

2025

bake

MEDIA GUIDE

the voice of bakery
and pastry

bakemag.com



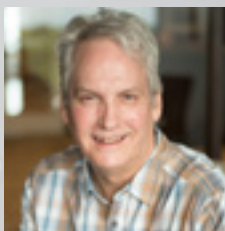
bake

CONNECT WITH AN ENGAGED AUDIENCE of retail bakers

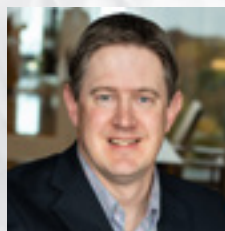
For over 35 years, *bake* magazine has reached the retail bakery, artisan/ specialty bakery, foodservice/bakery café and intermediate wholesale audiences of the North American baking industry. Both *bake* and *bakemag.com* serve as quintessential print and digital resources for experienced bakers, bakery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

bakemag.com

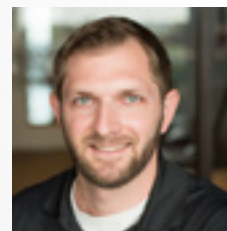
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OVER 4.6 MILLION OPPORTUNITIES

to connect with customers in 2025¹

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

14,769

Average print circulation per issue²

20,558

Average digital circulation per issue³

53,523

Average monthly *bakemag.com* sessions⁴

317,206

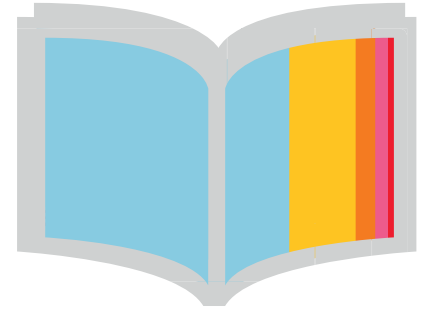
Average monthly newsletter circulation⁵

388,393

Average opportunities to connect with customers⁶



CIRCULATION BY BUSINESS CLASS



Retail Bakery:

73%

Bakery Café:

17%

Food Service Dist / Bakery Dist / Broker:

6%

Intermediate Wholesale Bakery:

3%

Food Service Chains:

1%

Source: Sosland Publishing Circulation

Source:

1. Sosland Publishing® Circulation, December 2023. Average monthly opportunities to connect with customers x 12 months.
2. Sosland Publishing Circulation. Qualified circulation for analyzed issues (July 2023–December 2023).
3. Sosland Publishing Circulation. Average digital circulation = total qualified circulation + non-qualified circulation (July 2023–December 2023).
4. Google Data Studio, July 2023 – December 2023.
5. Sosland Publishing Circulation, December 2023. Aggregate monthly newsletter circulation. No attempt has been made to identify or eliminate duplication that may exist across media channels.
6. Sosland Publishing Circulation, December 2023. May include duplication of viewers across/within channels (Average monthly digital circulation + Average monthly newsletter circulation + Average monthly *bakemag.com* pageviews).



VISIBILITY THAT COUNTS: Elevate your brand and be seen by the audiences that matter

You can count on Sosland Publishing for your IBIE 2025 success. Trusted by baking industry professionals, we deliver the news and information they rely on for the best experience at this triennial event. Whether it's their first Expo or they're a seasoned decision-maker, we've got them covered.

Sosland Publishing, the **Official Media Provider of IBIE 2025**, oversees all aspects of sales and advertising for the IBIE *Official Show Directory*, *Retailer's Guidebook*, *IBIE Today Show Dailies*, *IBIE Pocket Guide* and the *INSIDE IBIE Pre-Show Guide*. Content for the Innovation Showcase, *Countdown to IBIE* and *Good Morning IBIE* newsletters along with advertising on the IBIE website and mobile app will also be managed by Sosland Publishing. With a cohesive print and digital approach, your brand's messaging will connect buyers with ingredient and equipment solutions, fostering engagement before, during and after the baking industry's premier event.

The following digital advertising opportunity is being offered in addition to Official IBIE 2025 products that can be found in our **IBIE 2025 Media Guide**.



STATE OF THE RETAIL BAKING INDUSTRY WEBINAR SPONSORSHIP

Ahead of IBIE 2025, *bake* magazine and Cypress Research will offer an exclusive first look at the findings of their ongoing series of groundbreaking State of the Retail Baking Industry surveys targeting the U.S. retail bakery sector. Don't miss this unique opportunity to align your brand with the study that will become a touchstone for the retail baking industry.

For more information, visit:

bakemag.com/media-guide

To reserve your space, contact a sales representative at bakesales@sosland.com



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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

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CLASSIFIED PRINT AD RATES

AD TYPES	RATE
1/2 PAGE	\$1800
1/4 PAGE	\$900

For more information about classified placements and specifications, contact our sales team at classifiedsales@sosland.com.

ADVERTORIALS

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing a 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. Feature your brand alongside time saving tips, supply side economics, winning promotions and innovative products every month.

PANADERÍA

Panadería, a quarterly magazine in Spanish and English 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 23

Publish Date: July

The annual *Bakery Redbook* covers all segments of the bakery industry and provides an opportunity to get your brand's 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 US, Puerto Rico and Canada. Companies are organized geographically and alphabetically.

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.

BAKERY REDBOOK PRINT AD RATES

AD TYPES	RATE
TWO-PAGE SPREAD	\$12,375
1/2 PAGE HORIZONTAL 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

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.

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DIGITAL MARKETING OPPORTUNITIES

WEBSITE ADVERTISING

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 53,000 monthly sessions on *bakemag.com*.¹

1. Source: Google Data Studio, July 2023 – December 2023

WEBSITE AD RATES

AD TYPES	RATE (PER MONTH)
LEADERBOARD	\$2,175
EXPANDABLE LEADERBOARD	\$2,450
INLINE MEDIUM RECTANGLE	\$2,600
MEDIUM RECTANGLE 1	\$2,175
MEDIUM RECTANGLE 2	\$1,525
ANCHOR	\$2,850 (PER WEEK)

NATIVE ARTICLE

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

Rate: \$2,600 per week

EXCLUSIVE SPONSORSHIP INCLUDES:

- Contribution of content – full-length article
- Article 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 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
- Optional video embedded in article

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.

Rate: \$1,925 per slideshow sponsorship

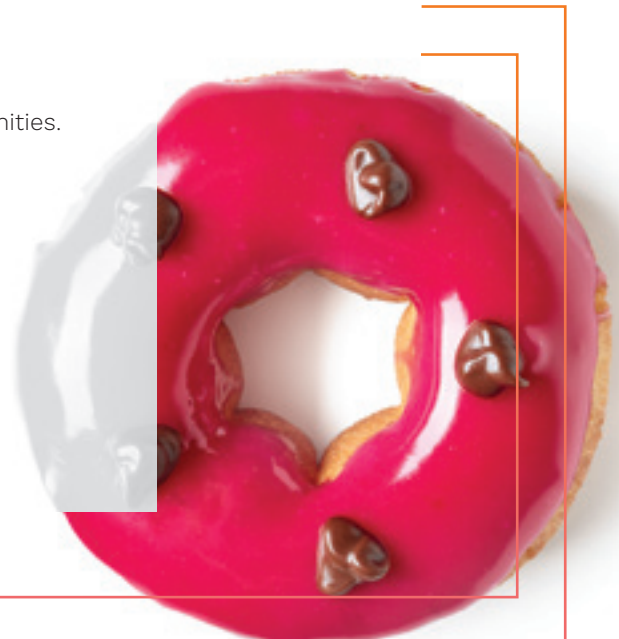
EXCLUSIVE SPONSORSHIP INCLUDES:

- Contribution of content
- Slideshow recognition on the *bakemag.com* home page
- 4-6 slides on the landing page
- Slideshow featured in the *bakenews daily* newsletter
- Slideshow archived on *bakemag.com*



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DIGITAL MARKETING OPPORTUNITIES – cont.



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 and announce special offers. Reach our extensive audience to drive traffic to your website and generate qualified leads.

AUDIENCE EXTENSION

Stay engaged with *bakemag.com* visitors after they leave our site and navigate across the web. Audience extension through Google’s search and display networks will amplify your message to our qualified readers resulting in higher conversion and engagement rates.

WHITE PAPERS

Provide value to your prospects by hosting your brand’s white papers on *bakemag.com*. Whether you share research, a product deep dive or solutions for tough application challenges, giving your customers the vital information they need for success increases reach and builds brand loyalty. White papers are promoted in a *bake* newsletter for one week as well as via email to a select list of industry professionals.



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.

CUSTOM WEBINARS

Build brand awareness, target hard-to-reach prospects, and generate high-value leads through an engaging custom webinar. Available in both live and on-demand formats, custom webinars provide a unique opportunity to reach industry leaders and decision-makers and provide solutions to their most difficult challenges. One of our knowledgeable *bake* editors will serve as the webinar’s moderator while your in-house experts deliver your company’s compelling content.

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 publication’s subscriber database. Digital alerts are sent to over 20,000 recipients each issue.¹

1. Source: Sosland Publishing Circulation

SPONSORSHIP PACKAGE — \$1,625 per month

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

SPONSORSHIP + VIDEO — \$2,175 per month

- Wide skyscraper ad on the digital edition
- Blockbuster ad on the digital alert email
- Video on the digital edition intro page



DIGITAL MARKETING OPPORTUNITIES - cont.

NEWSLETTERS

bakeneews daily

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

Blockbuster 1 ad: \$2,675 per month

Blockbuster 2 ad: \$2,675 per month

Sponsored message: \$2,850 per month

Medium rectangle ad: \$1,900 per month



Retail Bakers of America's (RBA) *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: \$1,450 per month

Medium rectangle 1 ad: \$1,450 per month

Medium rectangle 2 ad: \$1,025 per month

Product spotlight: \$425 per week

RBA member spotlight: \$625 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 four call to action buttons

Rate: \$2,600 per week

Category sponsor includes:

- Blockbuster 2 ad
- Product spotlight within category section

Rate: \$1,300 per week

A vertical mockup of a newsletter layout. At the top, it says 'How newsletter sponsorships drive results' in blue and pink. Below that is a yellow box with '(Blockbuster - advertise here!)'. Then a pink bar, followed by a grey box with a pink circular graphic containing white dots. Below that, it says '(TOP STORY) Reaches food industry decision makers' in blue. Another yellow box with '(Blockbuster - advertise here!)'. Then a blue bar with 'TRENDING' in white. Below that is a pink box with '(NEWSLETTER TOPIC) Aligns your brand with a trusted news source' in blue. Then a grey box with '(Sponsored Message - advertise here!) Builds brand awareness with built-in, targeted audiences' in pink and blue, with a whisk and spoon icon. Finally, a yellow box with '(Med Rec - advertise here!)'.

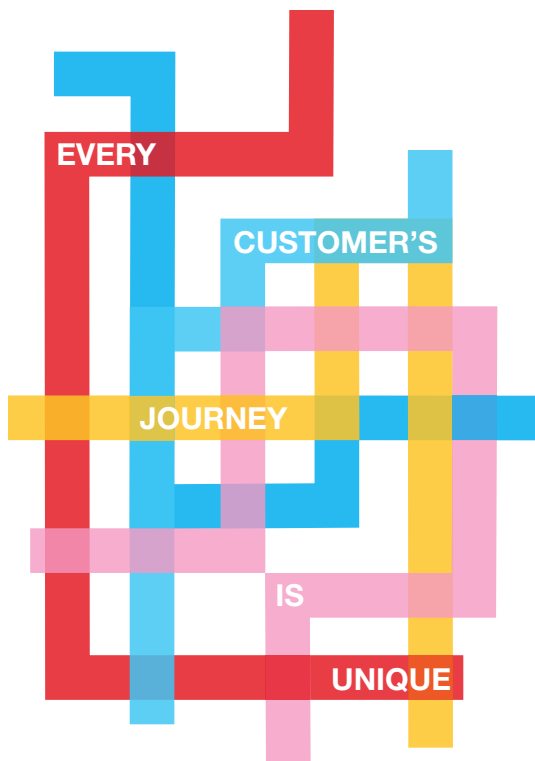


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DIGITAL MARKETING OPPORTUNITIES - cont.

PRINT + DIGITAL SOLUTIONS



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 bakesales@sosland.com or call us at (816) 756-1000 or (800) 338-6201.

Exclusively sponsored newsletters

baker's WORKBENCH

Baker's Workbench shares the expertise of bakery masters and supplier technicians as it relates to new production tips and strategies that bring added value and efficiencies to bakery production. Video sponsorships showcase suppliers' technical knowledge and expertise relating to their products and services.

EXCLUSIVE SPONSORSHIP INCLUDES:

- Video
- Leaderboard ad
- Blockbuster ad
- Product spotlight

Rate: \$2,175 per month



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

EXCLUSIVE SPONSORSHIP INCLUDES:

- Blockbuster ad
 - Product spotlight
- Rate:** \$2,575 per month
- Optional video: Add \$550 per month

bake 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.

EXCLUSIVE SPONSORSHIP INCLUDES:

- Blockbuster ad
 - Product spotlight
- Rate:** \$2,575 per month
- Optional video: Add \$550 per month



2025 EDITORIAL CALENDAR

Calendar subject to change

JANUARY/FEBRUARY

CLOSE DATE: DECEMBER 26, 2024

The Operations Issue

- How To: Increase Production Efficiency
- Digital Toolbox: Build a Bigger Audience
- Equipment: Bakery Mixers
- Bread & Baking: New Production Ideas
- Cakes & Decorating: Working with Fondant
- Sweet Goods: Top-Selling Cookies
- Pastries: Getting Creative with Hybrids
- Beverages: Start a Coffee Program
- **Cakenomics: Spring Cakes**
- **Bonus Distribution: BakingTECH 2025**

MARCH/APRIL

CLOSE DATE: FEBRUARY 21

The Promotion Issue

- How To: Engage Shoppers in Meaningful Ways
- Digital Toolbox: Participate in Community Events
- Equipment: Refrigeration & Freezers
- Bread & Baking: Packaging Breads to Go
- Cakes & Decorating: Weddings & Quinceañeras
- Sweet Goods: Creating Profitable Donuts
- Pastries: Croissants
- Beverages: Add Cold Beverage Options
- **Cakenomics: Graduation Cakes**
- **Panadería: Spring Issue**
- **Bonus Distribution: National Restaurant Association, IDDBA**

MAY/JUNE

CLOSE DATE: APRIL 25

The New Product Issue

- How To: Budget for Equipment
- Digital Toolbox: Customer Loyalty Programs
- Equipment: Cookie Machines
- Bread & Baking: Adding Fruits and Nuts
- Cakes & Decorating: How to Go Small
- Sweet Goods: Breakfast Muffins
- Pastries: Macarons
- Beverages: Trending Flavors with Consumers
- **Cakenomics: Summer Cakes**
- **Panadería: Summer Issue**

JULY/AUGUST

CLOSE DATE: JULY 3

The Digital Marketing Issue

- How To: Network with Experts
- Digital Toolbox: Social Media Tactics
- Equipment: Depositors
- Bread & Baking: Sandwich Breads
- Cakes & Decorating: Color Trends
- Sweet Goods: Decadent Brownies
- Pastries: Cannoli & Italian Pastries
- Beverages: Equipment You Need
- **Cakenomics: Birthday Cakes**
- **Bonus Distribution: IBIE**

SEPTEMBER/OCTOBER

CLOSE DATE: AUGUST 14

The Labor Issue

- How To: Improve Your Bottom Line
- Digital Toolbox: Holiday Promotions
- Equipment: Spraying/Enrobing
- Bread & Baking: Shaping Techniques
- Cakes & Decorating: How to Enhance Icings
- Sweet Goods: Cinnamon Rolls
- Pastries: Danish
- Beverages: Hiring a Barista
- **Cakenomics: Halloween Cakes**
- **Panadería: Fall Issue**

NOVEMBER/DECEMBER

CLOSE DATE: OCTOBER 27

The Innovation Issue

- How To: Research New Opportunities
- Digital Toolbox: Implement Training Tools
- Equipment: Ovens
- Bread & Baking: Implement Best Practices
- Cakes & Decorating: Dazzling Decorations
- Sweet Goods: Gluten-Free Options
- Pastries: New Product Ideas
- Beverages: Coffee Promotions
- **Cakenomics: Christmas Cakes**
- **Panadería: Winter Issue**

SAVE THE DATES

MAJOR BAKERY AND FOODSERVICE EVENTS

February 16-18: BakingTECH 2025, *Orlando, Florida*

March 25-27: International Pizza Expo, *Las Vegas, Nevada*

May 17-20: National Restaurant Association Show, *Chicago, Illinois*

June 1-3: International Dairy Deli Bakery Association (IDDBA) Show, *New Orleans, Louisiana*

September 13-17: International Baking Industry Exposition (IBIE), *Las Vegas, Nevada*



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