

# 2024

**Baking & Snack**



**MEDIA GUIDE**

[bakingbusiness.com](http://bakingbusiness.com)

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# Baking & Snack

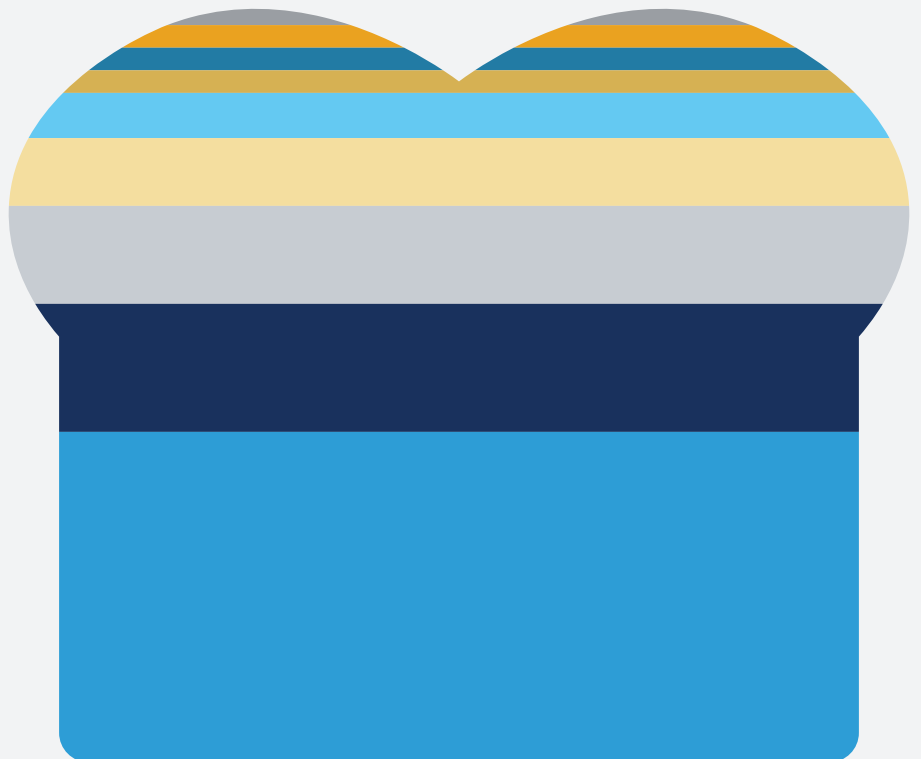
## A DYNAMIC INDUSTRY DESERVES A DYNAMIC NEWS SOURCE

Long recognized as the baking industry's most trusted source of news and information, *Baking & Snack* offers relevant and timely coverage. From the most innovative ingredient and equipment technologies, breaking news and facility investments to the latest industry trends, wholesale baking and snack professionals lean on our content for insights into practical solutions and approaches to the challenges they face. *Baking & Snack's* industry-best team of editors and contributors take pride in connecting the industry with its all-encompassing unbiased coverage while delivering your message to a highly engaged audience.

### Subscriber segments

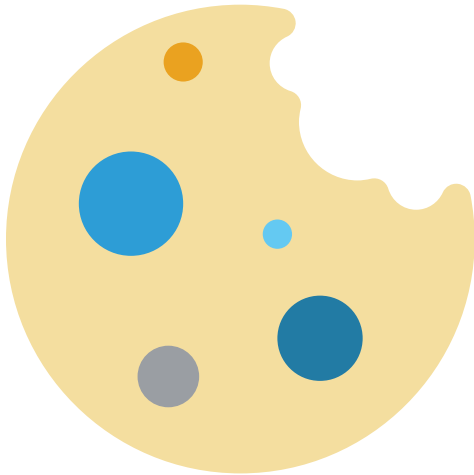
-  44.6% Bread / Cake
-  17.3% Snacks
-  12.9% Cookie / Cracker
-  9.3% Mix Manufacturer
-  6.3% Candy / Confection
-  2.8% Pizza
-  2.7% Cereal
-  2.6% Tortilla
-  1.5% Pasta

Source: BPA Report - June 2023, Total Qualified 11,800



# CLOSE TO 14,000,000 WAYS TO CONNECT WITH CUSTOMERS IN 2024<sup>1</sup>

Each month, *Baking & Snack* provides on average over 1.1 million opportunities to connect with a highly engaged group of baking industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



## 1,158,665

Average monthly opportunities to connect with customers<sup>7</sup>

## 2.3

Readers per print copy<sup>2</sup>

## 9,066

Total average print circulation per issue<sup>3</sup>

## 20,828

Average digital circulation per issue<sup>4</sup>

## 996,293

Average monthly newsletter distribution<sup>5</sup>

## 120,084

Average monthly *bakingbusiness.com* sessions<sup>6</sup>

Source:

1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
2. Baxter Research Center, March 2023
3. BPA Report - June 2023. Print = 9,066 per issue (11 times per year)
4. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 5,084 Total Qualified Circulation (BPA Report, June 2023) + 15,744 Non-qualified (Publisher's own data, June 2023)
5. Publisher's own data, June 2023 - 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, Food Safety Monitor and Baking & Snack Pro Tips newsletters. No attempt has been made to identify or eliminate duplication that may exist across media channels
6. BPA Report - June 2023
7. Publishers own data, June 2023 - may include duplication of viewers across/within channels (Total Average Monthly Print Circulation x Readers per Print Copy + Average Monthly Newsletter Circulation + Average Monthly *bakingbusiness.com* Sessions). Figure includes pass-along readership for print circulation

## Circulation by business class

Top Management / Administration:

### 53.2%

Plant Operations / Engineering:

### 22.9%



Technical / R&D / Quality Control:

### 15.2%

Purchasing / Marketing / Sales:

### 8.7%

Source: BPA Report - June 2023, Total Qualified 11,800

## Editorial staff



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# 2024 EDITORIAL CALENDAR

Calendar and Show Distribution subject to change  
 \*Baxter Research Study issue

TOPICS	Jan/Feb	Feb	Mar*	Apr	May	Jun
<b>SPECIAL REPORTS</b>	<b>DIRECTORY AND BUYERS GUIDE</b>	Capital Spending Report		New Product Development	Sustainability	Workforce
<b>MARKET TRENDS</b>		Artisan Bread	Tortillas & Flatbreads	Snacks	Buns & Rolls	Bars
<b>FORMULATING</b>		Fiber	Extended Shelf Life	Enzymes	Keto-Friendly Formulating	Protein
<b>R&amp;D</b>		Sodium Reduction	Egg Replacement	Chemical Leavening	Sugar Reduction	Fats & Oils
<b>PROCESSING</b>		Sweet Goods	Cookie & Cracker	Flatbread & Tortilla	Bun & Roll	Pretzel
<b>EQUIPMENT</b>		Extrusion	Ingredient Handling	Conveyors	Frying	Mixing
<b>PACKAGING &amp; OPERATIONS</b>		Maintenance	Smart Manufacturing	Snack Packaging	Sliced Bread Packaging	Robotics
<b>SHOW PREVIEWS</b>		ABA Preview	TIA Preview	IFT FIRST Preview	BEMA Convention Preview	
<b>SHOW DISTRIBUTION</b>		ASB BakingTECH	ABA, SNX	TIA	Sosland Publishing Purchasing Seminar	BEMA, IFT FIRST
<b>CLOSE DATES</b>			<b>DEC 28, 2023</b>	<b>FEB 14</b>	<b>FEB 29</b>	<b>MAR 29</b>

# 2024 EDITORIAL CALENDAR - cont.

Calendar and Show Distribution subject to change

TOPICS	Jul	Aug	Sept	Oct	Nov	Dec
<b>SPECIAL REPORTS</b>		Nutrition Labeling	State of the Baking Industry Report	iba 2025 Preview	IBIE 2025 Preview	Operations Executive of the Year
<b>MARKET TRENDS</b>	Donuts	Pizza	Pan Bread	Cookies & Crackers	Sweet Goods	Pies
<b>FORMULATING</b>	Fortification & Enrichment	Allergen-Free Formulating	Texture	Fats & Oils	Dairy & Eggs	Cannabis/CBD/ Hemp
<b>R&amp;D</b>	Inclusions	Dough Conditioners	Sweeteners	Alternative Grains	Plant-based Protein	Chocolate
<b>PROCESSING</b>	Pan Bread	Pies	Artisan Bread	Bars & Confectionery	Pizza	Donuts
<b>EQUIPMENT</b>	Sheeting & Laminating	Ovens	Depositing/ Icing/Glazing	Pan Coating & Handling	Cooling & Freezing	Mixing
<b>PACKAGING &amp; OPERATIONS</b>	Food Safety & Sanitation	Quality Assurance/ Metal Detection/ Vision Systems	Remote Technology	Packaging Innovation	Cookie Packaging	Design & Build
<b>SHOW PREVIEWS</b>	PACK EXPO Int'l Preview; Nexus Preview	Cereals & Grains 2024 Preview				ASB BakingTech 2025 Preview; SNX Preview
<b>SHOW DISTRIBUTION</b>			Nexus, Cereals & Grains 2024	PACK EXPO Int'l		
<b>CLOSE DATES</b>	<b>MAY 27</b>	<b>JUN 26</b>	<b>JUL 30</b>	<b>SEP 9</b>	<b>OCT 2</b>	<b>OCT 29</b>



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## PRINT MARKETING OPPORTUNITIES

### Print ad rates

AD TYPES	1X	3X	12X
TWO-PAGE SPREAD	\$9,800	\$8,550	\$7,350
FULL PAGE	\$6,525	\$5,700	\$4,900
1/2 PAGE (HORIZONTAL, VERTICAL)	\$4,120	\$3,595	\$3,100
1/3 PAGE (HORIZONTAL, VERTICAL)	\$3,100	\$2,705	\$2,335
CLASSIFIED	\$175	\$150	\$125

\*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.

#### CLASSIFIED ADS:

For classified section ad specs, contact our sales team at [classifiedsales@sosland.com](mailto:classifiedsales@sosland.com).

### Advertorials

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing the journalistic style article or one of our editorial experts will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in *Baking & Snack's* digital edition, driving engaged readers to your doorstep.

## SHOWCASE YOUR MARKETING MESSAGE TO A TARGETED AUDIENCE

### SNAC WORLD

The official journal of SNAC International (formerly the Snack Food Association), *SNAC World* is a stand-alone magazine produced by Sosland Publishing®. Distributed in the spring of 2024, this issue will be free-of-charge to the association's business and associate members. Readers will get access to a State of the Industry report based on Circana's annual sales data for the snack industry along with coverage of the latest snack trends, government affairs and upcoming education and networking opportunities.

### SNAC WORLD INTERNATIONAL NEWSLETTER

Stay up to date on the snack category throughout the year with this quarterly newsletter, brought to you in partnership with SNAC International.



## PRINT MARKETING OPPORTUNITIES - cont.

### Directory & Buyers Guide

The *Directory and Buyers Guide* is the most comprehensive directory in the grain-based foods industry, focused on wholesale baking and snacks. Advertising in this indispensable resource published by *Baking & Snack* and *Milling & Baking News* provides year-round visibility for customers searching for ingredients, equipment, packaging and related solutions.

#### WHAT'S INSIDE:

- Directory of North American-based producers, including details on plant locations, headquarters, and operational and executive teams
- Buyers guide featuring more than 400 categories and 1,000+ manufacturers for all things wholesale baking and snack

#### BENEFITS OF ADVERTISING:

- Your brand will appear in the digital edition and sortable online directory and buyers guide
- Brand exposure with the combined circulation of *Baking & Snack* and *Milling & Baking News*
- Used time and again by industry executives throughout the year

**Close date: January 2**

**Publishes: February**



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**PRINT  
+ DIGITAL  
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JOURNEY

IS

UNIQUE

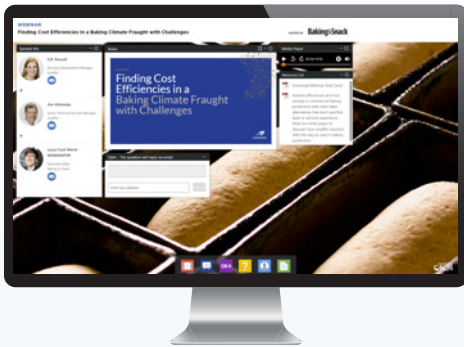
## MEET YOUR BUYERS AT EVERY TURN.

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# DIGITAL MARKETING OPPORTUNITIES



## CUSTOM WEBINARS

*Baking & Snack's* hosted 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 quality viewership and ensures that your messaging is heard by difference-makers across the baking industry.

## TARGETED EMAIL MARKETING

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, 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, interactive digital magazine for informing your customers while enticing them with a call to action.

## 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

Stay engaged with *bakingbusiness.com* visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.



## Case study videos

Bring your solutions to life with engaging customer-centric video content. Your brand will share a customer success story via a video interview with a *Baking & Snack* editor. From the challenge to development strategy and implementation, the customer (and your brand, if appropriate) will walk viewers through the process their teams endured to achieve success. This benefit-driven narrative is designed to elevate your marketing message, raise brand awareness and ultimately generate leads.



## NATIVE ARTICLES

Native content extends your brand's recognition within the baking industry through our high-traffic website, *bakingbusiness.com*. Your brand's thought leadership, processing expertise or other native content will be woven within our site and will also be promoted in a *Baking & Snack* newsletter to engaged readers.

## CUSTOM PUBLISHING

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



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# DIGITAL MARKETING OPPORTUNITIES - cont.

## Newsletters

### Baking & Snack WEEKLY UPDATE

Delivered every Thursday, *Weekly Update* covers timely news, technology, features and events of the grain-based foods industry. This comprehensive newsletter is designed to inform and educate the *Baking & Snack* audience between our monthly print issues.

### Baking & Snack OPERATIONS UPDATE

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

### Baking & Snack product development brief

Stay ahead of the curve with our *Product Development Brief*. Delivered on Wednesdays, readers rely on this newsletter for the latest in consumer trends and new product development in the grain-based foods industry.

### Baking & Snack INNOVATIONS UPDATE

Innovations in grain-based foods are always of high interest to our readers. Delivered every third Monday, *Innovations Update* 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 ProTips* 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* is delivered each Monday and offers the latest headlines and insights about the international baking industry.

#### SOLE SPONSORSHIP

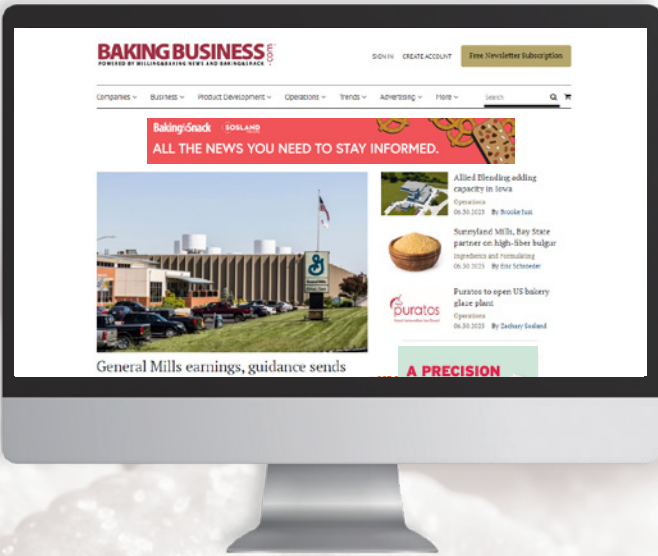


View the newsletter ad rates chart below to see which ad positions you can claim in our newsletters.

## Newsletter ad rates

NEWSLETTER	EACH AD POSITION BLOCKBUSTER, MEDIUM RECTANGLE 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
NEWSLETTER	SOLE SPONSORSHIP BLOCKBUSTER, SPONSORED MESSAGE, MEDIUM RECTANGLE
PRO TIPS LAST THURSDAY OF THE MONTH	\$4,100
GLOBAL PERSPECTIVES MONDAYS	\$3,675

# DIGITAL MARKETING OPPORTUNITIES - cont.





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## Website advertising

Baking & Snack's crafted strategies and tactics get your message to the right people at the right time via THEIR preferred channels. In addition to print, *bakingbusiness.com* – the wholesale baking industry's trusted, premier website – offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From run of site (ROS) ads, exclusive sponsorships, and more, your marketing messages will get noticed through more than 120,000 average monthly sessions on *bakingbusiness.com*.<sup>1</sup>

1. Source: BPA Report – June 2023

## Website ad rates

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$3,100
EXPANDABLE LEADERBOARD	\$3,200
INLINE MEDIUM RECTANGLE	\$3,300
MEDIUM RECTANGLE 1	\$2,900
MEDIUM RECTANGLE 2	\$2,375
ANCHOR	\$3,525 PER WEEK

## Video spotlight

**\$4,725**

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.



# DIGITAL MARKETING OPPORTUNITIES - cont.

## 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 will also appear in *Baking & Snack's* digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 20,600 recipients each month.<sup>1</sup>

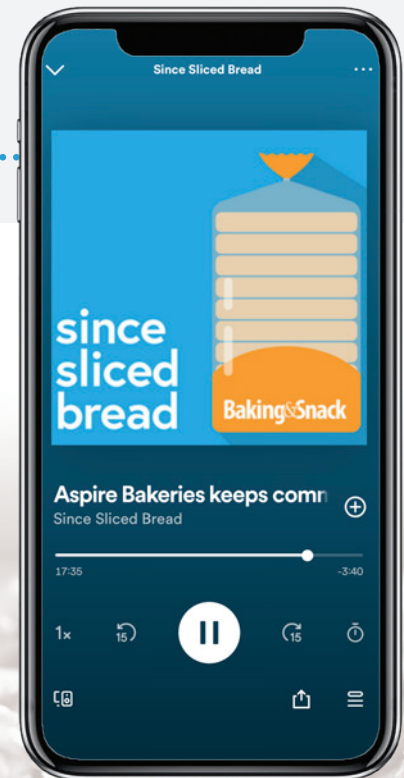
1. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 5,084 Total Qualified Circulation (BPA Report, June 2023) + 15,744 Non-qualified (Publisher's own data, June 2023)

### DIGITAL EDITION SPONSORSHIP - \$4,000 PER MONTH

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

### SPONSORSHIP + VIDEO OR INTRO AD - \$4,200 PER MONTH

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



## Podcast: *Since Sliced Bread*

**\$12,500 PER SEASON**

Align your brand with the industry's top thought leaders. *Baking & Snack's* *Since Sliced Bread* podcast engages industry leaders in candid conversations about pressing issues impacting the baking industry. This quarterly podcast explores a fresh topic each season and gives your brand an exclusive opportunity to showcase its industry expertise while boosting brand awareness.

Your sponsorship will include three audio ads within each podcast episode, a roadblock ad on the podcast page (leaderboard ad and three medium rectangle ads), a sponsorship mention in the podcast alert (blockbuster ad) and in social media posts.

**Q1, Season 17: Wisdom from the Hall of Fame:** Hear conversations with living inductees into the Baking Hall of Fame as they share their wealth of knowledge and experience.

**Q2, Season 18: Sensational Snacks:** Take a deep dive into how the snack category is evolving and what is driving innovation.

**Q3, Season 19: Automation Ups and Downs:** Bakery and snack manufacturers are incorporating more automation into production, but how do you ensure a smooth transition and get the most out of the investment?

**Q4, Season 20: Pervasive Pizza:** Pizza remains one of America's favorite foods, and its popularity continues to grow with regional diversity and new formats.



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