1



The *Grain & Milling Annual* offers a wealth of information about North American grain and flour milling. The publication serves as a directory, a statistical resource and a historical record of the grain and milling industry in the U.S., Canada, Mexico and the Caribbean. The *Grain & Milling Annual* offers a comprehensive buyer's guide of equipment and service suppliers to the industry. Advertising in this publication will position your company in front of the executives that control millions of dollars of purchasing power.

## Seminars

**June 6-9, 2010 Publish:** June • **Ad close:** May 1



The **Sosland Purchasing Seminar** is the premier industry forum to analyze and evaluate issues affecting ingredient markets important to the food industry. The 2009 seminar enjoyed a record attendance of nearly 600 food industry professionals, demonstrating our ability to put you face-to-face with the top buyers from the top food companies in the business. You won't want to miss the opportunity to attend in 2010. In addition to your attendance, there are special marketing opportunities in the way of sponsorships in the Seminar Program Book. Contact your sales representative for sponsorship rates.

# Ad Sizes

Publication Trim Size 8" x 10.75"

\*Live area should be held 3/8" or 9.52mm from trim

	INCHES (width x depth)			MM (width x depth)		
	STANDARD (non-bleed)	TRIM	BLEED	STANDARD (non-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
1/4 page (V)	3.375 X 4.875	4 X 5.375	4.25 X 5.625	86 x 124	101.6 x 136.525	107.95 x 142.875

# Rates

	1X	6X	13X	26X	52X	
Page	\$4,996	\$4,362	\$3,739	\$3,116	\$2,493	2-Color \$690
2/3	\$3,739	\$3,265	\$2,796	\$2,323	\$2,050	4-Color \$1,790
1/2 Isl	\$3,234	\$2,827	\$2,426	\$2,046	\$1,864	Note: Increased frequency rates may be earned in combination with other Sosland publications.
1/2	\$2,992	\$2,616	\$2,245	\$1,864	\$1,488	<b>Classified Advertising Rates</b>
1/3	\$2,240	\$1,964	\$1,674	\$1,406	\$1,112	Frequency 1-2 3-5 6-11 12+
						Rate \$125 \$120 \$100 \$80

# Annual Issues



# Annual Issue Rates

Size	<sup>1</sup> One Time	<sup>2</sup> Sosland Advertiser	<sup>3</sup> Program Advertiser	<sup>4</sup> 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.

### <sup>1</sup>One Time

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

### <sup>2</sup>Sosland Advertiser

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

### <sup>3</sup>Program Advertiser

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

### <sup>4</sup>Regular Advertiser

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

# Print Specs

**Binding:** saddle stitched

**Paper:** Cover - 80-lb enamel; body - 50-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, 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.

**Preferred Media: CD or FTP:** Files submitted via FTP require a PDF for proofing (plus Kodak Approval or equivalent). MAC files must be compressed using Stuffit Software. PDF/X-1a files can be e-mailed to [preflight@sosland.com](mailto: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:

Milling & Business News  
 Attn: Nora Wages  
 4800 Main Street, Suite 100  
 Kansas City, MO 64112-2513  
 phone: 816-756-1000 fax: 816-756-0494  
 e-mail: [nwages@sosland.com](mailto:nwages@sosland.com)