Why Readers Love Milling & Baking News

**Milling & Baking News Provides Trustworthy Information**

“I rely on Milling & Baking News to receive updates on changes in the industry, whether those changes be related to markets, company structure and organization, mergers, acquisitions, trends or regulatory.”

Terri Huffaker, Director of Commodities and Procurement, Southeastern Mills

**No Other Media Source Like It**

“Milling & Baking News as well as Bakingbusinesss.com offers me the latest ‘hot’ topics for the baking industry as well as showcasing new product innovation and business successes in the industry. Milling & Baking News Market Focus is the only independent daily source of information that ingredient buyers can utilize in making procurement decisions for their grain-based purchases. These information sources have been my lifeline during my 28-year-career.”

Sabra Bertrand, Senior Director of Procurement, Bimbo Bakeries USA

20 Years of Reliable Trends and Packaging Information

“I’ve been an avid reader of Milling & Baking News for the past 20 years. It’s a great tool to keep up with: market trends, commodity markets, new packaging ideas and manufacturing equipment. The expansion of the publication into covering different industries within our space has been very helpful.”

Rob Kissick, Senior Vice President of Co-manufacturing, Hostess Brands

Why MBN: It’s What the Grain-based Food Industry Reads

**Readership Comparison**

84% of respondents are regular readers of Milling & Baking News and report reading three to four of the four most recent issues.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Read 3 or 4 of 4</th>
<th>Read 4 of 4</th>
<th>Read 3 of 4</th>
<th>Read 2 of 4</th>
<th>Read 1 of 4</th>
<th>Receive &amp; Don’t Read</th>
<th>Do Not Receive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milling &amp; Baking News¹</td>
<td>84%</td>
<td>73%</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Prepared Foods</td>
<td>21%</td>
<td>14%</td>
<td>7%</td>
<td>5%</td>
<td>2%</td>
<td>7%</td>
<td>43%</td>
</tr>
<tr>
<td>Snack Food &amp; Wholesale Bakery</td>
<td>14%</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
<td>0%</td>
<td>11%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Industry magazine most relied on for news and information**

- **Milling & Baking News**: 80%
- **Snack Food & Wholesale Bakery**: 2%
- **Prepared Foods**: 2%
- **Other**: 7%

**Reader survey**

- 82% of readers have more than 20 years of baking industry experience.
- 70% are involved with specifying or authorizing ingredient and/or equipment purchases.
- 82% report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in Milling & Baking News.

¹Baxter Research Center - February 2018


**Over 400 Years of Combined Experience**

**Your Milling & Baking News Team**

- Morton Sosland: Editor-in-chief
- Neil Sosland: Executive editor, markets
- Joshua Sosland: Editor
- Eric Schroeder: Managing editor
- Jay Sjerven: Senior editor, markets
- Ron Sterk: Senior editor, markets
- Jeff Gelski: Associate editor
- Monica Watrous: Digital media senior editor
- Rebekah Schouten: Digital media associate editor
- Matt Noltemeyer: Associate editor - markets
- Mike Gude: Publisher
- Bruce Webster: Associate publisher
- Dave DePaul: Associate publisher
- Matt O'Shea: Associate publisher
- Lily O'Kane: Sales manager - classifieds
- Tom Huppe: Sales specialist
- Joshua Sosland: Editor
- Eric Schroeder: Managing editor
- Ron Sterk: Senior editor, markets
- Jeff Gelski: Associate editor
- Monica Watrous: Digital media senior editor

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**Circulation Information**

### Industry breakout

- Wholesale Baking, Milling & Mix Manufacturing: 55%
- Consultant, Trade Association: 14%
- Operations: 17%
- Distributor, Broker, Supplier: 11%
- Financial, Futures Merchant: 2%
- Gov't., Education, Trade Association: 2%
- Grain Merchant: 7%
- Snack, Pasta & other Food Production: 9%

### Reader Profile Job Function

- Senior Management: 64%
- Operations: 17%
- Other: 3%
- Consultant, Trade Association: 14%
- Distributor, Broker, Supplier: 11%
- Financial, Futures Merchant: 2%
- Gov't., Education, Trade Association: 2%

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**Total print & digital circulation weekly**: 5,075

**Readers per copy**: 3.1

**Average monthly e-newsletter circulation**: 84,433

**Average monthly Bakingbusiness.com unique visitors**: 55,883

**Average monthly opportunities to reach customers**: 156,048

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1 Baxter Research, February 2018
2 Publisher’s own data
3 BPA, January - June 2018 The sum of the monthly distribution averages for Morning Brief, Bakingbusiness.com Daily, Bakingbusiness.com Weekly and Food Safety Monitor e-newsletters
4 BPA, June 2018
5 Publisher’s own data - may include duplication of viewers across channels
# 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jan. 1</strong> – Stock Market Analysis Donuts Update</td>
<td><strong>Feb. 5</strong> – FBN: Fruit Ingredients</td>
<td><strong>Mar. 5</strong> – FBN: Healthy Fats and Oils Innovations</td>
</tr>
<tr>
<td><strong>Jan. 8</strong> – FBN: Flavor Trends to Watch</td>
<td><strong>Feb. 12</strong> – IBIE Preview</td>
<td><strong>Mar. 12</strong> – FIS: Fiber Baking Hall of Fame</td>
</tr>
<tr>
<td><strong>Jan. 22</strong> – FBN: Adding Plant Protein to Snacks</td>
<td><strong>Feb. 26</strong> – Heirloom Grains</td>
<td><strong>Mar. 26</strong> – Bread Perspective Pasta Update Washington Update Bonus Distribution: SNAPO (Mar. 31 - Apr. 2) ABA (Apr. 7 - 10)</td>
</tr>
<tr>
<td><strong>Jan. 29</strong> – FIS: Flavors in Baked Foods Hot Cereal Update</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July 9</strong> – FBN: Fats and Oils Innovations Summer Fancy Food Show</td>
<td><strong>Aug. 13</strong> – Ingredient Market Insight Fueled by Sosland Purchasing Seminar IBIE Preview</td>
<td><strong>Sep. 10</strong> – Specialty Grains: Supply Update Cookies Update Milling Technology</td>
</tr>
<tr>
<td><strong>July 16</strong> – Crackers Update Washington Update</td>
<td><strong>Aug. 20</strong> – FBN: Gluten Free Non-G.M.O. Ingredients</td>
<td><strong>Sep. 17</strong> – FBN: Added Sugar Reduction Cultures Enzymes</td>
</tr>
<tr>
<td><strong>July 23</strong> – FBN: Clean Label Inclusions</td>
<td><strong>Aug. 27</strong> – Bread Perspective Washington Update IBIE Show Guide Bonus Distribution: IBIE (Sept. 7 - 11) TIA (Sept. 7 - 8)</td>
<td><strong>Sep. 24</strong> – FIS: Removing Added Sugars</td>
</tr>
<tr>
<td><strong>July 30</strong> – FIS: Gluten Free Buns and Rolls Update</td>
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<td></td>
</tr>
</tbody>
</table>

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**Ad close date is three weeks prior to issue date**

For specific close dates, please visit [www.sosland.com/bakingbusinessadvertising](http://www.sosland.com/bakingbusinessadvertising)

**For print specifications please visit:**

[www.sosland.com/bakingbusinessadvertising](http://www.sosland.com/bakingbusinessadvertising)

**Ad enhancements**

Make your print ad come ‘alive’ in the digital edition. Call your sales representative to learn more about custom ad enhancements.

**Contact a representative**

Mike Gude, mgude@sosland.com
Bruce Webster, bwebster@sosland.com
Dave DePaul, ddepaul@sosland.com
Paul Lattan, plattan@sosland.com
Lily O’Kane, lokane@sosland.com
Matt O’Shea, moshea@sosland.com
Tom Huppe, thuppe@sosland.com
Sosland Publishing Company offers a variety of specialized design, digital and media services. For more information, contact your sales representative.

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr. 2</td>
<td>May 7</td>
<td>June 4</td>
</tr>
<tr>
<td>FBN: Vanilla Plant-Based Protein</td>
<td>News Feature: Transportation and Distribution</td>
<td>Specialty Grains: Organic Tortilla Update</td>
</tr>
<tr>
<td>Apr. 9</td>
<td>May 14</td>
<td>June 11</td>
</tr>
<tr>
<td>Ingredient Market Insight Fueled by Sosland Purchasing Seminar IAOM Review</td>
<td>FBN: Organic Ingredients Dairy Flavors</td>
<td>FBN: Sweeteners Protein</td>
</tr>
<tr>
<td>Apr. 16</td>
<td>May 21</td>
<td>June 25</td>
</tr>
<tr>
<td>Apr. 23</td>
<td>May 28</td>
<td></td>
</tr>
<tr>
<td>FIS: Clean label: Non-G.M.O. AIB Insert</td>
<td>FBN: Gums Hydrocolloids</td>
<td></td>
</tr>
<tr>
<td>Oct. 1</td>
<td>Nov. 5</td>
<td>Dec. 3</td>
</tr>
<tr>
<td>FBN: Fiber/Extracts</td>
<td>FIS: Fats and Oils Milling Technology Washing</td>
<td>Ready-to-eat Cereal Update</td>
</tr>
<tr>
<td>Oct. 8</td>
<td>Nov. 12</td>
<td>Dec. 10</td>
</tr>
<tr>
<td>Oct. 15</td>
<td>Nov. 19</td>
<td>Dec. 17</td>
</tr>
<tr>
<td>FBN: Flavor Development NACS</td>
<td>Ingredient Market Insight Fueled by Sosland Purchasing Seminar Bars Update</td>
<td>FIS: Clean Label - The No-No’s</td>
</tr>
<tr>
<td>Oct. 22</td>
<td>Nov. 26</td>
<td>Dec. 24</td>
</tr>
<tr>
<td>Oct. 29</td>
<td></td>
<td>Dec. 31</td>
</tr>
<tr>
<td>FBN: Dairy Protein Preservatives</td>
<td></td>
<td>Sweet Goods Update</td>
</tr>
</tbody>
</table>

In 2019, Sosland Publishing will again be a media sponsor and the Official Media Provider for IBIE.

- IBIE Pre-Show Guide
- IBIE On-site Show Directory
- IBIE Today Show Dailies
- www.IBIE2019.com
- IBIE Mobile App
- Innovation Showcase
- IBIE Show Directory
- Good Morning IBIE

Get the most out of your IBIE experience with Milling & Baking News:

- IBIE Preview (August 13 issue)
- IBIE Show Guide (August 27 issue)
Bakingbusiness.com is the No. 1 source for the latest online news and information. Receiving over a million page views annually, it is the preferred news and resource center for the grain-based foods industry with an audience that includes buyers, product developers and influential executives. If you want to reach an engaged industry audience, Bakingbusiness.com needs to be part of your media mix. Visit www.sosland.com/bakingbusinessadvertising for advertising rates, specs and additional information.

BakingBusiness.com had over 1,721,232 page views this past year, an increase of nearly 21%.

<table>
<thead>
<tr>
<th>Page views</th>
<th>Unique visitors</th>
<th>New organic searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>143,437(^1)</td>
<td>55,883(^1)</td>
<td>40.1%(^2)</td>
</tr>
<tr>
<td>monthly average</td>
<td>monthly average</td>
<td>Growth</td>
</tr>
</tbody>
</table>

89.9% increase in unique visitors\(^3\)

- Monthly mobile page views: 27,636\(^3\)
- Monthly mobile visitors: 15,173\(^3\)

\(^1\)BPA - June 2018  
\(^2\)Adobe Analytics, July 2017 - June 2018  
\(^3\)Adobe Analytics, June 2017 - May 2018
Up-to-date Information on the Go

Our products will help you reach your customers frequently and effectively

Milling & Baking News is the content creator of a variety of e-newsletters, all designed to keep readers informed on the latest industry news and happenings.

E-newsletters through Bakingbusiness.com offer the most frequent reach opportunities. Combining the e-newsletters with a diversified media plan can increase both the reach and the memorability of your market message. To see ad spaces, specs and more information, visit www.sosland.com/bakingbusinessadvertising/enewsletters.html.

Bakingbusiness.com Daily
Average circulation: 15,923
- Top news stories each day
- Categorized by subject

Bakingbusiness.com Weekly
Average circulation: 20,863
- Delivered every Friday morning
- Includes the hottest topics of the week

Sosland Morning Brief
Average circulation: 15,800
- Sent out daily
- Updates readers on all the top news stories and key commodity market trading that happened during the night

Food Safety Monitor
Average circulation: 13,192
- Published every other week
- VITAL resource for anyone in the industry concerned with food safety
- Contains the latest and essential food safety coverage

Advertise in the 2019 Purchasing Seminar Book

Each attendee will receive a program book providing a comprehensive overview of the 2-day seminar. The program book also provides value as a post-event marketing resource participants will refer to throughout the year.

Advertising sponsor will receive:
- An advertisement in the 2019 book
- Your company’s logo and website listed inside the book
- Recognition at the Monday morning opening session
- Your company’s logo on banner stands displayed at the seminar
- Your company’s logos displayed on screen during breaks and during Monday’s cocktail reception
Milling & Baking News offers several annual issues that are valuable informational resources related to the industry. These issues are referenced by customers regularly throughout the year.

### Annual Issues & Products

**Directory & Buyers Guide**
- Publishes: February 2019
- Ad Close: December 2018

**Baking Hall of Fame Edition**
- Publishes: April 2, 2019
- Ad Close: March 15, 2019

**Corporate Profiles & State of the Industry Report**
- Publishes: October 2019
- Ad Close: September 1, 2019

**Grain & Milling Annual**
- Publishes: November 2019
- Ad Close: October 1, 2019

### Annual Issue Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>One Time¹</th>
<th>Sosland Advertiser²</th>
<th>Program Advertiser³</th>
<th>Regular Advertiser⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$8,400</td>
<td>$8,150</td>
<td>$6,850</td>
<td>$5,850</td>
</tr>
<tr>
<td>2/3</td>
<td>$6,100</td>
<td>$5,525</td>
<td>$4,975</td>
<td>$4,425</td>
</tr>
<tr>
<td>1/2 Isl</td>
<td>$5,275</td>
<td>$4,800</td>
<td>$4,200</td>
<td>$3,825</td>
</tr>
<tr>
<td>1/2</td>
<td>$5,025</td>
<td>$4,575</td>
<td>$4,000</td>
<td>$3,625</td>
</tr>
<tr>
<td>1/3</td>
<td>$3,775</td>
<td>$3,400</td>
<td>$3,000</td>
<td>$2,725</td>
</tr>
</tbody>
</table>

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

⁴Regular Advertiser
Applies to advertisers maintaining a monthly schedule in at least one Sosland publication.

### Print Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$4,400</td>
<td>$3,850</td>
<td>$3,300</td>
<td>$2,725</td>
<td>$2,200</td>
</tr>
<tr>
<td>2/3</td>
<td>$3,300</td>
<td>$2,900</td>
<td>$2,425</td>
<td>$2,050</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/2 Isl</td>
<td>$2,850</td>
<td>$2,500</td>
<td>$2,125</td>
<td>$1,875</td>
<td>$1,425</td>
</tr>
<tr>
<td>1/2</td>
<td>$2,750</td>
<td>$2,325</td>
<td>$1,975</td>
<td>$1,650</td>
<td>$1,300</td>
</tr>
<tr>
<td>1/3</td>
<td>$2,200</td>
<td>$1,925</td>
<td>$1,650</td>
<td>$1,375</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

*Note: $1,900 for color. Increased frequency rates may be earned in combination with other Sosland publications.

### Classified Advertising Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1-3</th>
<th>4-6</th>
<th>7-9</th>
<th>10-12</th>
<th>12+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate (per inch)</td>
<td>$150</td>
<td>$140</td>
<td>$130</td>
<td>$120</td>
<td>$100</td>
</tr>
</tbody>
</table>

*Note: Contact Lily O’Kane at lokane@sosland.com for specifications.

“Whether news, feature article or market report, editorial integrity ranks foremost in choosing and in writing to help individual readers understand more clearly than ever before the information, the trends and the developments that affect how they may prosper. We are proud of what has been done and we look to the future with a sureness that may be unique to modern-day publishing.” — Morton Sosland

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Email print ad as a PDF/X-1a to preflight@sosland.com. Visit www.sosland.com/bakingbusinessadvertising for specifications.

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Sosland Publishing
4801 Main St. Suite 650, Kansas City, MO 64112
bakingbusiness@sosland.com • 816-756-1000