

2024

bake



MEDIA GUIDE

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

**SOSLAND**  
PUBLISHING



# bake

## Connect with an audience of engaged retail bakers

For over 35 years, *bake* magazine has reached the retail bakery, artisan/specialty bakery, foodservice/bakery café and intermediate wholesale audiences of the North American baking industry. Both *bake* and *bakemag.com* serve as quintessential print and digital resources for experienced bakers, bakery owners, foodservice professionals, buyers, and more in this thriving sector.

Retail bakeries in the U.S. are ready to invest in equipment and capital expenditures.

### TOP FRONT-OF-HOUSE EQUIPMENT PURCHASES BEING CONSIDERED:

Display cases – **46%**  
Menu boards – **38%**  
Coffee/beverage machines – **36%**  
POS systems – **33%**  
Bread slicer – **21%**

### TOP BACK-OF-HOUSE EQUIPMENT PURCHASES BEING CONSIDERED:

Baking pans – **72%**  
Refrigerators/freezers – **58%**  
Ingredient bins – **56%**  
Scales – **49%**  
Countertop mixers – **48%**  
Decorating equipment – **43%**  
Rack ovens – **37%**  
Floor mixers – **31%**  
Deck ovens – **27%**

### TOP DRIVERS FOR EQUIPMENT PURCHASES:

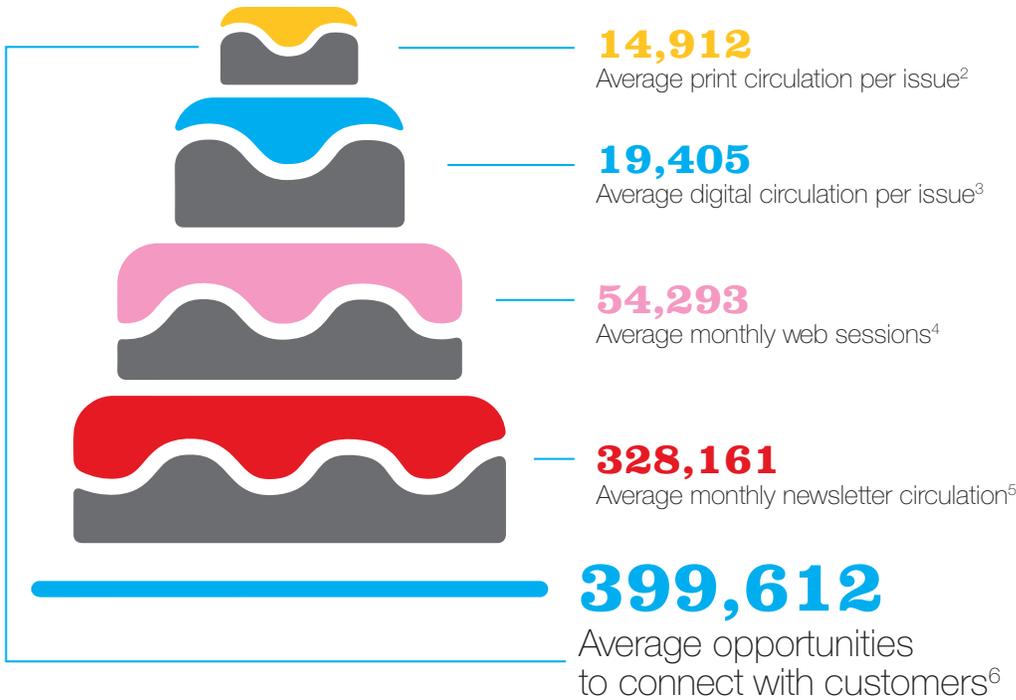
Replace existing/old/outdated equipment – **37%**  
Increase production efficiencies – **33%**  
Improve production capabilities – **33%**  
Increase capacity for existing products – **31%**  
Decrease labor costs – **24%**  
Increase capacity for new products – **21%**  
Automate processes currently handled manually – **21%**  
Accommodate/compensate for lack of labor – **21%**  
Improve product quality/consistency/accuracy – **20%**  
Reduce waste/energy costs – **15%**  
Expand into new channels (e.g., wholesale, foodservice) – **13%**  
Reduce maintenance/repair costs – **13%**  
Create more environmentally responsible operations – **10%**  
Improved food safety/sanitation – **9%**

Source: Cypress Research, 2023

**68%**  
of retail bakers report they were actively looking to purchase equipment.

# Nearly 4.8 million opportunities to connect with customers in 2024<sup>1</sup>

*bake*'s omnichannel approach delivers critical context and insights about the latest news and information driving the retail bakery and bakery foodservice industry. Each month, *bake* provides on average nearly 400,000 possibilities to connect with its highly engaged group of baking industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



Source:

1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
2. Sosland Publishing Circulation. Qualified circulation for analyzed issues (January 2023-June 2023) = 14,912 (6 times per year)
3. Sosland Publishing Circulation. Average digital circulation = Total qualified circulation + Non-qualified circulation (January-June 2023) = 19,405 (6 times per year)
4. Google Data Studio, January 2023 – June 2023
5. Publisher's own data, June 2023. Aggregate monthly distribution (distribution x frequency) for *bake News*, *bake Trends*, *Bakery Insider*, *bake Breadwinners*, *Baker's Workbench* and *Cakenomics*. No attempt has been made to identify or eliminate duplication that may exist across media channels
6. Publisher's own data, June 2023. May include duplication of viewers across/within channels (Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly *bakemag.com* Pageviews)

## Editorial staff



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## Circulation by Business Class

Bakery Cafe  
**18%**  
Specialty Bakery  
**13%**

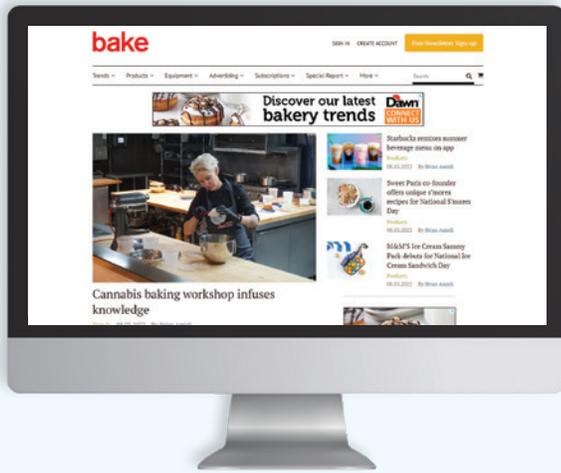


Food Service Dist / Bakery Dist / Broker  
**5%**  
Intermediate Wholesale Bakery  
**3%**

Source: Sosland Publishing® Circulation



# Digital marketing opportunities



## Website advertising

bake's crafted strategies and tactics get your message to the right people at the right time via *THEIR* preferred channels. In addition to print, *bakemag.com* – the retail 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 54,000 monthly sessions on *bakemag.com*.<sup>1</sup>

1. Source: Google Data Studio, January 2023 – June 2023

## Website ad rates

AD TYPES	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	\$2,750 PER WEEK

## Slideshows

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 per slideshow sponsorship

### SPONSORSHIP INCLUDES:

- Contribution of content
- Slideshow recognition on the *bakemag.com* homepage
- 4-6 slides on the landing page
- Slideshow featured in the *bakenews daily* newsletter
- Slideshow and your advertisement archived on *bakemag.com* for 12 months

## Native content

Native 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 daily* newsletter the first day of the campaign and then promoted the remainder of the week in the supplier news section of the newsletter
- Exclusive Leaderboard and Medium Rectangle 1 ads on the article landing page

# Digital marketing opportunities - cont.

## AUDIENCE EXTENSION

Stay engaged with *bakemag.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.

## WEBINARS

*bake's* hosted 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 quality viewership and ensures that your messaging is heard by difference makers across the retail 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 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, interactive digital magazine for informing your customers while enticing them with a call to action.

## 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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contact a sales representative at  
[bakesales@sosland.com](mailto:bakesales@sosland.com)



# Digital marketing opportunities - cont.



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## 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**

## 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 ad:** \$2,600 per month

**Blockbuster 2 ad:** \$2,600 per month

**Sponsored message:** \$2,750 per month

**Medium rectangle 1 ad:** \$1,850 per month



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

**Blockbuster ad:** \$1,400 per month

**Medium rectangle 1 ad:** \$1,400 per month

**Medium rectangle 2 ad:** \$975 per month

**Product spotlight:** \$400 per week

**RBA member spotlight:** \$600 per month

## baketrends

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

### Featured sponsorship includes:

- Blockbuster 1 ad
- Exclusive product spotlight
- Up to 4 call to action buttons

**Rate:** \$2,525 per week

### Category sponsor 1 includes:

- Blockbuster 2 ad
- Product spotlight within category section

**Rate:** \$1,250 per week

### Category sponsor 2 includes:

- Blockbuster 3 ad
- Product spotlight within category section

**Rate:** \$1,250 per week



Connect with us on social media

# Digital marketing opportunities - cont.

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.

**Sponsorship includes:**

- Video
- Leaderboard ad
- Blockbuster ad
- Product spotlight

**Rate:** \$2,100 per month



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

**Blockbuster ad and product spotlight:** \$2,500 per month

**Optional Video:** \$525 per month

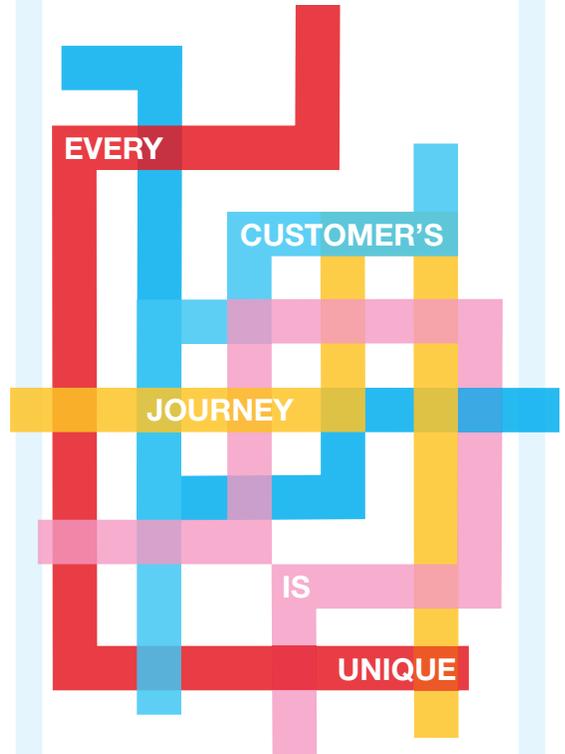
## **bake** CAKENOMICS

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 ad and product spotlight:** \$2,500 per month

**Optional video:** \$525 per month



***Meet your buyers  
at EVERY turn.***

Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email us at [bake@sosland.com](mailto:bake@sosland.com) or call us at (816) 756-1000 or (800) 338-6201.

# Digital marketing opportunities - cont.



## 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 over 19,000 recipients each issue.<sup>1</sup>

1. Source: Sosland Publishing Circulation

### SPONSORSHIP PACKAGE - \$1,575 PER MONTH

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

### SPONSORSHIP + VIDEO - \$2,100 PER MONTH

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

## *bake* Special Report digital series

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

**Sponsorship Rate:** \$4,200 per Special Report

### 2024 TOPICS:

**March:** Packaging

**May:** Bakery equipment

**July:** Holiday promotions

**November:** The bottom line

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





# 2024 editorial calendar

Calendar subject to change

## JANUARY / FEBRUARY

CLOSE DATE: DEC 20, 2023

### The Promotion Issue

- How To: Limited-Time Offers
- Digital Toolbox: Creative Storytelling
- Ovens
- Specialty Flours
- Gluten Free
- Valentine's Day
- Brownies
- Sprouted Grains
- *Cakenomics: Spring Cake*

## MARCH / APRIL

CLOSE DATE: FEB 22

### The New Business Issue

- How To: Drive Higher Demand
- Digital Toolbox: Social Media Deep Dive
- Mixers
- Flavors/Colors
- Clean Label
- Mother's Day
- Cookies
- Muffins
- *Cakenomics: Graduation Cakes*
- *Panadería - Spring Issue*

## MAY / JUNE

CLOSE DATE: APR 25

### The Social Media Issue

- How To: Plan Winning Promotions
- Digital Toolbox: Photo Contests
- Cookie Machines
- Fruits/Nuts
- Icings
- Father's Day
- Graduation Sweets
- Baguettes
- *Cakenomics: Summer Cakes*
- *Panadería - Summer Issue*

## JULY / AUGUST

CLOSE DATE: JUN 19

### The Production Issue

- How To: Manage Costs
- Digital Toolbox: Sales Forecasting
- Spraying/Enrobing Machines
- Honey
- Fruit Purees
- National Bakery Day Planning
- Single-Serve Desserts
- Savory Pastries
- *Cakenomics: Birthday Cakes*

## SEPTEMBER / OCTOBER

CLOSE DATE: AUG 22

### The Technology Issue

- How To: Inspire Your Staff
- Digital Toolbox: Interactive Promos
- Donut Fryers
- Shortenings/Oils
- Innovative Decorations
- Halloween
- Cupcakes
- Holiday Breads
- *Cakenomics: Halloween Cakes*
- *Panadería - Fall Issue*

## NOVEMBER / DECEMBER

CLOSE DATE: OCT 21

### The Inspiration Issue

- How To: Develop New Products
- Digital Toolbox: Coffee Chats
- Depositors
- Dairy
- Fondant Favors
- Christmas
- Cheesecakes
- Specialty Pastries
- *Cakenomics: Christmas Cakes*
- *Panadería - Winter Issue*

## Major bakery and foodservice events

- January 21-24: Sirha Europain  
*Paris, France*
- March 19-21: International Pizza Expo  
*Las Vegas, Nevada*
- May 18-21: National Restaurant Association Show  
*Chicago, Illinois*
- June 9-11: International Dairy Deli Bakery Association Show  
*Houston, Texas*



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# Print marketing opportunities

## Print ad rates

AD TYPES	1-3X	4-6X
TWO-PAGE SPREAD	\$12,625	\$11,655
FULL PAGE	\$6,825	\$6,325
1/2 PAGE	\$4,375	\$3,975
1/3 PAGE	\$3,875	\$3,475
1/4 PAGE	\$3,325	\$3,050
PRODUCT SHOWCASE	\$775	\$725
CLASSIFIED	\$175	\$150

### 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 *bake's* digital edition, driving engaged readers to your doorstep.

## Special issues

### Cakenomics

In each issue of *bake* magazine, *bake's* editorial team looks 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.



# Print marketing opportunities - cont.

## Bakery Redbook

**Close Date:** May 21

**Publish Date:** July

The 43<sup>rd</sup> annual *Bakery Redbook* covers all segments of the baking industry and provides an opportunity to get your brand message in front of a broad audience, including the combined circulation of *bake*, *Baking & Snack*, *Milling & Baking News*, and *Supermarket Perimeter*. A single advertisement will receive year-round exposure in our print edition, digital edition, and online searchable directory.

### BAKERY LISTINGS

The *Bakery Redbook* features rankings of the top instore bakeries and multiunit retailers and includes plant information for major wholesale and intermediate wholesale bakeries in the U.S., Puerto Rico and Canada. Companies are organized geographically and alphabetically. Baking industry professionals rely upon this easy-to-use resource throughout the year to find company profiles and the contact information for each company's leadership team.

### SUPPLIER LISTINGS

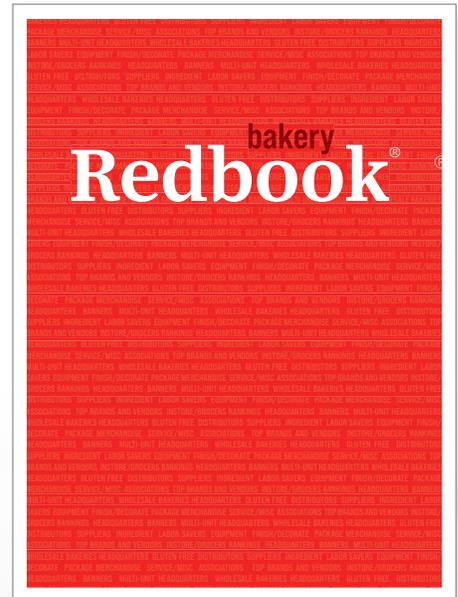
*Bakery Redbook's* Supplier Listings serve as a comprehensive guide covering all segments of the baking industry—from equipment and ingredient manufacturers to suppliers and service providers. Your company's advertisement in the *Bakery Redbook* will be seen year-round by industry professionals utilizing this valuable resource.

### ONLINE DIRECTORY

In addition to the print and digital editions of the *Bakery Redbook*, your brand's advertisement will also be featured in our searchable, online directory. Potential buyers can filter or browse by category or alphabetically for the latest bakery suppliers and distributor listings.

## Bakery Redbook print ad rates

AD TYPES	AD RATES
TWO-PAGE SPREAD	\$12,375
1/2 SPREAD	\$7,850
FULL PAGE	\$6,950
2/3 PAGE	\$5,775
1/2 PAGE	\$4,625
1/3 PAGE	\$3,700
1/4 PAGE	\$3,400



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# bake

*bakemag.com*

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