SOSLAND PUBLISHING

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 %)

- Scratch / mix 17%
- Mix 12%
- Frozen baked 5%
- Frozen unbaked 5%
- Scratch 61%

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 a 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
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.

**12,078**
Average Print Circulation per Issue

**26,991**
Average Digital Circulation per Issue

**65,020**
Average Monthly Web Sessions

**403,139**
Average Monthly Newsletter Circulation

**490,949**
Average Opportunities to Connect with Customers

Circulation by Business Class

<table>
<thead>
<tr>
<th>Class</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Bakery</td>
<td>61%</td>
</tr>
<tr>
<td>Bakery Cafe</td>
<td>18%</td>
</tr>
<tr>
<td>Specialty Bakery</td>
<td>13%</td>
</tr>
<tr>
<td>Food Service Dist / Bakery Dist / Broker</td>
<td>5%</td>
</tr>
<tr>
<td>Intermediate Wholesale Bakery</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source:
1. Sosland Publishing 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.

Editorial staff

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bakemag.com
Digital Products
bakemag.com

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.

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

bakemag.com ad rates (ROS)

<table>
<thead>
<tr>
<th>ADS</th>
<th>RATES (PER MONTH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>$2,100</td>
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<tr>
<td>EXPANDABLE LEADERBOARD</td>
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<tr>
<td>INLINE MEDIUM RECTANGLE</td>
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<tr>
<td>MEDIUM RECTANGLE 1</td>
<td>$2,100</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE 2</td>
<td>$1,475</td>
</tr>
<tr>
<td>ANCHOR</td>
<td>$2,300 / WEEK</td>
</tr>
</tbody>
</table>

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 homepage 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

FOR SPECS AND MORE INFORMATION, VISIT:
bakemag.com/media-guide

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

**Audience Extension**
Reach bake.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**
Bake.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.

FOR SPECS AND MORE INFORMATION, VISIT: bakemag.com/media-guide

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**Digital Products**

**Newsletters**

**bake**

*bake 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

**Featured**

*bakemag.com*
**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**
*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

**Cakenomics**
*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

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

FOR SPECS AND MORE INFORMATION, VISIT:
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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

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### 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

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1-3X</th>
<th>4-6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 PAGE SPREAD</td>
<td>$12,625</td>
<td>$11,650</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$6,825</td>
<td>$6,325</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$4,350</td>
<td>$3,950</td>
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<tr>
<td>1/3 PAGE</td>
<td>$3,850</td>
<td>$3,475</td>
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<tr>
<td>1/4 PAGE</td>
<td>$3,325</td>
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<tr>
<td>PRODUCT SHOWCASE</td>
<td>$750</td>
<td>$700</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>AD RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD</td>
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<td>$3,575</td>
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