



BAKEMARK'S
panadería

2015 media guide

ABOUT PANADERIA

Bakemark's Panadería, a quarterly magazine that is published in print and digital formats, provides valuable insights on America's booming Hispanic market. *Bakemark's* strong position and connection with the Hispanic bakery segment allows *Bakemark's Panadería* to focus on the people, techniques and products at leading Hispanic bakeries across North America. By providing you with a connection to this unique market, advertisers can leverage this market to enhance their own growth plans. Don't miss out on your opportunity to reach this all-important segment of the industry.

2015 EDITORIAL CALENDAR

March: The New Product Issue

Panaderías are introducing innovative new products to the marketplace by addressing customer demand for unique flavors, eye-catching decorations, and more convenient product options.

Ad/Materials Deadline: February 1

Bolillos & Teleras
Tres Leches Cakes
Consumer Purchasing West
Day of the Mothers
Tres Leches Fruit Parfaits
Sweet Breads & More

June: The Mexico Issue

Find out the latest trends in new product innovation, merchandising strategies and production techniques for authentic Hispanic products from panaderías south of the U.S.-Mexico border.

Ad/Materials Deadline: May 1

Empanadas
Quinceañera Cakes
Demographic Trends East
Summer Festivals
Sandías
Cakes & More

September: The Celebration Issue

Celebrations such as Día de los Muertos and Día de los Reyes play a very important role in Hispanic culture, and panaderías help customers celebrate these occasions with unique products.

Ad/Materials Deadline: August 1

Guayabas
Sprinkle Cakes
Merchandising Ideas North
Day of the Dead
Pan de Muerto
Cookies & More

November: The Consumer Issue

The population of Hispanics in America continues to grow rapidly, creating a melting pot of many different cultures and changing the food culture and product preferences of today's consumers.

Ad/Materials Deadline: October 1

Rosca de Reyes
Cuatro Leches Cakes
Health & Wellness South
Día de los Reyes
Polvorones de Canela
Pastries & More



“IF IT WERE A STANDALONE COUNTRY, THE U.S. HISPANIC MARKET BUYING POWER WOULD MAKE IT ONE OF THE **TOP TWENTY ECONOMIES IN THE WORLD.**”*

POPULATION

According to the 2012 State of the Hispanic Consumer Report, published by the Nielsen Company, Hispanics account for 16% of the total U.S. population. By 2015 they will account for 60% of the U.S. growth rate and from 2010 to 2050 experts anticipate the Hispanic population to have grown by 167%.

CONSUMPTION

Hispanic consumption is unique making it critical to understand how to effectively target this market.

Hispanics shop less often, spend more money per trip and don't buy things at promotional prices. “It is critical for retailers to develop a strong connection to become the destination of choice.”*

Bakemark's Panadería is the channel to begin developing that connection with hispanic bakers.

\$1 trillion

\$1.5 trillion

PURCHASING POWER

In 2010 there were 53 million Hispanics in the United States with \$1 trillion in purchasing power. By 2015 those numbers are projected to rise to \$1.5 trillion.*

*The Nielsen Company, 2012 State of the Hispanic Consumer Report.

For more information on *Bakemark's Panadería*
or to reserve an ad space please contact:

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PRINT RATES

Spread	\$4,800
Page	\$2,725
1/2 page	\$1,600
1/3 page	\$1,275
Advertising Translation Services	\$55

MECHANICAL SPECS

Magazine Trim Size	8.75 x 10.75		
	Standard (Non Bleed)	Trim Size	with Bleed
Spread	16 x 9.25	17.5 x 10.75	17.75 x 11
Full page	7.25 x 9.25	8.75 x 10.75	9 x 11
1/2 horizontal	6.75 x 4.25	8.75 x 5.25	9 x 5.5
1/2 vertical	3.25 x 8.75	4.25 x 10.75	4.5 x 11
1/2 island	4.625 x 7.5	5.25 x 8	5.5 x 8.25
1/3 horizontal	7.25 x 2.75	9 x 3.875	8.75 x 3.625
1/3 vertical	2 x 9.25	3 x 11	2.75 x 10.75
Product Showcase	3.5 x 2.75		

Submit PDF/X1a files to preflight@sosland.com

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