



SOSLAND
PUBLISHING

bake

MEDIA GUIDE 2023

bakemag.com

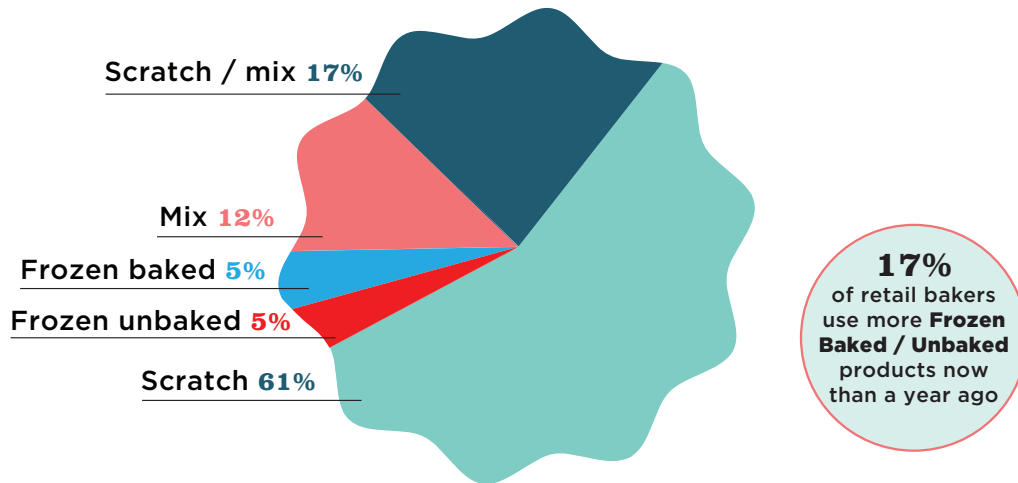


bake

Connect with an audience of engaged retail bakers

bake magazine and bakemag.com are the quintessential resources – both online and in print – for all things baking in the retail bakery and bakery foodservice segments of the North American baking industry. *bake*'s innovative print magazine and website serve as must-see, continuous information hubs for experienced bakers, bakery owners, foodservice professionals, buyers, and more in this thriving sector. *bake* is focused on helping an industry of artisans advance and grow their businesses. From business and management issues to the latest in production technology and industry trends to equipment, ingredients and labor-saving ideas, *bake* covers all aspects of running a profitable bakery operation.

What percent of your bakery production methods is made up of the following? (average %)



In response to the coronavirus pandemic

57% of bakeries report they have identified new supply chain partners

30% of bakeries have entered new wholesale channels

26% have developed new e-commerce platforms

General 2023 outlook

42% of bakeries are very positive and **41%** of bakeries are somewhat positive about their business for the coming year

49% of bakeries expect production levels to be up in 2023

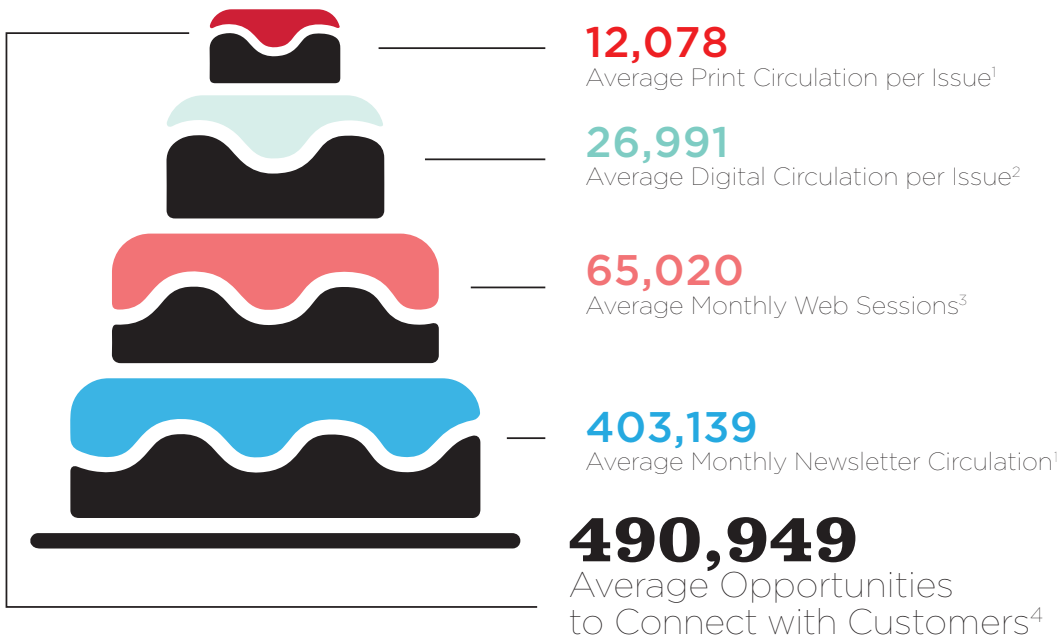
45% of bakeries expect to increase capital spending in 2023



CONNECT WITH US ON SOCIAL MEDIA

Nearly 6,000,000 opportunities to connect with customers in 2023

Each month, *bake* delivers an average of nearly 500,000 opportunities to put your message in front of an engaged group of baking industry decision makers. Our omnichannel approach delivers news and information that drives the industry and provides the context and insights our readers need.



Source:
 1. Sosland Publishing Circulation
 2. Sosland Publishing Circulation, Average digital circulation = Total Qualified Circulation + Non-qualified Circulation.
 3. Google Data Studio, January 2022 - June 2022
 4. Publisher's own data - may include duplication of viewers across / within channels. Figure includes pass-along readership for print circulation.

Circulation by Business Class

RETAIL
BAKERY:

61%

BAKERY
CAFE:

18%

SPECIALTY
BAKERY:

13%

FOOD SERVICE DIST /
BAKERY DIST /
BROKER:

5%

INTERMEDIATE
WHOLESALE
BAKERY:

3%

Sosland Publishing® Circulation

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bakemag.com

Get noticed on the retail baking industry's premier website. Each year, *bakemag.com* generates over 780,000 opportunities to share your marketing message. Help your prospects begin dynamic customer journeys and create brand advocates all with a simple mouse click. Share your marketing message broadly with run-of-site ads, or specifically target them based on *bakemag.com*'s taxonomy segmenting.

bakemag.com ad rates (ROS)

ADS	RATES (PER MONTH)
LEADERBOARD	\$2,100
EXPANDABLE LEADERBOARD	\$2,375
INLINE MEDIUM RECTANGLE	\$2,525
MEDIUM RECTANGLE 1	\$2,100
MEDIUM RECTANGLE 2	\$1,475
ANCHOR	\$2,300 / WEEK

Slideshows on bakemag.com

Help bakery decision makers plan ahead and capitalize on sales opportunities. Each week a different slideshow spotlights innovative products, creative merchandising ideas and marketing opportunities.

Exclusive Sponsorship:
\$1,850 / slideshow sponsorship

SPONSORSHIP INCLUDES:

- Contribution of content
- Topics are archived for 12 months with your advertising
- Slideshow recognition on the *bakemag.com* homepage
- Slideshow will be featured in the *bakenews daily* newsletter
- A leaderboard and medium rectangle ad on the slideshow landing page

Sponsored Content

Sponsored content provides an opportunity to showcase industry knowledge and product updates in a content marketing approach through sponsored articles or sponsored videos.

Sponsored Article: \$2,100 per week
Sponsored Video: \$2,100 per week

EXCLUSIVE SPONSORSHIP INCLUDES:

- Contribution of content – video and intro teaser OR full-length article
- Article or video is spotlighted as the main feature article on *bakemag.com* home page for one day and then archived on the website the following day
- Article or video is promoted as the top headline article in the *bakenews* newsletter the first day of the campaign and then promoted the remainder of the week in the supplier news section of the newsletter



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

Custom Digital Products

Audience Extension

Reach *bakemag.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.

Webinars

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

Ezines

Create your own interactive digital magazine. 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 bakers' 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

Bakemag.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.

Custom Publishing

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



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Digital Products

Newsletters

bakeneews daily

bakeneews daily is distributed Tuesday through Friday and offers valuable information including industry news, formulas, decorating ideas, videos and slideshows.

Blockbuster 1: \$2,600 per month

Blockbuster 2: \$2,600 per month

Sponsored Message: \$2,750 per month

Medium Rectangle 1: \$1,850 per month

Retail Bakers of America

BAKERY INSIDER

Retail Bakers of America's *Bakery Insider* reaches retail, specialty and foodservice bakers. Each Monday, *Bakery Insider* delivers industry news, tips and techniques related to bakery production and education.

Blockbuster: \$1,400 per month

Medium Rectangle 1: \$1,400 per month

Medium Rectangle 2: \$975 per month

Product Spotlight: \$400 per week

baketrends

baketrends is a weekly product spotlight newsletter distributed to retail, foodservice and in-store bakery decision makers.

Featured Sponsorship Includes:

Blockbuster 1

- Exclusive product spotlight
- Up to 4 call-to-action buttons

Rate: \$2,525 per week

Category Sponsor 1 includes:

Blockbuster 2

- Product Spotlight within category section

Rate: \$1,250 per week

Category Sponsor 2 Includes:

Blockbuster 3

- Product Spotlight within category section

Rate: \$1,250 per week

How newsletter sponsorships drive results

(Blockbuster - advertise here!)



(NEWSLETTER TOPIC)

Reaches food industry decision makers

(Medium Rectangle - advertise here!)

(Sponsored Message - advertise here!)

Builds brand awareness with built-in, targeted audiences



(NEWSLETTER TOPIC)

Aligns your brand with a trusted news source



Digital Products

Exclusively Sponsored Newsletters

baker's [WORKBENCH]

Baker's Workbench catches up with bakery masters and supplier technicians for new production twists that bring added value and efficiencies to bakery production.

Baker's Workbench video sponsorships showcase suppliers' technical knowledge and expertise relating to their products and services.

Exclusive Sponsorship Includes:

- Video, Leaderboard, Blockbuster, Product Spotlight

Rate: \$2,100 per month



Breadwinners focuses on the latest trends and troubleshooting solutions for bread and roll production.

Blockbuster and Product Spotlight: \$2,500 per month

Optional Video: \$525 per month

bake **CAKENOMICS**

HOW TO MAKE MONEY IN CAKES

Cakenomics delivers cake decorating best practices, new product trends and the latest tips and techniques from the nation's leading decorators straight to bakers' inboxes once a month.

Blockbuster and Product Spotlight: \$2,500 per month

Optional Video: \$525 per month



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Digital Products

Digital Edition



Digital Edition

As the exclusive sponsor of *bake's* digital edition, your wide skyscraper ad will appear next to every page of the sponsored digital edition. In addition to this premium location, your blockbuster ad also will appear in the *bake* digital edition email alert, which is sent to the subscriber database. Digital alerts are sent to nearly 27,000 recipients each issue.

SPONSORSHIP PACKAGE - \$1,575 / MONTH

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

SPONSORSHIP + VIDEO - \$2,100 / MONTH

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

Digital Products

Special Reports



bake Special Report Digital Series

Once per quarter, *bake's* editorial team will dig deeper into a trending product category.

Sponsorship Rate: \$4,200 / Special Report

HOW TO:

January: Accelerate **online sales**

May: Equip your bakery with the right **ovens**

July: Expand your business through **wholesale channels**

November: Build an **eco-friendly** bakery

Each Special Report is provided in digital edition format and distributed to *bake's* audience with a dedicated email. Articles from the digital edition along with two slideshows focused on the topic are promoted to the *bake* audience by way of the *bakenews daily* newsletter throughout the special report month. Each special report digital edition, articles and slideshows will be archived on an exclusive landing page on *bakemag.com* focused on the topic.

Sponsorship includes:

- Leaderboard and medium rectangle on slideshow landing pages and topic landing pages
- Full page ad and editorial contribution in Special Report digital edition



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2023 Editorial Calendar

calendar subject to change

JANUARY / FEBRUARY

CLOSE DATE: DEC 22

- The future of innovation
- Sculpted cakes
- Brioche
- Mixers
- Fruits
- Allergen sensitivity
- Online marketing
- Brownies
- Nutritional bars
- *Cakenomics: Spring Cakes*

MARCH / APRIL

CLOSE DATE: FEB 23

- Staffing challenges
- Layer cakes
- Baguettes
- Rack and deck ovens
- Cheese
- Clean label
- Instagram strategies
- Cookies
- Granola
- *Cakenomics: Graduation Cakes*
- *Panadería: Spring Issue*

MAY / JUNE

CLOSE DATE: APR 21

- Creative marketing Plans
- Angel food cakes
- Ciabatta
- Spraying & enrobing machines
- Nuts
- Gluten free
- Virtual education
- Muffins
- Breadsticks
- *Cakenomics: Summer Cakes*
- *Panadería: Summer Issue*

JULY

CLOSE DATE: MAY 18

- **REDBOOK®** Special Edition
- The annual **REDBOOK** is your opportunity to reach readers of *bake*, *Supermarket Perimeter*, *Baking & Snack* and *Milling & Baking News* with a single ad, viewable in print and online year round.

JULY / AUGUST

CLOSE DATE: JUN 21

- Effective promotions
- Flourless cakes
- Cornbread
- Cookie machines
- Honey
- Fruit purees
- National Bakery Day planning
- Single-serve desserts
- Savory pastries
- *Cakenomics: Birthday Cakes*

SEPTEMBER / OCTOBER

CLOSE DATE: AUG 24

- Identifying growth opportunities
- Pound cakes
- Pita bread
- Donut fryers
- Shortenings/oils
- Nut free
- Local connections
- Cupcakes
- Biscuits
- *Cakenomics: Halloween Cakes*
- *Panadería: Fall Issue*

NOVEMBER / DECEMBER

CLOSE DATE: OCT 19

- Giving back to your community
- Chiffon cakes
- Rye bread
- Depositors
- Food colors
- Kosher
- Holiday opportunities
- Cheesecakes
- Crackers
- *Cakenomics: Christmas Cakes*
- *Panadería: Winter Issue*

Major bakery / foodservice events

- **May 20-23:** National Restaurant Association Show, Chicago, Illinois
- **June 4-6:** International Dairy Deli Bakery Association Show, Anaheim, California
- **October 1-2:** Artisan Bakery Expo East in Atlantic City, New Jersey



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Print Products

Print ad rates

SIZE	1-3X	4-6X
2 PAGE SPREAD	\$12,625	\$11,650
FULL PAGE	\$6,825	\$6,325
1/2 PAGE	\$4,350	\$3,950
1/3 PAGE	\$3,850	\$3,475
1/4 PAGE	\$3,325	\$3,050
PRODUCT SHOWCASE	\$750	\$700

Website Classified Ads: \$650 / month.
 For Classified section ad rates and specs, contact Troy Ashby at tashby@sosland.com or (816) 589-1827.

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 *bake's* digital edition links directly to your website, driving engaged readers to your doorstep.

Print Products
 Special Issues

Cakenomics

In each issue of *bake* magazine, *bake's* editorial team takes a look at best practices for growing U.S. retail cake sales and profits, including business building ideas from America's most prolific cake sellers. In addition, *Cakenomics* also features time saving tips, supply side economics, winning promotions and innovative products every month.

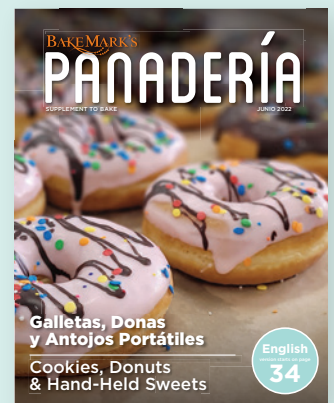
Panadería

Panadería, a quarterly magazine in both print and digital formats, is an essential marketing resource delivering valuable insight into America's rapidly increasing Hispanic market.



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Print Products

REDBOOK

REDBOOK

CLOSE DATE: May 18

PUBLISH DATE: July

Reach the readers of *bake*, *Supermarket Perimeter*, *Baking & Snack* and *Milling & Baking News* with a single ad, visible in print and online year round in the ultimate marketing resource for the baking industry.

BAKERY LISTINGS

The 42nd annual *REDBOOK* will include rankings of the top instore bakeries and multi-unit retailers, in addition to plant information for major wholesale bakery companies, and intermediate wholesale bakeries in the U.S., Puerto Rico and Canada. All contact information and analysis of companies is organized geographically and alphabetically.

SUPPLIER LISTINGS

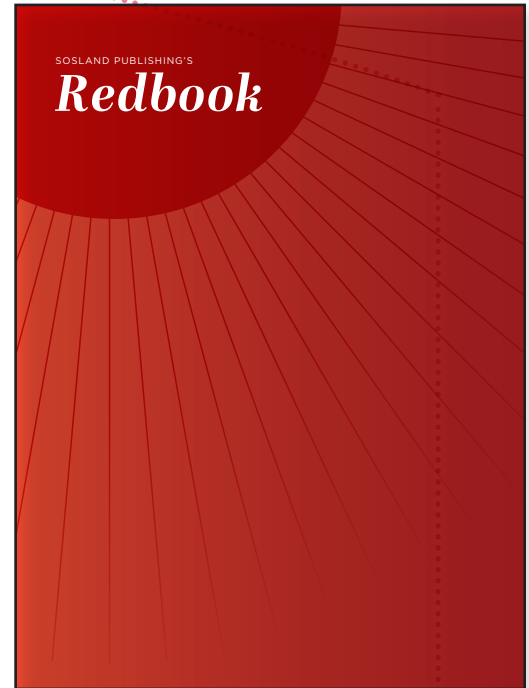
REDBOOK includes a comprehensive guide of bakery equipment, suppliers and services, and ingredients manufacturers. In addition to the printed version, the *REDBOOK* is digitally available on *bakemag.com*. Your advertisement appears just as it does in the print version, plus email and web addresses in the ads are live links.

ONLINE DIRECTORY

View the *REDBOOK* in the searchable, online directory. Filter or browse by category or alphabetically for the latest bakery suppliers and distributor listings.

REDBOOK print ad rates

AD SIZE	AD RATES
SPREAD	\$13,000
1/2 SPREAD	\$8,250
FULL PAGE	\$7,300
2/3 PAGE	\$6,075
1/2 PAGE	\$4,850
1/3 PAGE	\$3,900
1/4 PAGE	\$3,575



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MEAT+POULTRY **Milling & Baking News** **PET food PROCESSING** **supermarket PERIMETER** **WORLD GRAIN**

Food Entrepreneur Experience

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