



Baking & Snack
MEDIA GUIDE 2023

SOSLAND
PUBLISHING



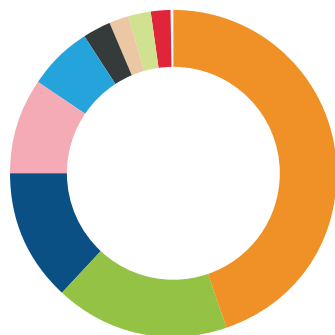
Baking & Snack

A dynamic industry deserves a dynamic news source

Long recognized as the industry's most trusted source of news and information, *Baking & Snack* offers compelling coverage and analysis of ingredient and equipment technologies, breaking industry news, equipment and facility investment, and the latest industry trends. Whether in print or digital formats, *Baking & Snack's* industry-best team of editors and contributors delivers your message to a highly engaged audience of industry executives in product development, production and packaging who rely on our comprehensive targeted information to drive their businesses forward.

Subscriber segments

Source: BPA Report – June 2022, 11,620 Unique Total Qualified (9,477 Print + 4,755 Digital).



- 44.6% Bread / Cake
- 17.1% Snack Foods
- 12.7% Cookie / Cracker
- 9.7% Mix Manufacturer
- 6.4% Candy / Confection
- 2.6% Cereal
- 2.6% Pizza
- 2.6% Tortilla
- 1.7% Pasta

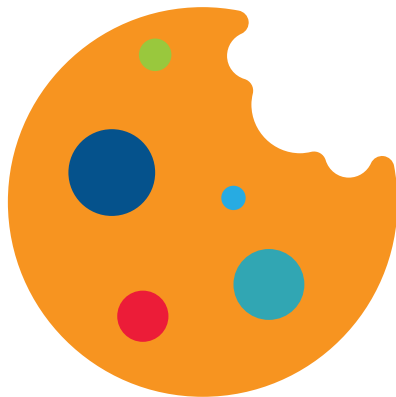


CONNECT WITH US ON SOCIAL MEDIA

Close to 14,000,000 ways to connect with customers in 2023¹

Baking & Snack delivers essential content researched and written by experienced editors who bring unique insight and perspective to today's dynamic marketplace.

Our multichannel approach offers nearly 1.2 million opportunities each month to engage industry decision-makers, build affinity for your brand, and deliver your key marketing messages via the punch of our industry-leading platform.



1,165,904

Average Monthly Opportunities to Connect with Customers⁶

9,477

Total Average Monthly Print Circulation²

2.6

Readers per Print Copy³

20,498

Average Monthly Digital Circulation⁴

1,002,249

Average Monthly Newsletter Distribution⁵

118,517

Average Monthly *bakingbusiness.com* Sessions²

Source:

1. Publisher's own data, June 2022. Average Monthly Opportunities to Connect with Customers x 12 months
2. BPA Report – June 2022, 11,620 Unique Total Qualified (9,477 Print + 4,755 Digital)
3. Baxter Research Center, March 2022
4. Sosland Publishing Circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation = 4,755 Total Qualified circulation (BPA Report, June 2022) + 15,743 Non-qualified Circulation (Publisher's own data, July 2022)
5. Publisher's own data, June 2022 — Aggregate monthly distribution (distribution x frequency) for *Morning Brief*, *bakingbusiness.com Daily*, *bakingbusiness.com Weekly*, *Baking & Snack Update*, *Operations Update*, *Product Development Update*, *Global Perspectives*, *Innovations Update* and *Food Safety Monitor* newsletters. No attempt has been made to identify or eliminate duplication that may exist across media channels.
6. Publisher's own data, June 2022 - may include duplication of viewers across/within channels (Total Average Monthly Print Circulation x Readers per Print Copy + Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly *bakingbusiness.com* Sessions). Figure includes pass-along readership for print circulation.

Circulation by job function

Top Management / Administration: **53.6%**

Plant Operations / Engineering: **22.7%**

Technical / R&D / Quality Control: **15.2%**

Purchasing / Marketing / Sales: **8.5%**



BPA Report – June 2022, 11,620 Unique Total Qualified (9,477 Print + 4,755 Digital).

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2023 Editorial Calendar

Calendar and Show Distribution subject to change

	Jan/Feb	Feb	Mar	Apr	May	Jun
SPECIAL REPORTS	DIRECTORY AND BUYERS GUIDE	Capital Spending Report		Workforce		iba Preview
MARKET TRENDS		Snack	Artisan Bread	Tortillas & Flatbreads	Buns & Rolls	Snack Bars
FORMULATING		Plant-based Protein	Enzymes	Fats & Oils	Chemical Leavening	Dairy & Eggs
R&D		Colors & Flavors	Fortification & Enrichment	Sugar Reduction	Fiber	Antioxidants (Extended Shelf Life)
PROCESSING		Buns & Rolls	Sweet Goods	Cookies & Wafers	Pan Bread	Donuts
EQUIPMENT		Ovens	Conveying	Ingredient Handling	Sheeting & Laminating	Mixing
PACKAGING & OPERATIONS		Supply Chain Update	Sliced Bread Packaging	Robotics	Snack Packaging	Foodservice Packaging
SHOW PREVIEWS		ABA Preview; interpack Preview		TIA Preview; IFT Preview		
SHOW DISTRIBUTION		ASB Baking Tech; SNAXPO	ABA	interpack	BEMA	IFT
CLOSE DATES		DEC 21	JAN 4	JAN 31	MAR 9	APR 6



FOR SPECS AND MORE INFORMATION, VISIT:
bakingbusiness.com/media-guide/baking-and-snack

For questions or to reserve your space, contact a sales representative at bakingsnacksales@sosland.com

2023 Editorial Calendar *Cont.*

Calendar and Show Distribution subject to change

	Jul	Aug	Sept	Oct	Nov	Dec
SPECIAL REPORTS			European Bakery Report	Sustainability		Ops. Exec. of the Year
MARKET TRENDS	Pan Bread	Pizza	Pastries	Cookies & Crackers	Sweet Goods	Donuts
FORMULATING	Emulsifiers	Sweeteners / Honey	Fruits & Nuts	Gums & Textures	Starches	Chocolate
R&D	Keto, Gluten-Free, Grain-Free	Protein	Gut Health (Prebiotics & Probiotics)	Fats & Oils	Vegan (Egg Replacement)	Whole Grains
PROCESSING	Flatbreads & Tortillas	Snacks	Artisan Bread	Pretzels	Pizza	Cake
EQUIPMENT	Depositing, Icing, Glazing	Ovens	Frying	Cooling & Freezing	Mixing	Dividing, Rounding, Moulding
PACKAGING & OPERATIONS	Food Safety	Packaging Innovation	Quality Assurance (Metal Detection & Vision)	Sanitation	Maintenance	Operational Efficiencies
SHOW PREVIEWS	PACK EXPO Preview	Cereals & Grains Preview				ASB 2024 Preview; SNAXPO 2024 Preview
SHOW DISTRIBUTION		PACK EXPO	iba; Nexus			
	JUN 2	JUL 5	AUG 1	SEP 7	OCT 11	NOV 7



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Custom Digital Products



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WEBINARS

Baking & Snack's webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging *Baking & Snack's* reach to its exclusive subscriber database drives significant viewership and ensures that your messaging is heard by difference makers across the baking industry.

TARGETED EMAIL MARKETING

Deliver your message directly to your best prospects. Targeted emails are a great way to introduce new products, announce special offers and drive qualified traffic and leads to your website.

E-ZINES

Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to baking companies' challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, multimedia platform for informing your customers while enticing them with a call to action.

AUTOMATED MARKETING CAMPAIGN

Automated marketing campaigns empower brands by amplifying their marketing efforts across various channels and nurture their target audiences based on their behavior, preferences or desirable characteristics. With this simple, yet effective approach, marketers can tailor their messaging across a number of touchpoints to engage and convert the decision makers they want to reach.

WHITE PAPERS

Bakingbusiness.com will host your white paper and promote it to a targeted audience. White paper hosting includes reference on the white paper listing page and a dedicated landing page.

AUDIENCE EXTENSION

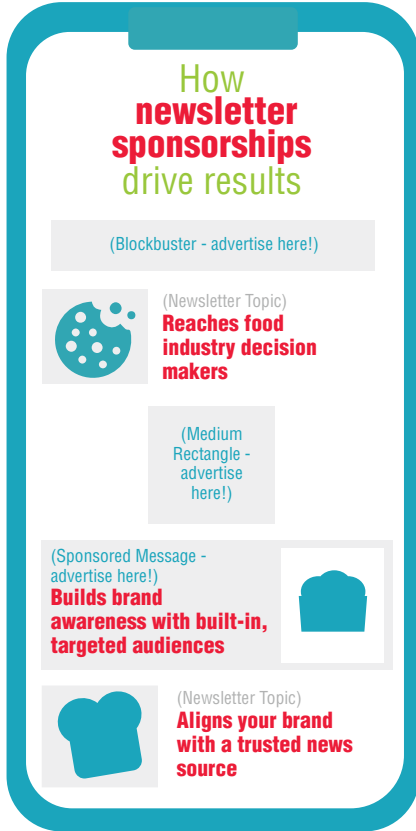
Reach *bakingbusiness.com* website visitors as they visit social media sites, navigate the web or use mobile apps. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Put your message in the right place, at the right time, in front of the right people.

CUSTOM PUBLISHING

For unique custom digital publishing projects, *Baking & Snack* delivers a wealth of marketing solutions with creativity, professionalism and credibility.

Digital Products

Newsletters



View the Newsletter Ad Rates chart below to see what ad positions you can claim in our newsletters.

Newsletter ad rates

	EACH AD POSITION BLOCKBUSTER, MED REC 1, 2, & 3
WEEKLY UPDATE THURSDAYS	\$3,100
OPERATIONS UPDATE TUESDAYS	\$3,100
PRODUCT DEVELOPMENT BRIEF WEDNESDAYS	\$2,950
INNOVATIONS UPDATE EVERY 3RD MONDAY	\$1,050
	SOLE SPONSORSHIP BLOCKBUSTER, SPONSORED MESSAGE, MEDIUM RECTANGLE
PRO TIPS LAST THURSDAY OF THE MONTH	\$4,100
GLOBAL PERSPECTIVES MONDAYS	\$3,675

Baking & Snack

WEEKLY UPDATE

The latest news and insights for the grain-based foods industry

Weekly Update, delivered every Thursday, covers timely news, technology, features and events of the grain-based foods industry. Our most comprehensive newsletter, *Weekly Update* informs and educates the *Baking & Snack* audience between the monthly print issues.

Baking & Snack

OPERATIONS UPDATE

Insights for production and engineering professionals

This premier weekly newsletter is delivered directly to executives in operations, engineering and plant-level management in baking and grain-based foods manufacturing. *Operations Update*, delivered on Tuesdays, provides news and information on engineering, production, packaging, maintenance and sanitation topics.

Baking & Snack

product development brief

Stay ahead of the curve. The *Product Development Brief*, delivered on Wednesdays, gives readers the latest news on consumer trends and new product development in the grain-based foods industry.

Baking & Snack

INNOVATIONS UPDATE

The latest advancements in the grain-based foods industry.

Innovations in grain-based foods are always of high interest to our readers. *Innovations Update*, delivered every third Monday, focuses specifically on the latest advancements in the industry. Updates include products/packaging, equipment, ingredients, new patents, innovation centers and more.

Baking & Snack PRO TIPS

Delivered on the last Thursday of the month, the *Baking & Snack Pro Tips* newsletter brings readers a compilation of insights, tips and hard-won wisdom from some of the most established professionals in the baking industry.

SOLE SPONSORSHIP

Baking & Snack

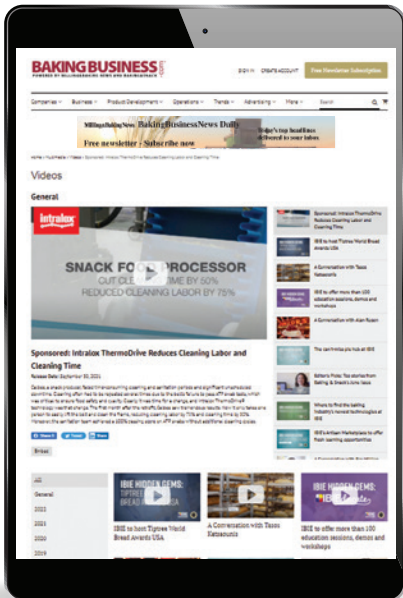
Global Perspectives

Global Perspectives, delivered on Mondays, offers the latest headlines and insights about the international baking industry. Keep your eyes open to the news from around the globe. Get the most pertinent headlines and insights about the international baking industry.

SOLE SPONSORSHIP



Digital Products Website



BAKING BUSINESS COM

POWERED BY MILLING & BAKING NEWS AND BAKING & SNACK

Each month, more than 92,000 unique visitors turn to *bakingbusiness.com* for the latest on the trends and information shaping the food industry. From millers to marketers, the decision makers driving tomorrow's smart strategies and disruptive transformation make *Baking & Snack* and *bakingbusiness.com* their go-to sources for news.

Put your marketing message where it will not only be seen, but where it will make a difference with the people who make the decisions – more than 1.1 million times a year: *bakingbusiness.com*.

bakingbusiness.com rates

ADS	RATES
LEADERBOARD	\$3,100
EXPANDABLE LEADERBOARD	\$3,200
INLINE MEDIUM RECTANGLE	\$3,300
MEDIUM RECTANGLE 1	\$2,900
MEDIUM RECTANGLE 2	\$2,375
ANCHOR	\$3,950 / week

Video spotlight

\$4,725 / month

Let *bakingbusiness.com* host your company video. Your video will be featured on the home page for one month, promoted in *Baking & Snack* newsletters for one month and housed on the video page for one year. In addition, your video will be sent via email to a list of 5,000.



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Digital Products

Digital Edition and Podcast

Digital edition

As the exclusive sponsor of *Baking & Snack's* digital edition, your wide skyscraper ad will appear next to every page in the sponsored digital edition. In addition to this premium location, your blockbuster ad also will appear in *Baking & Snack's* digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 20,000¹ recipients each month.

Digital Edition Sponsorship - \$4,000 / month

- Wide skyscraper on the digital edition
- Blockbuster on the digital alert email

Sponsorship + video or intro ad - \$4,200 / month

- Wide skyscraper and blockbuster
- Video or ad on the digital edition intro page

1. Sosland Publishing Circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 4,755 Total Qualified Circulation (BPA Report, June 2022) + 15,743 Non-qualified Circulation (Publisher's own data, July 2022).



Podcast: *Since Sliced Bread*

\$2,525 / episode

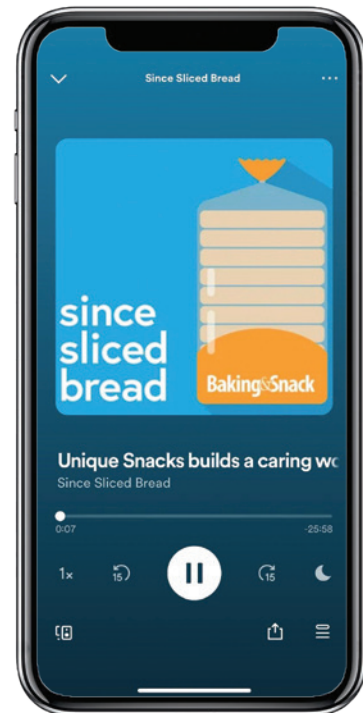
The *Since Sliced Bread* podcast engages industry leaders in candid conversations about pressing issues impacting the industry today. Your sponsorship will include three audio ads within each podcast episode, a roadblock on the podcast page (leaderboard and three medium rectangle ads), a sponsorship mention in the podcast alert (blockbuster) and in social media posts.

Q1, Season 13: Food Safety and Sanitation: In light of new food safety challenges, learn from the experts about the latest food safety and sanitation strategies.

Q2, Season 14: Baking on the Fringes: Learn from the bakers who are exploring keto-friendly, grain-free and gluten-free, cannabis, and more niche innovation.

Q3, Season 15: Artisan Baking: Meet bakers who are staying true to their artisan roots while scaling up to meet demand for Old World breads.

Q4, Season 16: Bakers Helping Bakers: The baking industry is a community that is always willing to help in both times of growth and crisis.



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Print Products

Print ad rates

SIZE	1X	6X	12X
FULL PAGE	\$6,525	\$5,700	\$4,900
1/2 PAGE (HORIZONTAL, VERTICAL)	\$4,125	\$3,600	\$3,100
1/3 PAGE (HORIZONTAL, VERTICAL)	\$3,100	\$2,700	\$2,325

*Above is a list of standard ad sizes. For additional sizes, please speak to your representative. Increased frequency rates may be earned in combination with other Sosland Publishing publications.

Website Classified Ads: \$650 / month.

For Classified section ad rates and specs, contact Lauren Juliana at ljuliana@sosland.com or (816) 835-8235.

Advertorials

Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *Baking & Snack's* digital edition links directly to your website, driving engaged readers to your doorstep.



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Print Products

Directory & Buyers Guide



Annual Directory & Buyers Guide

As the only complete resource on grain-based food producers and industry suppliers, this annual issue offers executives the convenience of both a directory and buyers guide. The directory section categorizes all major producers of grain-based foods by product and includes headquarters and plant locations. The buyers guide lists all key industry suppliers indexed by their products and services.

BENEFITS OF ADVERTISING

Digital Edition and Sortable Online Directory

- Year-round visibility, used time and again by industry executives throughout the year
- Organized and designed for easy navigation
- Your single advertisement in the *Baking & Snack Directory & Buyers Guide* provides exposure to the combined circulation of *Baking & Snack* and *Milling & Baking News*

With the visibility and added value you get from advertising in this special annual issue, the *Baking & Snack Directory & Buyers Guide* is a “must” for your marketing plan.

Close Date: Dec 21, 2022

Ad rates

SIZE	1X*	6X*	12X*
FULL PAGE	\$8,650	\$8,400	\$7,050
1/2 PAGE (HORIZONTAL, VERTICAL)	\$5,175	\$4,700	\$4,125
1/3 PAGE (HORIZONTAL, VERTICAL)	\$3,900	\$3,500	\$3,100

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Milling & Baking News. **PET** food PROCESSING **PERIMETER** ^{supermarket} **WORLD GRAIN.**

FoodEntrepreneur Experience



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PURCHASING SEMINAR.

